

Play Strategy Action Plan

Aim: To promote children and young people's health, wellbeing and development through play and free time activities.				
Objective	Actions	Partners	Performance Indicators, Milestones or Targets	Links to other strategies
Encourage families to play together to support wellbeing.	<p>Play Ranger Service</p> <ul style="list-style-type: none"> • Work in partnership to extend the service in regeneration areas. • Provide a Play Ranger Service in summer holidays across the Borough • Work to mainstream the early years Play Ranger service <p>Support family activity 'taster' sessions at various community and commercial venues to give families ideas and break down barriers to access.</p>	<p>CBC Community Services CBC Community Rangers Detached Youth Workers Neighbourhood projects CBH Neighbourhood Wardens PCSO's</p> <p>CBC Community Services Leisure@cheltenham Art Gallery and Museum Everyman Theatre Sure Start</p>	<p>Funding secured to enable Play Ranger Service and Early Years Play Ranger Service to continue to operate after March 2006</p> <p>No of sessions held, per year, to encourage families to access leisure/entertainment venues. Initiatives held at all Cheltenham Borough Council run facilities. December 2008</p>	<p>Gloucestershire Play Policy CBC Cultural Strategy Hesters Way Children and Young People's Strategy Whaddon, Lynworth and Priors Neighbourhood Project Play Plan</p>
Work in partnership to encourage children and young people to take part in activities that promote healthy lifestyles.	<p>Work in partnership to encourage children and young people from all areas of Cheltenham to access leisure@cheltenham</p> <p>Encourage children and young people to take part in sports through the Gloucestershire youth games</p> <p>Work with health professionals to provide</p>	<p>CBC Community Services CBC Healthy Communities Partnership Manager Leisure@cheltenham Neighbourhood projects</p> <p>CBC Healthy Communities Partnership Manager Gloucestershire Sports Partnership Sports clubs</p> <p>PCT</p>	<p>Consult with children and young people regarding access to leisure@cheltenham Winter 2006</p> <p>Annual participation by Cheltenham Borough Council in Gloucestershire Youth Games</p> <p>Equivalent of one day of</p>	<p>Every Child Matters: Change for Children Gloucestershire Play Policy Cheltenham Community Plan CBC Business Plan Social Justice Strategy A Sporting Future for All: The Governments Plan for Sport</p>

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	activities in existing playschemes and children and young people's projects to raise health awareness	CBC Healthy Communities Partnership Manager CBC Community Services Neighbourhood Project Sure Start Youth Service	health promotion and well being related activities to be delivered on our holiday activity programme Summer 2006	
Promote activities that encourage informal learning through play and free time activities.	Develop links with primary and secondary schools to provide alternative curriculum activities to include disaffected children and young people and children and young people with disabilities Introduce young people to new opportunities and hobbies for example photography or a musical instrument	Primary and Secondary schools CBC Community Services CBC Healthy Communities Partnership Manager School Sports Co-ordinators Neighbourhood projects Youth Service CBC Community Rangers Youth Service Local interest clubs Relevant Council departments	No of initiatives per year Deliver one initiative in each of the regeneration areas and each special school to deliver an aspect of the curriculum through sport, the arts or environmental play by Autumn 2008 Equivalent of one day of activities that can introduce children and young people to hobbies they can continue in their free time to be delivered on our holiday activity programme starting Summer 2006	Every Child Matters: Change for Children Gloucestershire Play Policy Cheltenham Community Plan CBC Business Plan A Sporting Future for All: The Governments Plan for Sport
Work in partnership to encourage children and young people to take part in creative activities.	Work in partnership to provide children and young people with new arts opportunities in their local area Analyse children and young people's access to arts events and performances	CBC Community Services Neighbourhood projects CBC Arts Development Officer Everyman Theatre CBC Community Rangers MAD youth council Youth Forums Cultural Forum	No of arts activities delivered through Community Play activities. Arts activity to be delivered at each community fun day organised by CBC Community Services Consult with children and young people about access to arts events and performances	CBC Arts Development Strategy Cheltenham community Plan CBC Business Plan CBC Cultural strategy Gloucestershire Play Policy

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Aim: To work in partnership with voluntary groups, statutory agencies and the local community to share resources, information and expertise.				
Objective	Actions	Partners	Milestones or Targets	Links to other strategies
Co-ordinate and contribute to an audit of children and young people's activities across the borough	<p>Collate audit information of play and free time activities from</p> <ul style="list-style-type: none"> • Neighbourhood projects • Regeneration areas • Sports Development Unit <p>Then work with the University of Gloucestershire to try and fill in gaps in the audit.</p> <p>Feedback to County Play Policy Implementation group from the audit</p>	<p>Community Services Healthy Communities Partnership Manager Neighbourhood Projects University of Gloucestershire</p> <p>Community Services</p>	<p>Audit of play and free time activities to be presented to partners at the Play and Free Time Forum Autumn 2006</p> <p>Autumn 2006 take results of the audit to county implementation group to add to county audit</p>	Gloucestershire Play Policy
Facilitate a play forum linked to the delivery of a local play and free time strategy.	<p>Write a play and free time strategy that brings together local and national agendas.</p> <p>Establish a strategic play and free time forum for Cheltenham to discuss related issues and monitor the play policy</p> <p>Establish a sub group of the play and free time forum to support delivery of play and free time activities</p>	<p>CBC Community Services Play and Free Time strategy steering group All partner agencies with an interest in children and young</p> <p>CBC Community Services Play and Free Time strategy steering group All partner agencies with an interest in children and young</p>	<p>Play and Free time strategy endorsed by Cheltenham Borough Council and partner agencies by January 2006</p> <p>First Meeting of a bi annual forum to take place February 2006</p> <p>First meeting to take place May 2006</p>	Gloucestershire Play Policy
Support already established partnerships and forums that relate to children and young people's issues.	Support the children and young people's groups and partnership forums in regeneration areas	Oakley Children and Young People's group Hesters Way Children and Young People's group	Continued attendance at Hesters Way Children and Young People's Group, Oakley Children and Young	Hesters Way Children and Young People's Strategy Whaddon Lynworth and

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	Attend the Gloucestershire Play Policy implementation Group	St Pauls Social Regeneration Group Gloucestershire County Council PATA Community Services local district councils	People's Group, St Pauls Social Regeneration Group and all sub groups Continued attendance at Gloucestershire Play Policy implementation group	Priors Neighbourhood Project Play Plan Gloucestershire Play Policy
Offer support to people and agencies who work with children and young people.	<p>Through development of a training programme offer low cost training to parents and voluntary agencies</p> <p>Encourage volunteer placements to support capacity building especially among parents and the communities local to projects</p> <p>Offer support and guidance to CBC and CBH staff who have regular contact with children and young people</p>	<p>Community Services CBC Training Development Manager Playwork Partnerships University of Gloucestershire</p> <p>All partners</p> <p>Community services</p>	<p>Fully endorsed Playwork training programme to be available for external delivery Spring 2007</p> <p>Publicise supported volunteering opportunities on CBC holiday activities Summer 2007</p> <p>Offer endorsed Playwork training to CBC and CBH staff from Summer 2006</p> <p>No of training sessions delivered to:</p> <ul style="list-style-type: none"> • Internally (incl CBH) • Externally 	<p>Gloucestershire Play Policy Cheltenham Community Plan Every Child Matters: Change for Children Social Justice Strategy Corporate Training Strategy</p>

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Aim: To involve children and young people in decisions that affect their lives and their local community				
Objective	Actions	Partners	Milestones or Targets	Links to other strategies
Encourage children and young people to take an active role in their community.	<p>Develop citizenship training programme building on the already existing democracy education activities</p> <p>Target key facilities in local communities and support children and young people to take an active role in them</p> <ul style="list-style-type: none"> • New community centre in SACS area • St Pauls Community House <p>Work together to provide children and young people with information about their local community that is relevant to them</p>	<p>Schools MAD Youth Service Play providers</p> <p>CBC CBH Neighbourhood projects Cheltenham Community Projects Children and young people's groups</p> <p>CBH CBC Neighbourhood projects</p>	<p>2005-2008 an initiative based around each of the following topics to take place</p> <ul style="list-style-type: none"> • Criminal Justice system • Local Government • The Media • Ethnic Diversity • Conflict Resolution • Global Society <p>One project lead by children and young people to take place in each venue by Winter 2008</p> <p>Quarterly newsletter about local activities and issues for children and young people available by January 2008</p>	<p>Gloucestershire Play Policy Every Child Matters: Change for children Cheltenham Community Plan CBC Business Plan Cheltenham Crime Reduction strategy</p>
Develop effective ways of consulting children and young people on decisions that affect them.	Support the extension of Youth Forums	Youth Service MAD	Develop with representative youth groups effective methods of involving children and young people in development of the play and free time strategy and activities. Autumn 2006	Gloucestershire Play Policy Every Child Matters: Change for children CBC Business Plan CBC Consultation Strategy

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	Work in partnership to develop effective forums for children under 11's views to be heard	Community Services Neighbourhood projects Children and young people's groups Primary Schools	Consult with children under 11 to involve them in the development of the play and free time strategy and activities. Spring 2007	
Encourage understanding and co-operation between children, young people and adults.	<p>From consultation with children and young people identify key areas of conflict with adults and support children and young people to work through the issues.</p> <p>Facilitate community fun days that adults, children and young people take an active part in to help increase co-operation</p>	<p>MAD Youth forums Children and young people's groups</p> <p>All Partners</p>	<p>A young persons representative to feedback to each meeting of the Play Forum any play and free time issues that are affecting children and young people</p> <p>No of community events held with play and free time activity opportunities delivered</p>	<p>Gloucestershire Play Policy Cheltenham Community Plan CBC Business Plan</p>
Involve children and young people in local and national events that are relevant to them.	<p>Work in partnership to include children and young people in Cheltenham's many high profile festivals.</p> <p>Link into national sports events when appropriate for children and young people.</p>	<p>Art Gallery and Museum Everyman Theatre Town Hall MAD Youth Forums</p> <p>Healthy Communities Partnership Manager School Sports Co-ordinators University of Gloucestershire</p>	<p>Facilitate activities linked to each festival on CBC holiday activity programme and negotiate for these to be included in the festival programme. Commence 2006</p> <p>One young person led activity to be included in each of the town's relevant festivals during 2008</p> <p>Spring/Summer 2008 facilitate an activity programme in each regeneration area to coincide with the Beijing Olympics 2008</p>	<p>Gloucestershire Play Policy CBC Cultural Strategy Cheltenham Community Plan CBC Business Plan A Sporting Future for All: The Governments Plan for Sport</p>

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Aim: To encourage good practice in tackling safety issues that affect children and young people.				
Objective	Actions	Partners	Milestones or Targets	Links to other strategies
Encourage good practise in child protection issues.	<p>Support the development and implementation of a corporate child protection Policy</p> <p>Develop play development unit training programme to make child protection training available to CBC, CBH staff and community groups</p>	<p>Child Protection Policy steering group</p> <p>Community services CBC Training Development manager Playwork partnerships</p>	<p>Draft policy to be circulated by end of 2005</p> <p>Child Protection training to be submitted for endorsement April 2006</p>	Keeping Children Safe Gloucestershire Play Policy
Empower children and young people to be responsible for their own health and safety.	<p>Support the Oakley and Hesters way anti bullying group</p> <p>Work in partnership to provide an enjoyable activity programme around the following safety themes</p> <ul style="list-style-type: none"> • Water safety • Bullying • Fire safety • Road safety • First aid/accident • Taking risks • Personal Safety 	<p>Hesters Way children and young people's group Oakley young people's group</p> <p>Gloucestershire County Council Police Fire service St Johns Ambulance leisure@cheltenham</p>	<p>A member of Cheltenham Borough Council to attend the training the group will provide and to disseminate this training to other departments and groups</p> <p>2005-2008 an activity programme around each of the identified themes to take place</p>	<p>Hesters Way Children and Young People's Strategy Gloucestershire Play Policy Every Child Matters: Change for children Cheltenham Crime Reduction Strategy</p>
Promote awareness of good practice in health and safety in relation to children and young people.	Work with partners to make the design of estates safer for children and young people.	<p>CBH Neighbourhood projects Tenants association Residents associations Planning department Youth Forums</p>	Consult with children and young people about their views on the safety of their local area. Summer 2006	<p>Gloucestershire Play Policy Every Child Matters: Change for Children Cheltenham Crime Reduction strategy</p>

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	<p>Develop the play development unit training programme to offer health and safety training for people who work with children and young people.</p> <p>Develop departmental good practise into corporate health and safety guidelines for children and young people's activities</p>	<p>MAD Youth Council</p> <p>Community Services CBC Health and safety advisor Playwork partnership</p> <p>Community Services Community Rangers Art Gallery and Museum CBC Health and safety advisor</p>	<p>Offer endorsed Playwork training to CBH and CBC staff summer 2006 extend this training to community and commercial groups Summer 2007</p> <p>Corporate Health and safety guidelines for working with children and young people to be developed and implemented by March 2006</p>	<p>Cheltenham Community Plan CBC Business Plan Corporate Training Strategy</p>
<p>Work in partnership to help ensure children and young people's safety in their local community.</p>	<p>Work in partnership with the police to involve them in children and young people's activities to foster good relations between police and young people</p> <p>Educate children and young people about looking after their local community and environment i.e. litter picks</p>	<p>Police Neighbourhood Projects CBC CBH</p> <p>Neighbourhood wardens Community Rangers Police</p>	<p>Equivalent of one day of activities in partnership with the Police delivered on our holiday activity programme Summer 2007</p> <p>Continuation of the existing initiatives run by these agencies for the duration of the strategy</p>	<p>Gloucestershire Play Policy Every Child Matters: Change for Children Cheltenham Crime Reduction strategy Cheltenham Community Plan CBC Business Plan</p>

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Aim: To work in partnership to provide play and free time activities that meet the needs of local children and young people.

Objective	Actions	Partners	Milestones or Targets	Links to other strategies
Encourage shared activities across generations.	<p>Develop the concept of community gardens in regeneration areas</p> <p>Involve people from the local community in organised play and free time activities.</p>	<p>Neighbourhood wardens Neighbourhood projects Community Rangers Community Services Youth Service</p> <p>Residents associations Neighbourhood Projects</p>	<p>A working group to be formed to agree a plan of action to enable the establishment of community gardens in regeneration areas Spring 2006</p> <p>Residents associations to be invited to take part in community fun days organised by CBC Community Services 2005-2008</p>	<p>Gloucestershire Play Policy Whaddon Lynworth and Priors Play Plan Cheltenham Community Plan CBC Business Plan</p>
Encourage the use of open spaces.	<p>Consult children and young people to understand their views on Cheltenham's open spaces</p> <p>Extend the Play Ranger service to all the regeneration areas.</p>	<p>MAD Youth Forums Schools CBC Community Rangers CBC Community Services Residents associations CBH</p> <p>Community Services Neighbourhood projects Sure Start Community Rangers Detached youth workers Neighbourhood wardens</p>	<p>Consult with children and young people on their views about the open spaces around the area in which they live and present this to the play and free time forum. Summer 2006</p> <p>Develop an action plan through the forum to address the issues raised Autumn 2006</p> <p>Funding secured to enable Play Ranger and Early Years Play Ranger Service to continue to operate after March 2006</p>	<p>Gloucestershire Play Policy Every Child Matters: Change for Children Cheltenham Crime Reduction strategy Cheltenham Community Plan CBC Business Plan Whaddon, Lynworth and Priors Neighbourhood Project Play Plan Hesters Way Children and Young People's Group</p>

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	<p>Work with befriending service to encourage people to independently access the spaces.</p> <p>Community fun days to reclaim the parks for the local community</p>	<p>CBC Community Services Sure Start Cheltenham Community Projects</p> <p>All Partners</p>	<p>Play Rangers to have worked with the befriending service to encourage use of open spaces by families. April 2006</p> <p>Annually support the organisation of one community event in each of the regeneration areas</p>	
<p>Try to break down barriers to allow children and young people from disadvantaged backgrounds to access play and free time activities.</p>	<p>Membership scheme that enables children and young people from disadvantaged backgrounds to access activities at subsidised rates</p> <p>Programme of activities to help children and young people learn to access opportunities themselves</p>	<p>Community Services MAD</p> <p>Community Services Neighbourhood projects Cheltenham Community projects leisure@cheltenham Art Gallery and museum</p>	<p>Easter 2006 pilot membership scheme to be up and running</p> <p>By 2008 to have worked with all of the Cheltenham Borough Council run leisure/entertainment venues on at least one initiative to encourage children and young people from disadvantaged backgrounds to access the facilities.</p>	<p>Every Child Matters: Change for Children Gloucestershire Play Policy CBC Cultural Strategy Cheltenham Community Plan CBC Business Plan Social Justice Strategy A Sporting Future for All: The Governments Plan for Sport</p>
<p>In partnership continue to develop holiday activity programmes</p>	<p>Develop annual programme of play provision across borough, with particular focus on regeneration areas</p> <p>Develop holiday activities that fill the gaps in provision identified in the partnership audit</p> <p>Encourage older children to access holiday activities</p>	<p>All partners</p> <p>Community Services Healthy Communities Partnership Manager Youth Service Neighbourhood projects</p>	<p>Annual programme of play published</p> <p>No of new opportunities for play and free time activities developed to meet identified need</p> <p>Joint activities between the Play Ranger service and</p>	<p>Every Child Matters: Change for Children Gloucestershire Play Policy CBC Cultural Strategy Cheltenham Crime Reduction strategy Cheltenham Community Plan CBC Business Plan Social Justice Strategy CBC Youth Housing</p>

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			Detached Youth Workers to be delivered Summer 2006	Strategy: making things happen A Sporting Future for All: The Governments Plan for Sport
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To raise awareness of the importance of play and free time activities for children and young people.				
Objective	Actions	Partners	Milestones or targets	Links to other strategies
Publicise information about play and free time activities to parents, agencies and the local community.	<p>Contribute to combined information about school holiday activities in regeneration areas</p> <p>Develop a play and free time newsletter giving activity information and general information relevant to children and young people</p>	<p>CBH Neighbourhood projects Children and young people's groups</p> <p>Community Services All partners</p>	<p>Local holiday activity information booklet distributed in each regeneration area before the start of Easter and Summer holidays.</p> <p>Quarterly newsletter available children and young people from January 2008</p>	Gloucestershire Play Policy
Participate in local and national initiatives to promote play and free time activities.	<p>Continue to celebrate National Playday.</p> <p>Continue to participate in Gloucestershire Youth Games</p> <p>Continue to support environmental initiatives specifically:</p> <ul style="list-style-type: none"> • National tree week • Seed Gathering Sunday 	<p>Community Services Community Rangers CBH leisure@cheltenham Arts Development</p> <p>Healthy Partnership Manager Gloucestershire Sports Partnership</p> <p>Community Rangers</p>	<p>Annual organisation of an open community event on National Playday (first Wednesday in August)</p> <p>Annual participation by CBC in Gloucestershire Youth Games</p> <p>Annual organisation of an initiative/activity to mark each of the listed events</p>	<p>Gloucestershire Play Policy</p> <p>Every Child Matters: Change for Children</p> <p>Cheltenham Community Plan</p> <p>CBC Business Plan</p>
Support development of a qualified professional workforce.	Expand the Community Play Development unit's current training programme	Community Services CBC Training Development Manager Playwork Partnerships	<p>Endorsement and roll out externally of programme. 2007</p> <p>Two new modules developed to meet current skills requirements. Summer 2008</p>	<p>Gloucestershire Play Policy</p> <p>SkillsActive: National Strategy for Playwork Education, Training and qualifications</p>

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	<p>Providers of play and free time activities to offer work experience to young people</p> <p>Provide opportunities for people to volunteer on children and young people's activities</p>	<p>All partners</p> <p>All partners</p>	<p>Annually accept work placement students from local schools and colleges prioritising those schools in regeneration areas</p> <p>Publicise supported volunteering opportunities on CBC holiday activities Summer 2007</p>	
<p>Raise awareness of the benefits of play and free time to parents, agencies and the local community.</p>	<p>Involve parents in the planning and delivery of play and free time activities.</p> <p>On establishment of the Play and Free time Strategy Forum regular newsletters and up dates about the strategy to be sent out to generate positive publicity</p>	<p>CBC Community Services Sure Start Residents Associations CBH Neighbourhood Projects</p> <p>Community Services Play and Free time strategy forum</p>	<p>Publicise supported volunteering opportunities on CBC holiday activities Summer 2007 to local parents</p> <p>Bi annual newsletter to be published to co-ordinate with the meeting of the Play and Free time Strategy Forum Starting Spring/summer 2006</p>	<p>Gloucestershire Play Policy Cheltenham Community Plan CBC Business plan Every Child Matters: Change for Children</p>