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Working in partnership with your community

Working together with other groups in your community is central to this year's *Our place* campaign and doing so will make your local event and campaign stronger than ever. Working in partnership will help you get more out of the event, making sure you target the right people, meet people's needs and bring your whole community together through play.



Benefits of working in partnership

Instead of lots of small Playday events, you could get together and organise one big event. Or you could use the *Our place* campaign to develop partnerships with local play organisations, community groups or children and young people's groups for a longer-term project to improve play opportunities in your community. Even if you are planning a small event, developing contacts will help you deliver a more successful day by giving you access to more resources. Partners can help with planning your event or with gifts in kind, workshops, entertainment, activities and volunteers.

Who to invite as partners

Think about contacting local groups and organisations to work with you on Playday 2010. Consider approaching:

- adventure playgrounds
- charities and voluntary groups with shared aims
- childminders
- children's centres
- church and faith groups
- community groups
- community safety partnerships
- day nurseries
- early years, play, youth or children and young people's services at your local authority
- environmental networks
- health centres

Build on the national *Our place* campaign by galvanising your local community to work together to improve children's opportunities to play. Organise a consultation to find out what changes children would like so they can play more, and speak to adult community members to address any concerns and find out what would encourage them to support children's play.

- holiday playschemes and out of school clubs
- housing associations and landlords
- libraries
- neighbourhood renewal partnerships
- parks and leisure services at your local authority
- play associations
- play rangers
- preschools, playgroups, and ‘stay and plays’
- police and neighbourhood wardens
- residents’ associations
- shops and businesses
- sports and healthy living teams at your local authority
- schools including extended schools open in the holidays
- Sure Start projects
- transport, traffic or travelwise team at your local authority
- youth groups.

If you are part of a local authority play or children’s service, think about approaching different departments or teams and what support they could give you.

Tips from Playday organisers

Recruit young volunteers from out of schools clubs, leisure centres, youth clubs, schools, libraries and playschemes.

Involve children and young people in the whole process – from planning to organisation to evaluation.

Think about how children and young people can influence decision makers – contact your Local Youth Council through www.byc.org.uk.

Have a consultation activity at your event, such as a whiteboard where children and young people can put down their ideas for next year’s Playday.

Partners can help with planning your event or with gifts in kind, workshops, entertainment, activities, and with volunteers

Approaching partners

When approaching partners, remember:

- Make early contacts and develop relationships.
- Build on existing relationships and make contact in person; people will remember you more if you meet them face-to-face.
- If you don’t ask, you won’t know if you will get – so don’t be afraid to ask for freebies, discount or help.
- Think creatively about the theme to enable you to approach more contacts.
- Think about and acknowledge why it will benefit the partners to get involved.
- Always say thank you – send a written note, enclose pictures or press cuttings or even make a phone call to say how the day went.

Children and young people as partners

Consulting children and young people and involving them in planning is essential to help you deliver a more targeted and successful Playday event and campaign, because you know it will be reaching the people it is aimed at. They will also enjoy being actively involved. After all they are the experts on play!

Article 12 in the UN Convention on the Rights of the Child states that all children have a right to be consulted about matters that affect them, and to have their opinions taken into account.

Visit the website www.participationworks.org.uk for more information about children and young people as partners. Also take a look at the CPIS fact sheet *Consulting Children About Play* available to download at www.ncb.org.uk/cpis.