

**PLAY DEVELOPMENT STRATEGY ACTION PLAN
2007-2010 UPDATE**

Abbreviations

- PDS** – Play Development Service
GBC – Guildford Borough Council
KSP – Council's Strategic Priorities
CS – Cultural Strategy

STRATEGIC AIM: ONE

Set a framework within which play can contribute to improving the quality of community life as a whole.

ACTION 1.1: Engage in external consultation and evolve the play development service in accordance with stated needs

MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to KSP and CS
To complete a map of play providers in the Borough to determine the level of provision including the identification of needs and opportunities as part of the Cultural Strategy	<ul style="list-style-type: none"> o Early Years Development and Childcare Partnership – 4 to 16 sub-group and Guildford Liaison Group o CommunityNetwork Forum's o Surrey Play Development Officers Group 	0 – 2 years	Existing resources for initial investigations	Play Development P.I - 2 Provider Audit	Cs - 4.3 KSP – SC, Culture
Update: Information gathering is now complete and further analysis is required					

<p>To complete reports on a bi-monthly basis, measuring results against corporate objectives and Local Performance Indicator targets, as outlined in this strategy.</p>	<ul style="list-style-type: none"> o Leisure Strategy Officer o Management Services Officer 	<p>Bi-monthly</p>	<p>Existing resources</p>	<p>Local P.I's</p>	
<p>Update: Ongoing as has to be monitored on a bi-monthly basis. It would appear that community based holiday playschemes and after school clubs are being superseded by professional playscheme providers and are run on a childcare basis rather than the main emphasis being on play</p>					
<p>To complete the Surrey Play Development Officers Health Check and Customer Service Index to compare service against other local authorities and to exchange information on best practice to raise service levels</p>	<ul style="list-style-type: none"> o Surrey Play Development Officers Group o Client Group Providers 	<p>Annually</p>	<p>Existing resources and other Play Development Officer's in Surrey</p>	<p>Play Development P.I – 5,6 Customer Service Index (CSI) Surrey P.I's</p>	<p>KSP - VFM</p>
<p>Update: Still trying to encourage the Surrey Play Development Officers the value of this exercise. If this is not possible then the Play Development Service will do its own and use as a base figure for future performance measurement</p>					
<p>To have conducted user and non-user stakeholder research on a regular basis, to identify trends and needs through:</p> <ul style="list-style-type: none"> ➤ evaluation questionnaires ➤ citizens panel ➤ focus groups 	<ul style="list-style-type: none"> o Leisure Strategy Officer o Client group o GBC Citizens Panels 	<p>ongoing</p>	<p>Existing resources and support from PR & Marketing department and Cultural Strategy Officer</p>	<p>Action Plan Developed from feedback</p>	<p>KSP – VFM, SC, Culture</p>
<p>Update: Evaluation of the FISH project, CHIPS playscheme and Ash play sessions take place after each scheme is run. The results enable an action plan with any improvements to be addressed and actioned before future schemes. The evaluation also demonstrates that the dates and times we operate are meeting the client's needs. It appears that the majority of the users of these projects want affordable good quality provision but operate within working hours so that parents can go to work</p>					

To be working in partnership with Surrey Play Development Officers Group to benchmark performance	o Surrey Play Development Officers Group	ongoing	Existing resources and other Play Development Officer's in Surrey	Surrey P.I's Play Development P.I - 5	KSP – VFM, SC, Culture
Update: At the end of August 2006 the 11 Boroughs compared the schemes they have run, amount of children and young people attending and prices charged including subsidies. The comparison demonstrated that the majority of Boroughs are still allocating a substantial budget in order to provide good quality play provision in the summer holidays, particularly with the emphasis on targeting families on low incomes, disadvantaged children and young people and children with disabilities					
Action 1.2: Sustain and monitor existing frameworks to ensure a high level of service provision					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
To have used promotional material and media coverage to celebrate and raise the profile of play development and its benefits	o GBC PR & Marketing Department	ongoing	Existing resources and support from GBC PR & Marketing Department	Play Development P.I - 1	
Update: Regular press releases on play development activities Creation of Leisure Development roller banners to take to any promotional events The development of the Play Service web pages with the aim to use as a promotional tool					
To have used evaluation in order to monitor the quality and the need for expansion of the GBC provision of play initiatives	o GBC Leisure Development Officers	ongoing	Existing resources	Customer Service Index (CSI) Local P.I's	Cs – 2.3 KSP - Culture
Update: The ongoing evaluation for FISH – fun in the summer holidays led to the development of an Easter Scheme and a 3rd week in the summer					

<p>To have developed Standard Operational Procedures for play directly operated by the PDS that will safeguard:</p> <ul style="list-style-type: none"> ➤ Health and Safety ➤ Child Protection Issues ➤ Administrative Procedures 	<ul style="list-style-type: none"> ○ GBC Leisure Development Officers 	<p>ongoing</p>	<p>Existing resources</p>	<p>Play Development P.1 – 6</p>	
<p>Update: FISH Operational Procedures have been put in place and will overlap with the play development SOP's</p>					
<p style="text-align: center;">Action 1.3: To raise the profile of play development through efficient marketing</p>					
<p>MILESTONES</p>	<p>LEAD PARTNERS</p>	<p>Time Scale</p>	<p>RESOURCES</p>	<p>Performance Indicators</p>	<p>Link to CSP and C S</p>
<p>To have ensured that Guildford Borough play providers are kept up to date with local, regional and national play information and guidance through:</p> <ul style="list-style-type: none"> ➤ termly editions of the Play Development Newsletter ➤ Guildford Borough Council's website play development pages ➤ circulation of the annual Guildford Leisure Directory ➤ txt2u (sms texting facility) ➤ look to develop email bulletins 	<ul style="list-style-type: none"> ○ Contributors to the newsletter ○ GBC Website Administrator 	<p>Newsletter – termly Website - monthly Directory - annually</p>	<p>Existing resources and contributions from partners</p>	<p>No. of issues Distribution Play Development P.1 - 1 Customer Service Index (CSI)</p>	<p>Cs – 2.5 Cs – 5.2 Cs – 5.3</p>
<p>Update: Play Development web pages are now up and running and are monitored on a 2 weekly basis and updated if necessary Promoted FISH using txt2u (sms texting facility)</p>					

<p>To promote play development opportunities continually through press releases, advertisements, About Guildford and other promotional literature</p>	<ul style="list-style-type: none"> o Media contacts o GBC PR & Marketing Department 	<p>ongoing</p>	<p>Existing resources and support from GBC PR & Marketing Department</p>		<p>Cs – 2.5 Cs – 5.3</p>
<p>Update: Promoted FISH through About Guildford, By the Wey, Odeon Cinema in Guildford film programme, Arts and Sports Development Newsletter, FISH page on the Play Development Web pages and What’s on in Schools Newsletter A Holiday information leaflet is produced each holiday providing information on all play opportunities including those provided by the service</p>					
<p>To have submitted articles when appropriate to regional and national publications such as South East Play Association Newsletter, Play Councils – Play Today, Early Years Out of School Network Newsletter</p>	<ul style="list-style-type: none"> o Editors of publications 	<p>ongoing</p>	<p>Existing resources and support from GBC PR & Marketing Department</p>		<p>Cs – 2.5 Cs – 2.8 Cs – 5.3</p>
<p>Update: None to date</p>					
<p>To have used various means of communication – radio, website, presentations, local television to increase the marketing potential of the play development service by raising awareness in the community</p>	<ul style="list-style-type: none"> o GBC PR & Marketing Department o Media Contacts 	<p>ongoing</p>	<p>Existing resources and support from GBC PR & Marketing Department and local media</p>	<p>Play Development P.I - 1</p>	<p>Cs – 2.5 Cs – 5.3</p>
<p>Update: FISH is promoted through attending school assemblies, About Guildford and various other publications, the FISH Web page on the Play Development Web Pages and the FISH brochure Other play projects are communicated through the Play Development Web pages, direct advertising using flyers, brochures and posters, the Surrey Advertiser and About Guildford</p>					

Action 1.4: Adopting ‘QUEST’ (UK Quality Scheme for Sport and Leisure) to achieve continuous improvement of the service offered to customers by the Play Development Service					
Using the QUEST key criteria across the following management areas to continually improve play provision to the residents of the Borough.	o GBC Leisure Development Officers	ongoing	Existing resources & use of QUEST managers information pack	Self assessment score (SAQ) Play Development P.I - 6	
<p>Update: The Play Development Service has achieved the Aiming High, 4 Children’s Quality Assurance Scheme – Level 2 for FISH – Fun in the Summer Holidays which is similar to Quests key criteria. CHIPS – Children’s Holiday Playschemes is presently undergoing the same assessment</p>					

STRATEGIC AIM: TWO					
Widen accessibility of play in Guildford in terms of location, times of year and the nature of types of play provision with an emphasis on social inclusion and a multi-agency approach.					
ACTION 2.1: Encourage the participation of young people and youth organisations into play/leisure activities					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
Promote and develop FISH (Fun in the Summer Holidays), CHIPS (Children's Holiday Playschemes).	<ul style="list-style-type: none"> o Leisure Development Officers o Youth Affairs Police Officer o Healthy Living Programme o Disability Challengers o Local Community 	Ongoing	Additional finance required from GBC, National Lottery New Opportunity Funds and seeking funding from other funding organisations. School assemblies Marketing Plan Multi-agency resources	Play Development P.I – 2	Cs – 1.1, 1.2, 2.5 Cs – 5.2, 5.3, 6.1 Cs – 6.2, 6.8, 7.2 Cs – 7.6 KSP – VFM, SC, Culture
Update:					
Expanded FISH to a week at Easter and 3 weeks in the summer in 2004. The CHIPS Management committee are investigating the possibility of running a pilot scheme in the 2005 Easter Holidays					
ACTION 2.2: Provide services and encourage integration of socially excluded groups and those with special needs into play/leisure activities					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
Encourage further affordable and where appropriate free/concessionary pricing policies and ensure that all play activities/programmes run by the play development service have subsidised rates for families on low incomes	<ul style="list-style-type: none"> o Play Development Officer o Commercial operations o Course administrators 	Ongoing	Additional finance required Annual holiday playscheme grant Annual after school club grant	Play Development P.I – 4, 5	Cs - 6.2 Cs - 7.2 Cs – 7.8 KSP – VFM, SC

Update: The service continues to subsidise play activities and play sessions to enable families on low incomes to attend. Play Sessions include, Ash Play and Craft mornings in the school holidays FISH has continued to charge families on Income Support, Council or Housing benefit £20 a week instead of £50 a week and have tried to help families access the childcare element of working families tax credit					
To gain the Aiming High Accreditation award for FISH (Fun in the Summer Holidays) to enable families to claim the childcare element of working families tax credit	o Play Development Officer	1 year	Existing resources	Local P.I's Play Development P.I - 8	CS – 6.1, 6.2, 7.2 KSP – VFM, SC
Update: Gained level 2 (there are 3 levels) Aiming high Quality Assurance Scheme. The scheme will be reassessed in Easter 2006					
Transport to FISH and awareness of any other new transport initiative that will facilitate young people and their parents benefiting from play opportunities	o Play Development Officer	ongoing	Existing resources and some additional possibility	Play Development P.I – 4, 8	CS – 6.1, 7.1 KSP - SC
Update: An additional bus to escort young people from the Slyfield and Bellfield area of Guildford to FISH @ Easter 2005 and Summer FISH 2005 was provided					

<p>To work in partnership with Community Safety Wardens, community workers in target wards, Disability Challengers, Social Services and the Surrey Police to increase the number of referrals to the FISH Holiday scheme</p>	<ul style="list-style-type: none"> o Leisure Development Service o Social Services o Surrey Police o Local Community Networks o Disability Challengers 	<p>Annually Jan - June</p>	<p>Existing resources and support from key partners</p>	<p>Play Development P.I – 4</p>	<p>Cs – 1.1, 2.3, 6.1 Cs – 7.1 KSP - SC</p>
<p>Update: Easter Scheme – 80% of the target group attend the scheme Summer Scheme – 63% of the target group attend the scheme over the 3 weeks</p>					
<p>To have increased the number of out of school and holiday playschemes and activities that specifically target provision in wards of the Borough which are recognised as having areas of deprivation</p>	<ul style="list-style-type: none"> o Leisure Development Service o Local Community Networks o Disability Challengers o Early Years Development and Childcare Partnership 	<p>Ongoing but next 2 years are key to access 2005 funding stream</p>	<p>Existing resources and support from key partners</p>	<p>Play Development P.I – 2</p>	<p>Cs – 6.1, 7.1 KSP – VFM,SC</p>
<p>Update: Expanded FISH to a week at Easter and 3 weeks in the summer in 2004 Provided funding to Kids for Life for them to over subsidised spaces for children 4 – 11 years whose families are on low-incomes on their Easter 2004 holiday playscheme Continue to operate the Ash Play and Craft sessions at Ash Youth Centre which are subsidised by the Play Development budget</p>					
<p>Encourage the improvement of existing play facilities and the development of new facilities and activities where required</p>				<p>Play Development P.I – 2</p>	<p>Cs - 6.8 KSP - Culture</p>

<p>Update: Gained level 2 (there are 3 levels) Aiming high Quality Assurance Scheme for FISH – Fun in the Summer Holidays. The scheme will be reassessed in Easter 2006 Kids for Life opened a holiday playscheme at Ash Manor School in Easter 2004 with funding from Guildford Borough Council for subsidised spaces</p>					
Increase the numbers of playschemes that offer inclusive places for children with disabilities	<ul style="list-style-type: none"> o Play Development Officer o Community Nurses o Disability Challengers 	Ongoing	Existing resources PDO play grant		Cs - 6.1 KSP - Culture
<p>Update: CHIPS – Children’s Holiday Playscheme worked in partnership in summer 2005 with Disability Challengers to provided places for children with disabilities into the playscheme</p>					
<p>ACTION 2.3: Liaise with Departments of Guildford Borough Council and other external organisations – Cs 2.3</p>					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
To work in partnership with the Sports and Arts Development Officers in the development of new projects and schemes	<ul style="list-style-type: none"> o Leisure Development Officers 	Ongoing	Additional funding may be required	Play Development P.1 – 2	KSP - Culture
<p>Update: Worked with the Sports and Arts development officers to enable the development of an Easter FISH Scheme and a 3rd week of FISH in the summer</p>					
Continue to influence statutory strategies/documents and contribute to there action plans, including: <ul style="list-style-type: none"> ➤ The Guildford Community Plan ➤ Cultural Strategy ➤ Anti-poverty strategy ➤ The Safer Guildford Community Plan 	<ul style="list-style-type: none"> o Guildford Borough Council Officers o Surrey County Council o Surrey Police 				Cs – 2.5, 2.8

Update:

In Sept 04 gave detailed information about the FISH project and CHIPS playscheme in order to up-date the anti poverty strategy. The Cultural Strategy is under review and currently in the consultation stage for a planned January 2008 publication. Play and youth provision continues to be an integral part of the Cultural Strategy for Guildford. The play and youth service is actively involved in the Barn Youth Project which operates in partnership with multi-agencies including the Safer Guildford Partnership.

STRATEGIC AIM: THREE					
To provide advice, encourage and enable participation by all sections of the community in play by the provision of good quality, safe and suitable facilities, services and opportunities, by supporting the efforts of committees, schools, community groups and individuals.					
ACTION 3.1: Promote and encourage community involvement – Cs 1.1					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
Consult with the users of the Ash and Bellfields play sessions to determine the operation and future of these play sessions	<ul style="list-style-type: none"> o Play Development Officer o Users 	Ongoing	Existing resources		Cs – 1.1
Update:					
Send out evaluation forms at the end of each holiday to determine quality of service, meeting the needs of the users and future needs. The evaluations demonstrate the need for longer sessions and more of them however the majority of parents prefer not want direct involvement with the running of them					
Encourage and promote the idea that the users and local community take over the management of the Ash play session with the support of the play development officer.	<ul style="list-style-type: none"> o Play Development Officer o Users o Local Community 	1 – 2 years	Existing resources with help to seek additional funding from funding organisations	Play Development P.I – 2 Local P.I's	Cs – 1.1 CS – 4.5
Update:					
Presently Ash play sessions have 2 parents working on the scheme but have been unsuccessful in encouraging parents to be involved in the direct running of them					
Action 3.2: Oversee the administration of CHIPS (Children’s Holiday Playschemes)					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
Actively seek new funding opportunities and play a lead role in the completion of funding applications.	<ul style="list-style-type: none"> o Play Development Officer o Committee treasurer 	Ongoing	Existing resources	Play Development P.I – 3 Local P.I's	Cs – 1.1 KSP – VFM, SC

Update: Received £2,000 from Arundel House Trust, £1,000 from the Healthy Living Programme and £600 from St Faiths Trust. Currently applying for Community Network Funding to finance an Easter scheme					
Facilitate the payroll system for the staff employed on behalf of the committee.	o GBC wages dept	Ongoing	GBC wages dept		
Update: The payroll is being facilitated by GBC with a small charge per year					
Encourage and support the leading committee members to take on the management aspect of the playscheme in order for the committee to become self sufficient from the play development officer.	o Play Development Officer	2 years	Existing resources	Play Development P.I – 2	Cs – 1.1
Update: Set up sub-groups in the committee to work on recruitment, fundraising and gaining charity status					
ACTION 3.3: Investigate and encourage the wider use of school facilities for local groups - CS 5.2					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicators	Link to CSP and Cs
Develop a network of school contacts with a view to increasing the use of facilities and resources for play and leisure activities	o Leisure Development Team o Local Schools	Ongoing	Existing resources		Cs 5.2 KSP - Culture
Update:					

STRATEGIC AIM: FOUR					
To encourage partnerships to develop a clear protocol for working together effectively so as to deliver coherent training, advice, promotion, support and information services that build capacity and strengthen the quality, choice, accessibility and diversity of provision locally.					
ACTION 4.1: To promote and advocate good practice in the setting up of new play provision					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cultural Strategy
Encourage the provision of training courses for playworkers and volunteers	<ul style="list-style-type: none"> o Early Years Development and Childcare Partnership o Play Factors o Leisure Development Team 	Ongoing	PDO operational budget Training bursaries from the Early Years Development and Childcare Partnership		Cs - 1.2
Update:					
Provide information on training opportunities to the playworkers on the playworker database through the website and direct mailing					
The next step is the development of an email newsletter that will be able to provide details on further training					
To promote awareness of Health & Safety issues and support play providers to adhere to the appropriate guidelines	<ul style="list-style-type: none"> o Play Development Officer o Ofsted 	Ongoing	Existing resources		
Update:					
Ongoing. The Play Service provides play providers with support and guidance when requested. The development of the email newsletter will enable the service to be more proactive					
ACTION 4.2: To encourage personal development and excellence in playwork in the Borough					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cultural Strategy
To maintain a database of playworkers actively working in the Borough to determine training needs and direct	<ul style="list-style-type: none"> o Early Years Development and Childcare 	1 – 2 years	Existing resources and grant funding		Cs – 1.2

them to training opportunities	Partnership o Play Factors				
Update: A database of playworkers has been established but we are currently waiting for permission from the playworkers to be able to give out their contacts to other providers and also an update of their qualifications so their training needs can be established					
To have helped and given support to playworkers and play settings through training, advice and funding in order to offer inclusive places for children with disabilities	o Leisure Development Service o Early Years Development and Childcare Service o Disability Challengers o Community Nurses	ongoing	Existing resources, grant funding and Early Years Development and Childcare Partnership Training bursaries	Play Development P.I – 2	KSP - SC
Update: Supported CHIPS – Children’s Holiday Playscheme with including 5 children with disabilities on to the scheme over a 2 week period. Support workers were provided by Disability Challengers					
To advertise playwork opportunities within the Borough through ➤ Guildford Borough Council’s Play Development website pages ➤ termly Play Development Newsletter	o Play Development Officer o Children’s Information Service			Play Development P.I – 1	
ACTION 4.3: To provide information on playschemes and play activities to members of the public through publications and the website					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cs
To ensure that members of the public are kept informed of play settings and activities through ➤ The Holiday Information Brochure	o Contributors to the leisure directory and holiday information brochure	Directory – annually Brochure – all holidays	Existing resources and contributors from partners	Play Development P.I – 1	Cs – 5.3 KSP – SC, Culture

<ul style="list-style-type: none"> ➤ circulation of the annual Guildford Leisure Directory ➤ Guildford Borough Council Play Development Website pages ➤ FISH – (Holiday Information Brochure) ➤ Flyers to schools and playsettings ➤ School assemblies 		except for Christmas			
<p>Update: Have successfully achieved the above milestone</p>					
<p>ACTION 4.4: Work and consult closely with local, regional and national agencies to keep abreast of current policies and practices</p>					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cs
To be working in partnership with play regional/national governing bodies to promote and develop initiatives to increase play provision	<ul style="list-style-type: none"> ○ All Governing Bodies 	ongoing	Existing resources	Play Development P.I – 2	
<p>Update: Currently work in partnership with Early Years Childcare Service to develop Playschemes and After School Clubs</p>					
To advocate a multi-agency partnership approach to the delivery of the play development action points of the Cultural strategy and to address the cross-cutting agenda issues	<ul style="list-style-type: none"> ○ Early Years Development and Childcare Partnership ○ Healthy Living Programme ○ Surrey Police ○ Social Services ○ Disability Challengers ○ Internal 	ongoing	Existing resources and partners contributions		Cs – 1.1, 1.2, 1.3 Cs – 2.3, 2.5, 2.8 Cs – 4.5, 5.2, 5.3 Cs – 6.1, 6.2, 6.8 Cs – 7.1, 7.2, 7.6

	Departments o Leisure Development Team				
<p>Update: Play and youth provision continues to be an integral part of the Cultural Strategy for Guildford. The Cultural Strategy is currently under review with a target date of January 2008 for publication. It is anticipated that play and youth will remain as one of the key areas for action.</p>					

STRATEGIC AIM: FIVE					
To fund or help seek funding for sustainable play provision and initiatives that effectively meet local needs and that demonstrate the benefits of good play opportunities specifically to disadvantaged communities and disabled children.					
ACTION: To promote opportunities on other sources of funding and provide support when completing applications					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cs
Provide support for Lottery and other funding applications	<ul style="list-style-type: none"> o Play Development Officer 	Ongoing	Existing resources	Local P.I's Play Development P.I – 3	Cs 4.5 KSP – VFM, SC
Update: Have supported the CHIPS – Children's Holiday Playscheme Committee to complete funding applications to Arundel House Trust Charity, The Local Network Fund and Awards for All funding					
ACTION 5.2: To continue to provide financial support to play settings throughout the Borough					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cs
To provide termly meetings for the out of school hours providers jointly with the Early Years development and Childcare Service	<ul style="list-style-type: none"> o Early Years Development and Childcare Partnership o Play Development Officer 	3 times a year	Cost to provide a meeting room and refreshments		
Update: Early Years have ceased holding these meetings due to the recent restructuring of the Early Years Service and poor attendance at the meetings					
To provide financial support to holiday playschemes within the Borough through the annual play grant	<ul style="list-style-type: none"> o Play Development Officer 	Annually	Annual Holiday Playscheme Grant	Local P.I's Play Development P.I – 3	Cs 7.6 KSP – VFM, SC

Update: Ongoing. The Play Service now has an annual After School Club Grant to support the after school clubs in the Borough					
ACTION 5.3: Encourage sponsorship and funding from local companies and other external sources – Cs 1.3					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cs
Ensure funding for specific play activities, for example: SPLAT fun days	o Leisure Development Team	Ongoing	Additional funding required	Play Development P.I – 3	Cs 2.4 KSP - SC
Update: A SPLAT fun day was not held this year					
Campaign with regional agencies to secure greater devolution of national budgets, especially from the National Lottery to the South East and Guildford and to influence government and national agency policies	o Play Development Officer o South East Regional Play Association o Surrey Play Development Officers Group o Early Years Development and Childcare Partnership – 4 – 16 sub group	Ongoing	Existing resources	Play Development P.I – 3	Cs 2.8
Update: The Play Service has given examples of good practice play provision to the Children’s Play Council on behalf of The Department of Culture, Media and Sport as part of current research on good practice provision The Play Service also completed the consultation questionnaire on the governments proposed 200 million for children’s play					

STRATEGIC AIM: SIX					
Demonstrate the value and importance of good play provision in Guildford through the creation and development of new and existing holiday playschemes and after school clubs.					
ACTION: Promote the provision of after school and out of school activities for children – Cs 5.3					
MILESTONES	LEAD PARTNERS	Time Scale	RESOURCES	Performance Indicator	Link to CSP and Cs
To work with the Early Years Development and Childcare Partnership (4-16 sub group) to: <ul style="list-style-type: none"> ➤ Extend access and encourage participation in play ➤ Increase resources available to play in Guildford Borough ➤ Promote the social, economic and educational value of play 	<ul style="list-style-type: none"> ○ Early Years Development and Childcare Partnership 	Ongoing	Existing resources		Cs – 6.1, 7.1 KSP – SC, Culture
Update: The Play Service continues to work with the Early Years Childcare Service and sits on the partnership executive as an advocate for play					