



**Minutes of the Scottish Play Policy Forum  
held at Capability Scotland,  
11 Ellersly Road, Edinburgh  
Tuesday 26 January 2010**

1. **Welcome:** Sue Palmer welcomed everyone to the meeting

**In attendance:** Irene Hogg (IPA Scotland), Amanda Godsell (Play Scotland), Eric Mitchell (Capability Scotland), Ute Navidi (London Play), Sue Palmer, Linda Lauchlan (Learning and Teaching Scotland), Gwen Garner (Scottish Pre-school Play Association), Patricia Doyle (Shelter), Stephanie Bruce (Learning and Care Alliance) Lesley Fox (NATLL), Laura Powrie (Scottish Government EY Team), Frances Barbour (Stevenson College)

**Apologies were received from:** Neil Logan (National Playbus Association), Marguerite Hunter Blair (Play Scotland), Margaret Westwood (Nancy Ovens Trust), Shirley Cusack (Aberlour Trust) Ishbel Proctor (RHSC), Irene Audain (SOSCN), Marion McLeod (Children in Scotland), Sue Gutteridge, Douglas Hamilton (Save the Children), Maire McCormack (SCCYP), Nina Roberts (SSSC), Mark Griffiths (Shelter), Colin Rennie (Fields in Trust), Jane Crawford (SCMA), Julie Proctor (Greenspace Scotland), Lesley Paterson (National Playbus Association), Ronnie Hill (Care Commission), Maureen Fraser (Barnardos Scotland), Alex Cole-Hamilton (Aberlour), Kate Higgins (Contact a Family), Kevin Lafferty (Forestry Commission), Clare Simpson (Parenting Across Scotland)

2. **Minutes from previous meeting:**
  - **Page 3: point three should read " good link"**
  - **Page 5: point six should read "Linnpark"**
  - **Page 5: section 8, book is by Susan Pinker**
  - **Page 6: section 9, some attendees did not receive the new revised Team Structure from Laura or the Transcript- Laura will organise to resend this information again.**
  - **Irene Hogg stated that she had sent her apologies for the last meeting**

3. **Update from Laura Powrie at Scottish Government**  
Laura did a brief update on the Go Play Inspiring Scotland Fund.

Final decisions on applicants receiving funding.

Formal launch will take place at PEEK in the east end of Glasgow on – 2<sup>nd</sup> Feb 2010 at 4pm

IS and SG launching jointly at this event.

Over 112 organisations submitted applications but only 24 got funding.

3 different strands of the play fund

- Play delivery- 8 specific local authorities
- Creative opportunities for play- regardless of what Local Authority you were in
- Infrastructure strand- full details will be available next week

Money spent over next two years. Scottish Government will work with Inspiring Scotland with a view to Inspiring Scotland match funding what Scottish Government put in. They will need to see tangible outcomes to see what happens.

Whilst only second fund hope that it works for the future, Scottish Government don't know what budget will be for the next financial year- this model welcomed by the Scottish Government.

Irene Hogg- tabled a paper of questions from IPA in relation to Go Play

Question : Of the £4 million in the go Play Fund we understand that £400,000 can be used by Inspiring Scotland for core functions/admin of the fund and Inspiring Scotland can use a further £420,000 to engage "professional advisors" . This means that £820,000, more than 20% of the fund, will go to Inspiring Scotland rather than play projects.

Laura stated: Nature of philanthropy- if the entire money is put in they don't have the capacity- it is where the extra money goes to help them work with the projects over the next two years. Part of this has to go for core costs. 20% is for the whole philanthropy model to work overall. If Scottish Government was to do this and send the money straight out to projects- this would not have worked as well. She said they need to think about how the money would work in the future.

Laura stated that there was an option for creating and enhancing creative play. E.g. Possibilities East End Kids (PEEK)

Irene asked about evaluation – Laura said that SG will work with IS on this. Laura asked Irene to send the questions.

Sue Palmer- asked about launch- Laura stated that all information relating to it would be embargoed until 3 February

Laura updated everyone on the Play Talk Read campaign which started in September last year— promote importance of parenting in first few years of life.- Campaign – to promote free activities.

Laura had meeting with researchers- post campaign- TV adverts stopped Nov 09- measure impact- TV, media, and radio adverts- good feedback –reached 90% of target audience and website has had 30,000 hits.

Feedback has been really positive- friendly , likeable, important, believable were some of the statements from the public.

- this is feedback from the research group- only 1% said it was patronising.
- Spending review not announced- but campaign would get rolled out again- as part of the ten year rolling programme of transformational change.
- Whilst reached 90% of audience, fathers and at risk group still not reached- no plan in place yet for this- it will involve stakeholder engagement- practitioners will need to be brought on board.

- Amount of talking went up since the advert.

Website will be a priority- keep this going – TV need to look at budget for this

Laura been working with statisticians- Scottish household survey- questions on play and risk- this will help with baseline research –

Sue asked if this was in age banding- Laura said it would be age 6-14- but it can be broken down

Early Years team- split into two- there is still as staff vacancy.

Jim Stephen heads team with policies that support the framework and the other team is the Early Years implementation team. Implementation team looks at how EYF can fit into SOAs- their role is to work with CPPS- in local authorities

Four events planned for later this year- NE, SW aimed at CPPs-

- Gwen- said the Royal Hospital for Sick Children just launched a DVD- hospital play role. Directory with local information- DVD launched in Dundee on 8 Feb
- Play Scotland and Parenting Across Scotland- Ten Tops tips for Play
- Action: AG to Send info to Laura on Play Talk Read work with Alison at Parenting Across Scotland
- IPA Launching a global campaign on childrens rights to play. Irene Hogg circulated a paper on this
- Patricia from Shelter- asked about question in household survey is there a question about homeless families on this. Laura said not specifically.

#### **4. Presentation from Ute Navidi from London Play**

Regional vice president of IPA

Chief Exec of London Play

Ute gave a very full and interesting input on the work of London Play and in particular, the role of Play Associations and Play Association Networks. She circulated papers on these.

1.73 million under 18 yr olds- rise to 2million in 6 years time.

London Play going for 12 years- created by longstanding play associations across 33 local authorities.

- How to get LA on board- same issues- driver was money- play strategy done and local consultations with children and young people
- To set up play partnerships.
- Looking at how work impacts on play- e.g. community police officers
- Led to nice changes in cities
- Play shaper- delivered- Ute is a play shaper trainer!
- Challenges out to communities- need to be inclusive in what we do.
- Talk about influencing and sharing their experiences- today
- Think of example away from play- cooking- asked people what do you need- skills motivation, equipment, confidence, the right ingredients, timing recipe
- A campaign or influencing is exactly the same
- If your hands are tied- difficult
- Can we influence- can we criticise our funders
- Demonstrations, campaign can be forceful- exception rather than the rule

- Need to look at how we can create a win win situation
- Go back to look at why we are doing things- children at the centre.

Look at what we have in common- rather than differences- what can we agree on.

In play sector- people so passionate and campaigning that they find it hard to think themselves into the other person's shoes- it is critical for successful influencing and campaigning. Look at their agendas- what are they being held to account on? This is critical if you want to achieve something positive in the end.

Promoting pro-social play for children in the community.

Play Associations- you need right kind of skillset to do this type of work- especially when trying to influence.

Example of 2 voluntary organisations in London who went to children and young people now-

Wrong way of going about it-

Proper influencing campaign is better- try and find commonalities and change attitudes- to bring about change.

Play Associations

What they are- paper from Ute

What is a play association network

What is a play association network- good sounding board

Good to look at ways of developing these in Scotland?

Ute spoke about cuts and money that used to be given to play association no longer,  
Play workers don't always make good managers and leaders in managing organisations.

They need really good managers

Comment from Irene : a lot of the managers what have been promoted cannot afford to employ managers- they cannot afford to pay managerial rates.

Workforce development group- look at these issues.

London play is going to pilot taking on HR functions for play associations.

IPA- Ute's role- global campaign- first of 8 international consultation meetings in South Africa ending up in Mexico

To influence you need to have good evidence- what are the obstacles and barriers to play

The barriers around the world will be different

How and when do they play?

Issue of childhood obesity- become an increasing issue- e.g. Hong Kong, China, Portugal- this global campaign is to influence and look at similarities.

Hope to get UN to issue a general statement.

Despite the convention- children's rights are not being met all the time.

It reminds Government that this needs to be done.

Sue mentioned the commercialisation of play- business perverting play on a daily basis- this can be fed into the global campaign.

Wendy Russell and Stuart Leister done a paper on this.

Also need to influence at national- Scottish level to look at what we can promote and at regional level- in London opportunities and challenges to influence.

The London plan is about the special issues.

Previous one Ken Livingston 2004 didn't mention play.

London play took part in consultation meetings with the mayor over a number of years and London play was commissioned to write a guide on play for LAs in London. All this work culminated in the supplementary planning guidance.

They tried to set benchmark standards- 10 square meters per child and could only be done when there were new developments- it is meant for regeneration projects.

If projects cannot meet the guidance- they can do other small things, e.g. opening up school playgrounds to let children in to play after school.

It is proving to be an effective tool if they follow this properly.

Sue mentioned that new schools being built not having playgrounds in London.

Ute mentioned one case where an adventure playground – looking at knocking it down to make a car park for school staff!

London Play campaigning on this with local people

New Mayor- in summer published document to say he would review London plan- play was mentioned twice in this.

London Play wrote to him and said what is justification for dropping play from consultation doc?

New consultation published October 2009 with whole page on play.

Ute showed page to barrister- it is legally still part of document.

Letter circulated to the group- from London Play to Boris Johnston.

London Play had an exhibition in city hall from street play events- displayed in city hall,

First gypsy and roman street party planned in London near the Dome in London

Summary points: use SMART indicators

1. Specific, measurable, appropriate, realistic, timebound
2. Planning- environment, the right mix
3. What would the organisation be like without influencing and campaigning work?
4. What would the lives of children be like if we were not fighting for them at the different levels.

Ute was thanked for her input to the meeting.

## **5. Update from CPPF:- Amanda Godsell updated the meeting:**

### **CPPF**

#### Policy Symposium

The 4 Nations, Play Scotland, Play England, Play Wales and Playboard N.I. are organising a Play Policy Symposium in London on 3 March in partnership Skills Active and the Local Government Association.

The Policy Symposium, *'Playing the long game'*, is designed to showcase, review and provoke discussion on policy developments in children's play and the benefits of investing in the provision of child-friendly public space.

If anyone from the SPPF is interested in attending please let Sharon Forrester know.

Hopefully the four Children's Play Ministers will be in attendance. N.I. have confirmed.

#### 4 Nations Meetings

Play Scotland, Play England, Play Wales and Playboard N.I have established a regular 4 nations meeting and these will be quarterly and will discuss key issues relating to play policy development and implementation.

#### **Play England**

Annual Conference on 23 March 'What next for play provision, playwork and playable public space' Play England are developing a Play Manifesto for the national election. UK election expected in May. Tools for evaluating play provision was launched by Issy Cole-Hamilton on her departure from Play England. This tool was developed to support local authorities in assessing the play opportunities they provide to local children.

Ed Balls, Secretary of State for Children, Schools and Families, is launching, two documents on 24 February supporting and embedding the Play Strategy in England.

#### **Play Wales**

Have been providing evidence to the Welsh Assembly on the implementation of Article 31 in Wales following UNCRC Concluding Observations. Should you wish a copy please contact Sharon Forrester. Organising the IPA Conference in 2011.

Annual Conference, Spirit of Play 5 & 6 May 2010.

#### **Playboard N.I.**

Recruiting new staff at present

Lobbying to make sure the Play Policy is fully implemented. £15M of Lottery Funding been provided. Queens University, Belfast launched Transition in Childhood research in October 2009.

#### **PETC UK**

Meeting in January has been postponed until 13 March.

#### **Diary Dates 2010**

Playday – 4 August

Child in the City Conference, 27 – 29 October

Play Scotland AGM – 16 November

#### **Misc**

4 children in the have launched a Childhood Commission. [www.4children.org.uk](http://www.4children.org.uk)

Linda Lauchlan from Learning and Teaching Scotland spoke briefly about the resource they are developing in conjunction with revising the National Birth to Three guidance. This gives an overview of what we intend to include in the resource and may help SPPF members spot where they might be able to provide a signpost to further information related to their specialism within the DVD, or to provide any links to information which might help us in our research. Please get in touch with Linda if you require any information or can help.

L.Lauchlan@LTScotland.org.uk

**6. Update of Play Scotland work Jan- June 2010**

1. **Core Grant** - Play Scotland have funding for another year.
2. **LTS Steering Group**- All Outdoor Guidance- see powerpoint attached
3. **Fife Partnership-Play Factor** event 27 February – Play Scotland will take part in this workforce development event- having a stall.
4. **4 Nations Symposium** – March – see CPPF above
5. **Angus Play Strategy**- March- Play Scotland will be working with Angus Council on the development of their Play Strategy
6. **Parenting Across Scotland** 10 top tips for Play ( Part of Play, Talk, Read Campaign)- March/April
7. **Scottish Government Roadshows** - to take place later this year- more information to follow
8. **Gardening Scotland- the Big Back Yard**- Stall and Event- 4-6 June – Play Scotland will be taking a stall at this to promote play to the wider public and offer drop in play opportunities for children visiting the event.
9. **Risk Seminars with Children in Scotland** - May-June . Following the success of the joint Play Scotland and Children in Scotland conference in October last year, we are teaming up again to run 3 Managing Risk Seminars across Scotland aimed at Managers and Practitioners working with children. More information will be available shortly.
10. **Play Day 2010**- 4 August-“It`s our Place”- The ***Our place*** campaign puts children at the heart of our communities, and asks everyone, young and old, to help create better places for all of us to live and play.

The ***Our place*** campaign will build up to Playday on Wednesday 4 August, when thousands of children, young people and communities will get out to play at hundreds of locally organised events. We really hope you're able to get involved, coordinate Playday events and local campaigns, and make 2010 celebrations the best ever.

***Our place*** will promote children as valued members of our communities. The campaign recognises the benefits of being part of a community and will encourage opportunities to get to know each other, across the generations. The campaign puts children’s needs at the heart of our community spaces and aims to support children to develop their own independence and freedom to play outdoors where they live.

Lesley raised a point of concern that has been quite a focus from Play Scotland on play outdoors – we need to make sure that all types of play are represented. Amanda said her comment would be taken on board, and also highlighted that the project Ps are working on at the moment with Parenting Across Scotland involves promoting all types of play.

**7. Summary of Meeting Outcomes and points to take to CPPF:**

- The Outdoor Learning Framework
- Play and risk Debate- Managing Risk Seminars and Risk Road shows and Play Talk Read- Play Leaflet

**8. Date of future meetings:** to be confirmed by Play Scotland  
Reference Group members to meet briefly after **the** meeting to arrange a suitable date for their next meeting

**9. Thanks and close-** Sue thanked everyone for their participation and a special thanks was given to Ute for her presentation.