



Policy on use of branding and materials

Intro

Playing Out began with a single event organised by neighbours on one street in Bristol. It has since gradually evolved to become a Community Interest Company, run by an executive Board of Directors (including the two original neighbours).

Playing Out's *vision* is that children across the UK are able to play safely on the streets where they live. Our *ethos* is to model and sustain respect, civility and neighbourliness in all of our activities. To be advocates for street play from bottom-up. To remain active on our own streets and at grassroots.

We have developed a strong brand/identity, which comes directly from and aims to reflect this ethos. It is important to us that the Playing Out brand stands essentially for grassroots street play activity. The brand is for us to use as an organisation and for residents to use, if they wish, to help them promote playing out on their own street, within the guidelines below. Any other use, whether by organisations or individuals, must be agreed with Playing Out first.

NB. The words 'playing out' (uncapitalised) describe an activity done by children for generations, if not forever, and we don't of course claim any ownership of them or their use.

All of our materials are licensed under Creative Commons "Attribution, Non-commercial, No-derivatives" license. This means that we are happy for our materials to be downloaded and used/shared freely for the purpose of enabling resident-led street play, but that contents must always be attributed to Playing Out, they must not be sold, disseminated or distributed within a for-profit context (e.g. paid-for training) and they **must not be adapted or re-branded** without our prior written agreement.

The guidelines below set out how we would like our materials and branding to be used under three broad headings: residents on their own street; local grassroots groups; organisations and councils. People should get in touch if not sure which category they fall into – it may be more than one!

Residents on their own street

Anyone organising temporary play street sessions on their street in accordance with the 'Playing Out' manual may choose to use the name 'Playing Out' and the Playing Out logo on letters, posters and flyers to neighbours. Template letters and posters for this purpose are available to download from our website, or people can make their own. All of our materials are aimed at and are freely available to residents to use in their own street.

If someone wants to set up an email account, Facebook group/page or blog called "[yourstreet]playingout" (or something similar) to communicate with people on their street about the idea, that is fine, although to avoid confusion with the organisation and keep it 'grassroots', please avoid using the name Playing Out (capitalised). If people do want to set up a street FB group or email list it might be better to give it a more general name (like the name of your street) and let it evolve into a general street forum, which might be more inclusive to neighbours without children.

The Playing Out logo can also be used in conjunction with 'Road Closed' signage as an extra signal to drivers during 'playing out' sessions. Large wheelie-bin stickers are available from our shop or we can email a copy to print out. We would just ask that the logo is not changed or adapted and that it is only used in this way when following the 'playing out' model and guidelines.

Local grassroots 'Playing Out' groups or networks

We want to see a resident-led street play movement grow across the country – and the world! One way this is already happening is that individuals who have been inspired by Playing Out are going beyond being active on their own streets and are becoming local 'champions', campaigners and communicators for the idea. Mostly this is on a voluntary basis, although some have gone a step further and set up their own constituted groups or CICs and are paid for their time (see separate section below).

These key individuals might want to set up a local (e.g. city-wide) 'Playing Out' Facebook group/page, Twitter account, blog etc., to act as a point of contact, local information and support for others in their city/area who want to get playing out happening on their streets. You might

also want to join with others locally in order to influence your council to make policy changes to support playing out or other street play activity.

This is fantastic! We would aim to support you in this in any way we can. All we would ask is that you:

- Contact us to let us know what you are doing so we can support them around things like press/media interest, keep in touch and try to build up a picture of what is happening nationally
- Ask us to send guidelines and technical help for setting up PO social media etc.
- Clearly direct people back to the Playing Out website (for materials/inspiration) and main Facebook group (to be connected to the national/international Playing Out movement) – we will provide example paragraphs in guidance.
- Give advice and support to others based on your own experience and signpost people to us if they come up against anything they are unsure about.
- Use the 'Playing Out' name, logo and materials in line with Playing Out's aims and ethos
- Keep feeding back to us any learning, questions, new ideas or feedback from streets, so we can continue to grow the central source of information and advice.

NB. If you want to set up a local group to promote street play but don't want to agree to these conditions, of course that's fine – please just call it something other than Playing Out.

Councils and other larger organisations

Many councils and other organisations have contacted us to ask about using our materials and branding to promote street play in their area. We very much welcome this surge of interest and support for street play at the organisation/authority level but we feel it is valuable for street play activity to remain resident-led, with organisations in a supportive/responsive role. With this in mind, our 'best practice' guidelines for councils and organisations wanting to promote street play are:

- Ask, listen and respond to what residents want for their streets
- Provide a free, simple application process for residents wanting to organise regular road closures for play (we can advise)

- Provide a key contact in the organisation who understands the local situation and supports the idea of street play
- Provide practical support where needed e.g. printing, signage (we can advise)
- From their website or materials, signpost residents to Playing Out for detailed guidance and peer-support, perhaps using the following paragraph:

"Playing Out is a not-for-profit national organisation providing free resources and advice for residents wanting to enable children to play out in their own streets through organising temporary road closures and other means. As well as a step-by-step 'manual for organisers', you can download template posters and other materials or contact them directly for advice. Website: www.playingout.net email: hello@playingout.net Tel: 0117 9537167".

In relation to use of Playing Out's materials and branding:

- Please do not use the 'Playing Out' name/brand to refer to your organisation's own street play policies or schemes as this risks confusion with the grassroots nature of the 'Playing Out' movement.
- Please ask us if you want to use any quotes or images from our website or Facebook group.
- If given permission to use photographs, please make sure they are credited to both the photographer and www.playingout.net
- We are generally happy to give permission to organisations to print out and distribute Playing Out's materials for free to residents to use in their own streets, but please **do not re-brand or edit** and let us know what you are doing so we can keep track of how and where our materials are being used.
- Please just contact us if they are unsure about any of this or want to use our logo, name or branding in some other way.

Another general point is that we are currently funded to support residents in England. If from another country (inc. other UK countries) please talk to us before actively signposting residents to us for support.

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