



Using Playing Out Branding and Materials

Introduction

Playing Out began with a single event organised by neighbours on one street in Bristol. It has gradually evolved to become a Community Interest Company, run by a 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 resident-led street play and to remain active on our own streets and at grassroots.

What is our brand?

We have developed a strong brand/identity, which comes directly from and aims to reflect this ethos. By brand we mean our visual identity including our logo, strapline, images, and the look and design of our materials. But we also mean our culture and the way we communicate through written text, talks, presentations and creative activity.

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.

Creative Commons license

All our materials are licensed under Creative Commons "Attribution, Non-commercial, No-derivatives" license. Creative Commons (<https://creativecommons.org/>) is a not-profit organisation devoted to expanding the range of creative work available for others to build on legally and to share. It aims to support collaboration and cooperation in the public realm and has created copyright licenses known as **Creative Commons Licenses** which are free to individuals and organisations to use. These licenses allow creators to share their work for the benefit of others, but to state clearly the way they would like their work used, and to reserve rights over it.

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.

Using our materials unaltered

Our materials, including the Playing Out Manual and other detailed guidance and information documents, have been developed over several years and have taken significant time and resource. They are based on deep experience of street play activity led and sustained by residents, and a thorough understanding of the practicalities of supporting people to take action on their own streets. We feel this detail is vital if the playing out model is to work well and bring benefits for children and adults over time. For this reason we ask that our materials are used as a whole and not integrated into other materials or documents or otherwise adapted. We aim to be a flexible and non-hierarchical organisation but would ask that this principle is respected by anyone using our work.

Our strapline

Our strapline is - *"make your street a place to play"*

We use these words beneath our logo on our website as well as on materials and on film. We are happy for residents to use this in the context of our materials (see below for more information for residents) but not for other organisations to use this strapline as their own.

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.

Branding guidelines for different groups

The guidelines below set out how we would like our materials and branding to be used under four broad headings:

1. Residents on their own street
2. Local grassroots Playing Out groups or networks
3. Councils and other larger organisations
4. Other local organisations.

Please get in touch if you're not sure which category you fall into - it may be more than one!

1. 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 (<http://playingout.net/useful-stuff/>), or people can make their own. All our materials are aimed at and are freely available to residents to use in their own street.

If a resident 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 Facebook 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.

2. 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 activators, 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 Community Interest Companies and have managed to find funding to pay for some of their time.

As part of this activity you might want to set up a local (e.g. town or city-wide) Playing Out Facebook group/page, Twitter account, blog etc., to act as a point of contact, and offer 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 give support around things like press/media interest, keep in touch and try to build up a picture of what is happening nationally.
- Clearly direct people back to the Playing Out website (for materials/inspiration) and the main Facebook group (to be connected to the national/international Playing Out movement) - we can provide example paragraphs which you can use.
- 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.

Social media

- Ask us to send guidelines and technical help for setting up social media like a Twitter account or Facebook page or group.
- If you want to use Twitter to promote playing out in your area that's fine but please do make your local/geographical identity clear in the Twitter account name and profile text to avoid people confusing it with the main national Playing Out Twitter account which is @playingoutCIC. It is important for the grassroots nature of your activity to be clear to people - and helps you build support. For instance you may set up an account called @WolverhamptonPlayingOut. The profile text you write could then say - *Wolverhampton Playing Out aims to encourage street play across Wolverhampton. We're a voluntary group of residents keen to share ideas, support each other and promote the idea of street play to everyone - including our local council. We were inspired by Playing Out - the national organisation supporting street play. Follow them @playingoutCIC and visit their website for info and ideas www.playingout.net.*
- Please ask us before you use our logo on twitter or other social media.
- Do remember that any tweet or Facebook post once published is in the public domain. (Even if you delete it there's always a chance someone somewhere might have got a screenshot of it). By using the name 'playing out' in your Twitter account or Facebook name you are making a link with us as a national organisation. Please think about the tone of your messages and the way you respond to others' posts and tweets. Feel free to contact us for more help or advice on this or any aspect of managing social media.

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.

3. 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 as far as possible, 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 and put you in touch with key contacts in local authorities with a street play policy already up and running)
- 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 about enabling street play. As well as instructional videos and 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.

For a detailed briefing on how local authorities can support resident-led street play go to

<http://playingout.net/how/how-councils-support-street-play/>

Other local organisations

Local organisations, including community and voluntary sector organisations are often well placed to reach residents who might be interested in taking action on their streets - particularly when they have a strong local membership/network. There are already examples of local organisations - including play and community development organisations - supporting street play in various ways. These include raising awareness through their own website, publications, events and media; providing hands-on support to residents; working with the local authority to ensure their support.

This is very positive and can help to communicate a wider context for street play. Local organisations have their own brand and identity and it's important to differentiate our Playing Out brand from that of a local body.

The key points for local organisations using Playing Out branding are:

- All the materials we've developed for residents to use are freely available for local organisations to signpost residents to, or to print or download and distribute to residents directly.
- Please do not adapt our materials or incorporate them into your own. We update and revise our materials regularly and this risks out of date information being communicated.
- If you want to produce promotional materials - eg posters and flyers to advertise events or for general awareness raising, you may want to use the Playing Out logo alongside the logo of your organisation. Please talk to us about this before producing anything.
- Please ask if you want to use any images or quotes which you've seen on our website or other materials.
- Please signpost residents to us (as above) for extra support, materials and access to the wider Playing Out network of active residents.