

Annual report and statutory accounts





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The following pages do not form part of the financial statements: Detailed profit and loss account

Legal and admin info

Year to 31 March 2023

The organisation is a Community Interest Company limited by guarantee, incorporated on 5 July 2011.

Company no: 07694294 (England and Wales)

Registered office:

Windmill Hill City Farm Philip St Bedminster Bristol BS3 4EA

Directors 2022-23:

Zoe Banks-Gross Alice Ferguson Ingrid Skeels Ellen Weaver Alison Stenning (appointed 5th July 2023)

Accountant:

Rupert Taylor
Easton Business Centre
Felix Road
Bristol
BS5 0HE

Directors' report



Directors' Report

This is a summary report for the financial year, highlighting some key activities, achievements and impact. More detail can be found in our four individual quarterly reports.

Alongside a huge amount of policy work and specific projects, we reached the milestone of 1,500 play street communities this year! This means that since Playing Out began, over 45,000 children have regularly played out on their streets/estates, supported by 22,000 adults taking action in their communities. It also equates to over 1million extra (outdoor, active, social) 'play hours' for children. (See more here)

We also hit a total of 150 Area Activators (cumulative, both past and present) – individuals taking action to establish, grow or support playing out beyond their own street, across their city or local authority area. The movement continues to grow and diversify.



"Playing Out sessions have totally translated into social connection...
neighbours feel much more connected and we know that when we feel
connected to our neighbours we feel safer and healthier. So it
absolutely goes beyond physical activity for the children...there's a
multitude of benefits." Sophie Whitehouse, Adur and Worthing Council.



External

The growing cost of living crisis has affected children and families in many detrimental ways this year; with rising rents, fuel poverty and children going hungry, communities again need to come together to provide mutual support, and the low-cost/free nature of playing out becomes even more important for children. As we saw through the Covid pandemic, streets that have regularly played out in the past have developed a strong culture of connection and compassion and give children free access to physical activity and all the other benefits of unstructured play with others. In this difficult political and economic context we continue to campaign for children's needs to be recognised and prioritised by decision makers.

The Platinum Jubilee weekend presented us with a wonderful opportunity to encourage residents and local authorities to reimagine streets as social spaces. Following pressure from us and other organisations <u>a letter</u> was sent by the Minister for Levelling Up, Housing and Communities, encouraging councils to make it as easier for residents to apply for road closures. The LGA also published <u>guidance</u> for councils on supporting play streets, and we are hopeful that this will result in more councils introducing play street policies or simplifying existing application processes. 16,000 street parties or play streets took place over the bank holiday weekend.

The Commonwealth Games being held in Birmingham in late July/early August gave us an opportunity to again make the case that play is the foundation of all sport and physical activity, and that space for children to play safely now is crucial if we want them to grow up healthy and active and – at the elite end - to be able to compete in global sports events in the future. We made links with the Physical Activity and Wellbeing Legacy Lead for the CWG, who promoted play streets to local authorities across the Midlands.

In his first Prime Minister's Questions, the new PM Rishi Sunak voiced support for school streets. We are hopeful that this is an indication that children's health and wellbeing is considered important by the Prime Minister. But school streets are not enough; as stated in an <u>article published in the BMJ in November</u> on the subject of road violence and traffic deaths, "Children in the most deprived 20% of areas are six times more likely to be injured than those in the least deprived 20%, and 16 children are killed or seriously injured in road crashes every week on their way to or from school." We continue to campaign for children's rights to be safe, healthy and happy to be central to decisions made about our public spaces, streets and society.

Liveable Neighbourhoods/15 Minute cities have become the latest target of conspiracy theorists. Even seemingly inoffensive changes such as school streets have been cited as examples of a repressive global anti-car agenda, rather than recognised as a much-needed redressing of the current unbalanced situation in which cars are given priority over people. Despite this, or possibly as a natural reaction to it, recognition of play streets as a positive for children's health and community connection seems to be gathering pace, with an anti-play streets tweet by a Conservative Councillor (later deleted) attracting a huge number of replies expressing support for play streets and children's right to play, and pointing the Councillor to our website for further information. This is in marked contrast to similar situations in the past when any positive comments about play streets have mainly been made by Playing Out ourselves and our friends and allies.

The importance of access to green space has been in the public eye this year. The Right to Roam campaign, created as a reaction to the loss of wild camping rights on Dartmoor, presented us with an opportunity to draw parallels with the loss of children's right to roam in the places and spaces where they live.

Internal

This year the Co-Directors focused on achieving their plan for them to step away from the day-to-day running of the organisation in order to focus on campaigning and other work.

CEO Recruitment took place in September and interviews took place in early October, and after a 2nd round of interviews we successfully recruited Pete Davies to the post, and he joined us as Playing Out's first CEO at the beginning of Feb 2023. Since then the Co-Directors have been working hard to provide a thorough induction to Pete, so that the gradual handover of the day-to-day management of PO goes as smoothly as possible.



Strategic Objectives

Our Vision is: All children are free to play out where they live. They are happy, healthy and feel part of their communities.

Towards this, our strategic objectives are:

- 1. To take play streets to a 'tipping point' across UK
- 2. To grow and diversify the grassroots Playing Out movement
- 3. To increase playing out where communities face greater disadvantage or other barriers
- 4. To increase public awareness about children's need to play out
- 5. To bring about policy-change to support children's right to play out

And underpinning this...

6. To keep Playing Out CIC an effective, happy, well-run and well-resourced organisation working towards our vision.

This report sets out our activities and achievements under each of these objectives.



1. Take resident-led play streets to a 'tipping point' across the UK

Support residents to deliver play streets

We continue to respond supportively to emails and phone calls from residents looking for advice and guidance about how to get started with playing out where they live. The resources on our website are often enough to enable people to get started, but where they require extra advice and support we provide these by phone, email and through conversations on our social media channels including facebook groups.

Areas in which we supported residents this year include Barnet, Blackburn, Calderdale, Eccles, Kingston Upon Thames, Leicester, Lewisham, Merton, Rotherham, Suffolk, and Worcester.

Examples of some of the support provided to residents this year:

- Supported a resident in Leicester to run their first play street; liaising with the council to encourage them to drop their requirement for organisers to pay for Public Liability Insurance.
- Support and encouragement to a social housing resident in Lewisham who was facing objections from neighbours to her first planned play street
- Sending images of play streets to a resident in Suffolk who wanted to use them when consulting neighbours about organising a play street there
- Support for a very determined resident in Barnet who has been working hard to get the council there to enable play streets play streets are now happening there to the delight of local children and families.



2022/23 play street figures



46,050 children have played out

153 new play street/estate communities

- 11% expansion in 2022/23 of total street communities that have played out regularly
- Playing out hours this year: 300 regular play streets* = 144,000 hours (300 x 2 hours x 12 sessions x 20 children avg per session)
- 1535 play streets started since 2010 (avg 18 sessions over 2 years) = 1,105,200 hours of free play and physical activity!

1535 total streets (cymulative)

(*This is a conservative estimate!)



Support local authorities to enable play streets

After two summers affected by Covid lockdown restrictions and the knock-on effect on local authority budgets and staffing, in spring and summer 2022 we started to see the hoped-for increase in local authority enquiries about play streets post-covid. Many of these were from councils who had put existing plans to introduce policies on hold because of Covid, and others from councils who realised that play streets are a brilliant low-input intervention that can support Covid recovery for children and communities. Some of these had attended one or more of our webinars during the pandemic and were inspired to implement play street policies as a result.

Examples of support provided to local authorities this year:

- Ongoing advice and encouragement for a Councillor in Bournemouth,
 Christchurch and Poole who is keen to support the introduction of school streets there
- Advice to a council officer in Lichfield who has some funding to promo play streets, and is possibly planning to hire an Activator, but has faced some resistance from the Highways Dept
- Meetings with Bradford highways dept to reassure them on the legality of play streets
- Ongoing contact with a Tenant Engagement Officer in Stroud who wants to enable play streets there to support and strengthen positive community relationships
- Responding to an enquiry from Colchester City Council about how to get started, as there is support at county level
- Support for a Physical Activity Development Officer in Public Health in North Somerset around how to go about engaging residents and promoting the idea of playing out
- Blackpool Highways Dept got in touch for support with the pilot of the first play street there, which was a great success

- Contact with a Green Councillor in Cheltenham who is hoping to table a motion to introduce play streets to the city
- Alice met with Lamberth Council, who are working towards Child Friendly
 City status and also launched their <u>Kerbside Strategy</u> in January
- Supporting a Community Development worker in Tameside Council to develop a toolkit to allow residents to apply for play streets following a trial in August.
- Working in partnership with Active Humber we are encouraging Hull City
 Council to lead the Humber region with a flagship accessible play streets
 policy, in the hopes that other local authorities across the region will follow
 suit.
- Luton council are developing a play streets policy, we have given advice on legislation and liability.
- Met with staff from Wolverhampton City Council to offer support as they have needed this in the past, but after many years they are now very happy with their policy, which is working well and they won't need any support with this in the foreseeable future.

Other local authorities that we met with this year in order to provide support and advice included:

Bath, Bedfordshire, Burnley, Dudley, Hertfordshire, Kent, Kettering, Portsmouth, Redbridge, Sandwell, Sheffield, Surrey, Trowbridge, Walsall

144 active Local
Authority areas
99 Interested Areas
94 Local Authorities
with TPSO policy

3 new areas have implemented TPSO application processes/policies:

Leicester Broadland District & South Norfolk Vale of White Horse, Oxfordshire

So in total, 193 local authorities now either have a play street policy, or are interested/working towards one. This is well over half of all major local authorities in England, Wales and Scotland.

Bristol as an exemplar area

We have made progress to unblock the barriers within Bristol City Council that were slowing the growth of play streets in Bristol. We met with BCC representatives to discuss the application process and made significant inroads, resulting in improved communication, a more accessible application process and better signposting to us by the council. Pete has been connecting with allies within the Council at a higher level to ensure that this progress is maintained.

March 2023 saw the culmination of months of work by our outgoing Bristol Activator Kate, who has been supporting 'playing out sessions' in various communities across Bristol which face additional challenges and have needed support to get outdoor play happening.

This has been an important and high-quality piece of work, which has had a significant positive impact on the quality of life of children living in these communities. As a parting gift, Kate delivered play equipment paid for by Playing Out, which will be held by community members who are keen to continue the regular 'pop-up play' sessions that Kate started.

Areas of Bristol in which our Bristol Activator provided support and advice to residents included:

Barton Hill, Brislington, Easton, Fishponds, Hartcliffe, Horfield, Lockleaze, Windmill Hill, Withywood, Whitchurch





new Bristol play streets this year

Support activators and local groups to spread play streets

Some of our longest running and most engaged Activators are feeling that they are running out of steam, in one way or another – we are talking to both Play. Meet. Street in North Tyneside and Sustainable St Albans in Hertfordshire about how they can develop a more sustainable model for supporting play streets in their areas.

We have also provided advice and support to activators in the following areas:

Blackpool, Bradford, Buckinghamshire, Dewsbury, Hampshire, Hartlepool, Hull, Leeds, Norwich, Penzance, Totnes.

"Another fab Play Street event, with around 30 local residents of all ages dodging the drizzle to have a most 'eggscellent' time! Already looking forward to the community coming out to play again in May & June."

Sunflower Streets Resident's Association, Norbiton (via Twitter)

103 current area activators
(150 cumulative),
50 local Playing Out groups



2. Grow and diversify the grassroots Playing Out movement Widening the reach of Playing Out

- <u>Kidical Mass</u> took place in cities across Europe in May 2022 and attracted tens of thousands of cyclists calling for safer streets for children. The Bristol ride was organised by Zoe Banks Gross (PO Board Member), with support from Playing Out and We The Curious.
- Alice and Tim Gill presented our 'Children as a Lens on transport policy' project at 'Ideas with Beers', a forum for discussion about sustainable/safe transport with around 50 attendees mainly local authority highways officers.
- Alice spoke about play streets at Manchester History of Climate Change Festival along with <u>Living Streets</u> and <u>Mums for Lungs</u>.
- We strengthened connections with Sport England's <u>Active Partnerships network</u>, including very positive meetings with AP leads in Hull, Southampton and with Simon Hamilton from Active Norfolk, who has a strategic national role. As a result, these APs are all supporting play streets within their areas and encouraging others to do the same.
- Ingrid was invited to appear on Play Scotland's podcast, the <u>Play Well Podcast</u>, being interviewed about playing out and playful streets – see the media coverage section for a link to listen to this.
- We joined <u>Locality</u> as a step towards a closer strategic partnership, in order to reach their membership with our play streets 'offer'.
- Pete is building links with the <u>National Association of Local Councils</u>, who are the umbrella organisation covering approximately 10,000 Parish and Town councils across the UK.
- We're making a connection with <u>Transition Streets</u>, who are interested in promoting play streets as an action that people can take to encourage streets to be viewed in different ways.
- In March the team worked hard to deliver three Sport England funded webinars, aimed at Councils, Community organisations and residents. We had 200 signups for the three events, with people joining us from from as far afield as Bratislava in Slovakia!

This year we also met, made or renewed connections with:

- Thalia Verkade and Marco te Brommelstroet, who wrote the recently published and translated book <u>Movement How to take back our streets</u> and transform our lives.
- <u>Children's Parliament in Scotland</u>, who focus on children's voice also important to our work.
- <u>Camerados</u>, a social movement who aim to connect people by providing 'public living rooms' welcoming spaces where people can provide mutual support.
- <u>English and Welsh Cricket Board</u> (ECB), on working together to promote the importance of outside safe space to children and to participation in sport at all levels.
- Fields in Trust, who campaign to protect green space from being sold off
- Beat the Street/Intelligent Health
- Neighbourhood Watch

Growing an International movement...

We received an email from Tokyo Metropolitan Government wanting to use a photo from our website to promote planned play streets there. We connected them up with <u>Tokyo Play</u>, who we have an existing relationship with. We also received international enquiries from Austria, Portugal and Israel.

In November, Alice and Ingrid attended their first international event since before the Covid pandemic. The invitation to present to the Moving People conference in Brussels, organised by the International Sport and Culture Association, offered the opportunity to spread the word about play streets to people working in the field of promoting physical activity around the world. New contacts included Eire Football Association, UK Youth Sports Trust, a child health academic from Slovenia, safer streets campaigner from Malta and a community-led design expert from Spain. They were also able to connect with play street organisers and community activists in Brussels, providing much inspiration and possible ideas for future collaboration.

Alice met with a Play Development Officer in Dublin City Council about growing play streets there – they followed up with a report and photos from their first pilot play street.

Ingrid and Alice met with organisations promoting play streets in Australia and New Zealand - play streets continue to go from strength to strength in the Antipodes!

We received a visit from a graduate student from the University of Fukui in Japan, who was visiting the UK and wanted to talk to us about how to make positive changes to public spaces to prioritise pedestrians.

Alice delivered an online presentation to a group of students from Salzburg University in a session focusing on bottom-up interventions to support sustainable urban mobility.

Alice and Ingrid went to Luxembourg in March to deliver a presentation and run a workshop about play streets for approximately 100 playworkers there.

Alice remained in Europe for a week-long 'European tour', informally representing Playing Out and connecting with people working on more permanent changes to streets in various cities there including Ghent, Antwerp Delft, Utrecht and Amsterdam.. She also met with the co-founder of the famous 'Stop de Kindermoord' campaign in the 1970s.

<u>Berlin Spielstrassen</u> got in touch to ask for help with developing new materials and to update on their continuing work to grow play streets across the city (originally inspired by Playing Out). They said, "your website is my bible".



A play street in Trier, Germany

3. Increase playing out where communities face greater disadvantage or other barriers

We continue to hold quarterly EDI meetings, and use this as space to assess where we have got to re all our existing plans and actions as well as using the space space to raise anything that we feel needs to be discussed. These meetings are key to ensuring our work to promote and grow the play streets movement is inclusive, from our internal organisation through to external work.

Community of Learning:

The Community of Learning (CoL) has continued to be a valuable forum for our Activators (residents or community groups) to come together with local authority and housing representatives to share information and co-develop best practice. The Col has 57 members with around 12 different attendees each session (depending on the topic), with other members accessing the filmed session, notes or resources from our follow up information. Sessions this year have featured a presentation by a Communities Officer from Clarion Housing Association about their pro-play policy and the work that he does to support play streets in his role, and the Coordinator of Barton Hill Activity Club speaking about the value of supporting play streets within her mainly Somali tower block community.

We also held a CoL session on the impact of play streets – how we measure it, how we demonstrate it, and how we use the information we collect. Sharing this information is useful for CoL attendees who need to be able to demonstrate their own impact when applying for funding.

Microgrants:

As with last year, we have kept the promotion of these fairly 'internal' (i.e. with groups/ contacts who we already know are really motivated and doing great work), because that reduces the bureaucratic burden and as it is a fairly small pot. Examples of applications for microgrants include one focussing on intergenerational play in care home car parks, one from the TAP Project who want to show their film to raise awareness about playing out and organise a play street in Moss Side, central Manchester, and one from Play:Meet:Street in North Tyneside looking at how they can create a new structure for supporting play streets there play streets so that it becomes more sustainable.

We also supported the founder of Barton Hill Activity Club to apply for a microgrant to address a barrier to play streets in her tower block community that is also common elsewhere: finding residents who can commit to regular stewarding. The microgrant will enable them to pay residents in vouchers at each of the sessions over the year (up to 8) as a trial to see if this helps to address the barrier, and also to keep Samira's play street as a beacon for others.

Funded road closure and play street kit:

We have been promoting our Sport England-funded road closure kit offer, and processing a steady flow of applications from new areas of the country (e.g. Lincolnshire, Kirklees, Bradford, Blackpool, Suffolk). This area of work is very meaningful in terms of developing new relationships especially with residents and small community organisations, and follow up phone calls with applicants have provided more opportunities to offer bespoke support.

Housing Providers:

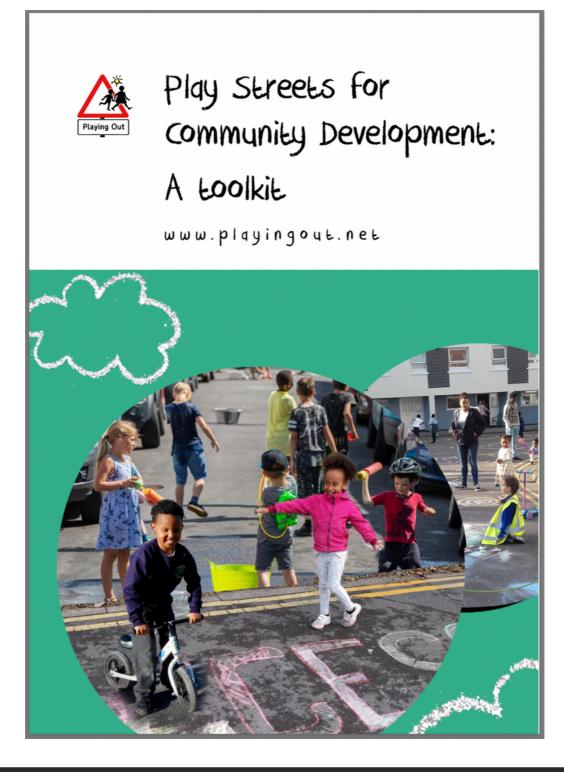
We continue to build relationships with housing organisations with a view to cocreating an event later in 2023; this will be focused on sharing best practice around the development and implementation of play-friendly policies. Pete has a background in housing and an insight into the challenges faced by those working within the sector, his expertise in this area is a valuable resource for us to draw on in this area of work.

Anti-racism/diversity/inclusion work:

With our anti-racism funding from the Tudor Trust and development work, Ingrid worked with <u>The African Pot (TAP) Project</u> and <u>Ubele</u> to commission some community engagement around memories of playing out with one or more of the communities they work with (in the UK and also drawing on community in Jamaica); around barriers to playing out now (just in the UK); The results of this collaborative project are a <u>30 minute film discussion and clips</u>, and capturing learning and feedback from both organisations, in order to share with our existing network and reach new audiences. We also supported TAP Project to apply for a microgrant to hold a screening of the film and organise a play street over the summer, which we hope to learn from and share the results of.

Play Streets for Community Development Toolkit:

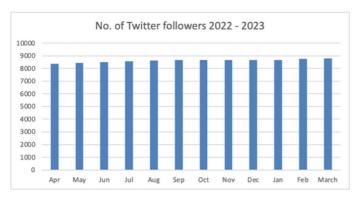
In March we finalised and launched our <u>toolkit</u> aimed at community development practitioners, drawing together learning from our work over the past 10 years, and from our community of learning and wider network. This is now available to download from our website and will be further disseminated over the coming year, with the aim of inspiring and enabling community practitioners and organisations to support play streets and related activity with communities facing greater disadvantage.

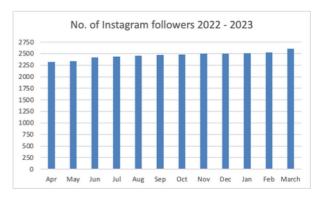


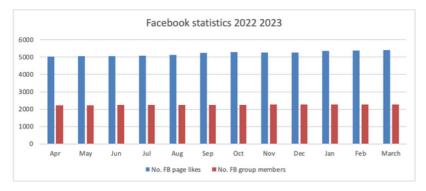
4. Increase public awareness about children's need to play out

Social media

Our social media followings continue to grow steadily, and our presence on these platforms presents opportunities to communicate with a variety of audiences and connect with allies locally, nationally and internationally. We are regularly contacted through Twitter and Instagram by individuals and organisations who are keen to find out more about our work and start playing out where they live.





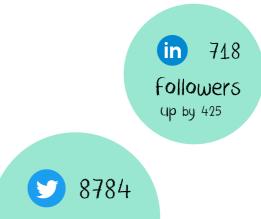




f 5393 page likes
up by 375

6219 page followers
up by 443

2273 group members
up by 62



followers

up by 401

Some of our top-performing social media posts this year:

Top Tweet earned 7,972 impressions

"Residential side roads used to be public open space in which children would run around all day, getting exercise at no cost". Well said, Rob Wheway! #childobesity #outdoorplay #physicalactivity #saferstreets pic.twitter.com/Vcl5ETRKYH

public open space in which children would run around all day, getting exercise at no cost. The domination of the car means that parents can no longer let their children play outside. We need pedestrian priority for residential side roads. Not only would this improve children's physical health











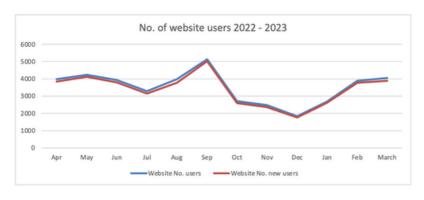
Website

In May we added a new <u>blog</u> and <u>Parent and Resident Story</u>, written by Samira Musse of Barton Hill Activity Club. Her positive experience of organising playing out sessions on her mainly Somali community high-rise estate is a powerful addition to our growing collection of parent and resident voices speaking about the value of playing out to their children, families and communities.

Another new page added to the website this year is about the roles that <u>housing providers can play in supporting play</u> in the accommodation that they provide. We already had a page about <u>playing out on high-rise estates</u> but this focused on the barriers to play, and while it is important to acknowledge these, we wanted to create a page that shared examples of good practice in order to encourage housing providers to develop play-friendly policies.

In December we published a new page in the Impact of Play Streets section of the website, titled How we get our numbers. This explains the formulas that we use to calculate how many children attend play streets, how many adults are involved in organising them and how many extra hours of play are enjoyed as a result! This is a really useful resource for us to share with community groups and local authorities, and we encourage them to use the same formulas and to share their own figures with us, so that we can get a better picture of how many people are benefitting from the playing out movement.







Please note: we will be changing the way we report and analyse our website data in future, in line with more strategic analysis and a new analytics system.

Blogs

- 03/05/22 <u>Find your village: growing play and community on a tower block</u> estate
- 17/06/22 <u>Street parties to play streets: keeping the community spirit going through the year</u>
- 21/07/22 Playing Out and summer holidays
- 28/07/22 <u>Summer of Sport, Summer of Play</u>
- 29/09/22 How playing out helps to build children's independence
- 28/10/22 <u>How to handle objections and diffuse difficult situations on play</u> <u>streets</u>
- 31/01/23 Right to roam near home
- 22/03/23 The ripple effects of playing out



2038 total subscribers
1745 General subscribers
1024 Professional
subscribers

Newsletter

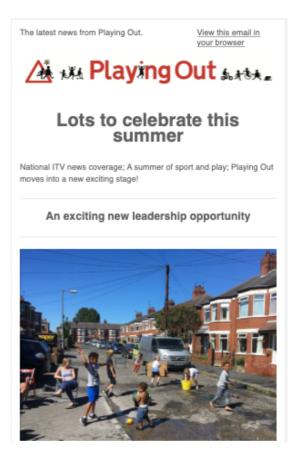
We sent <u>20 newsletters this year</u>, including some specifically aimed at our professional audience - people whose work links to play streets, playing out, children, community etc

Our newsletters to our network continue to perform well above the non profit industry average open rate, with the click rate to our website also being much higher than average in many instances.

Average open rate of 36%, average click through rate of 5% across our campaigns.

N.B. Non-profit industry average = 26.6% opens, 2.7% clicks





Media coverage

2022/23 was busy for us in terms of media coverage. At the end of June we were contacted by an ITV News Producer wanting to film a story about play streets for broadcast across 10 different English ITV regions, which was a golden opportunity to raise the profile of play streets and the organisation. The broadcasts featured wonderful footage of street play from 10 areas, an interview with Co-Director Ingrid, and an interview with friend of PO Tim Gill. The reports are available to watch on our Vimeo account and are a great asset for us to share in future.

Ingrid was interviewed by Voice of Islam, a national radio station aimed primarily at a Muslim audience, about <u>Playing Out and play streets.</u>

Ingrid was also interviewed by an Italian Journalist writing for Altreconomia, a magazine about society and sustainability, covering the <u>Playing Out story and play streets idea</u>.

Prima magazine published an interview with Alice and Ingrid about play streets and the origins of Playing Out, reaching an older audience (50+) including grandparents (link unavailable without subscription, see image below).

In March 2023 an <u>article written by PO about play streets</u> was published in 10 regional editions of Families Magazine – North London, South East London, Families Upon Thames, Thames Valley East, Thames Valley West, Dorset, Birmingham, Manchester & Cheshire, North Yorkshire, Warwickshire.

See appendix 1 for the full list of media coverage.



5. To bring about policy change to support children's right to play out

Gathering Knowledge & Research Findings/ Influencing Policy

Covid Inquiry:

We approached the Children's Rights Alliance for England and Save the Children about the UK Govt Covid Inquiry, resulting in a joint application for Core Participant status to the Inquiry. Playing Out was not selected (on the basis that our focus was too narrow) but our partner organisations in the application were successful

We were also invited to submit evidence ourselves via another route - rule 9 - which involved pulling together all of the campaigning and research work that we did during the Covid pandemic.

All of this is a significant achievement as no other organisations were selected specifically to represent the interests of children and raise the issue of how their needs were not considered by government in their decision making around lockdown restrictions. We played a direct role in ensuring a children's rights barrister will be 'in the room' for the Inquiry process.

UNCRC Report:

Via CRAE, we submitted a section on 'play in the community' for the civil society "alternative report" to the UN committee on the rights of the child – reporting on how well the UK Government is performing against the UNCRC. [link to https://crae.org.uk/news/call-written-evidence-civil-society-alternative-report-uncommittee-rights-child-2022-0]. Our policy recommendations that made it to the final report were:

- Introduce a public health and physical activity strategy that prioritises children's free outdoor play, including a duty for LAs to ensure sufficient provision for play in the community.
- Ensure a child "lens" is applied to all UKG policy areas impacting streets and other public spaces (transport, planning, housing).

As an overall policy recommendation, the report also calls for a cabinet minister for children.

The UN Committee on the rights of the Child responded with their assessment and recommendations that include:

Rest, leisure, recreation, and cultural and artistic activities

- 48. The Committee recommends that the State party:
- (a) Develop a strategy, with sufficient resources, aimed at ensuring children's right to rest, leisure and recreation, including free outdoor play;
- (b) Integrate children's right to play into school curricula and ensure that children have sufficient time to engage in play and recreational activities that are inclusive and age-appropriate;
- (c) Strengthen measures to ensure that all children, including children with disabilities, young children, children in rural areas and children in disadvantaged socioeconomic backgrounds, have access to accessible, safe, public outdoor play spaces;
- (d) Involve children in decisions regarding urban-planning processes, including public transportation, and in the development of spaces for children to play.

In February Alice and Ingrid attended the launch of the <u>Civil Society response to</u> the <u>UNCRC report</u> in Westminster. The report was good but depressing, with a big focus on mental health issues and suicide, but apparently nobody asking WHY children are so unhappy.

We were invited to write a chapter on play, public space, bottom-up action etc for a book about how Government policy needs to support better childhoods. We suggested that our friend and ally Samira Musse write a chapter, and we supported her to do this by recording her views in discussion, writing up, and helping to shape and edit the piece with her. Samira's contribution ensures that the voice, views and ideas of a parent and activist living in a community facing huge poverty and other challenges will be heard. The book is due to be published in Autumn 2023.

We were deeply saddened/enraged to hear about the death of a 12-year old boy who was killed trying to cross a main road in Sussex because the underpass he usually used was flooded, despite his parents having campaigned to have this resolved. we plan to do more on this and the wider issue of children being killed on the roads both locally and nationally in 2023/24.

We have continued to work on our 'Children as a lens' project, aimed at putting children's safety and rights at the heart of transport policy.

Alice has met with Sustrans about using play streets as a 'way in' to making more permanent physical changes to streets.

Alice met with an independent Highways engineer and researcher, who has produced a report for Scottish Govt about how to make streets safer for children called <u>Child mph</u>.

We responded to a DfT road safety campaign that was designed to spread awareness about the recent changes to the Highway Code; it aimed to encourage drivers to feel empathy for pedestrians but it didn't feature children at all.

Although on the surface not directly related to our core aims around play, we decided to add our name to <u>a public letter</u> calling for all children in families receiving Income Support to be given free school meals. This is a very serious issue affecting children in poverty - and children can't play if they're hungry - so we felt confident that this fits with our wider aims around play and also EDI.

We submitted a response to <u>The Health and Social Care Select Committee</u> <u>Inquiry on prevention in health and social care</u> – call for evidence.

Ingrid submitted feedback on the draft of <u>Sport England's Physical Literacy</u> <u>Consensus</u> statement, which initially didn't include any mention of children or play.

Alice fed into <u>Sport England's Active Design Guide</u> – she had attended the consultation event for this in 2022 but some relevant suggestions hadn't been incorporated in the draft document.

Alice fed into a consultation on national planning law, and will be joining a group looking at this along with Tim Gill and Fields in Trust.



6. To keep Playing Out CIC an effective, happy, well-run and well-resourced organisation, working towards our vision

Governance and leadership

The recruitment of Pete Davies as CEO and the co-Directors stepping aside into Associate roles and joining the Board has necessitated a restructure of the Board, in order that we have a strong system of governance in place. We are actively working to recruit more members to the Board. In the interim, Tim Gill has taken on an informal paid role to help facilitate and advise the transition process with the board, co-Directors/Associates and CEO.

We are delighted to welcome Nick Chamberlin of Active Travel England, (previously head of policy at British Cycling) to our Board. He brings a wealth of experience, skills and contacts with him and will be an asset to Playing Out and the growth of the play streets movement. We're also really pleased to report that Professor Alison Stenning, a long-standing expert friend of Playing Out, has agreed to join our Board.

Staff team

The team currently consists of:

Alice Ferguson, Co-Director/Associate, 2 days Ingrid Skeels, Co-Director/Associate, 2 days Pete Davies, CEO, 5 days Lucy Colbeck, Play Streets & Community Programme Manager, 3 days Rachel Mansi, Operations Officer, 4 days

A new freelance book-keeper, Nicky Coates, started in June and will be in the office approx. 1 day per month.

Lucy returned from her maternity leave in November, with a slight change in JD and job title (from Jan). She is now Play Streets & Community Programme Manager and will be leading on the play streets programme of work.

Rose O'Reilly sadly left her role as Play Streets Information and Support Officer at the end of January, so one of Pete's first tasks as CEO was to lead on the recruitment to this vacancy. We were also sad to lose Kate Staniforth who has moved on from her role as our freelance Bristol Activator; Kate has been involved with PO off and on for years and may still do occasional training for us. We are hoping to recruit a new Bristol Activator in 2023/24 if we are able to secure funding for this role.

Resourcing for 2023/24

- Our application to Esmee Fairbairn for Grants Plus funding (up to £5K) to cover professional support needed in relation to the Transition was successful. This included funding for lots of consultation with Roots HR company and funding for legal consultation around updating Playing Out's articles and membership.
- Our application to the Tudor Trust for funding to cover the CEO role was partially successful. They agreed to fund £30,000 a year for two years. They have agreed to weight the funding for the CEO post so that the costs for the first year are almost fully funded.
- Sport England invited us to submit an informal bid for continuation funding towards delivery of national play streets programme for another year (Jul 2023 - June 2024). We are actively investigating other sources of funding so that we can not only maintain our current level of staffing, but hopefully expand the team to fill skill gaps that have been identified.

Still to be added:

Analysis of income 2022-23

			Amount	Amount	Deferred	Deferred	
Funding source	Durnoss	Amount	due at	due at	from	to	Total
Funding source	Purpose	received	31/03/22	31/03/23	2021-22	2023-24	2022-23
Esmee Fairbairn	Core costs	90,500	(10,000)		20,000	(45,000)	55,500
Esmee Fairbairn	Transition	7,236	-		1	(3,343)	3,893
Tudor Trust	Core costs	40,000	-		22,500	(32,000)	30,500
Tudor Trust	Wellbeing	2,000	-		182	(1,305)	877
Tudor Trust	Anti-racism project			4,000	783	-	4,783
Sport England		144,000	(7,941)		-	(53,459)	82,600
Donations	Various	460	-		1	(350)	110
Contracts &	Training &			1,100			1,100
events	consultancy	-	•	1,100	•		1,100
Reimbursements		172	-	610	•	-	782
Total		284,368	(17,941)	5,710	43,465	(135,457)	180,144

Plans for next year

We will continue to deliver our core work around growing the play streets movement through promoting the idea and supporting residents, local activators, councils and other organisations. We will also continue to prioritise enabling activity with communities facing greater disadvantage or other barriers – through our community of learning and disseminating our toolkit for community practitioners. We will also continue to build on the work we have started around understanding and addressing the intersection between racial injustice and children's access to outdoor play.

Alongside this, we will continue to campaign for a greater recognition of children's need to play out near home and for policy-change to remove the barriers.

We will be taking forward our work with Housing Providers, helping to build a pro-play housing network with the aim of increasing best practice around supporting children's right to play out near home.

We will also continue to develop links with sporting organisations, starting with a webinar focussed on the link between informal doorstep play and participation in sport.

Internally, we are still in the 'transition' period, moving from a founder-led to CEO-led organisation, with the co-founders moving into their new Associate roles, providing support for the transition and beginning to focus on campaigning and project work, 'off to the side' of the staff team and core play streets programme. As part of this transition, we are also doing a lot of work around Governance, building and strengthening the board. We will also be refreshing our strategy during the year.

Towards the end of the year, we aim to have secured new and ongoing funding to keep our existing team and core work going and to provide additional strategic comms resource.

Statement of Directors' responsibilities

The Directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulation. Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for the safeguarding of assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The above report has been prepared in accordance with the special provisions relating to the small companies regime as set out in Part 15 of the Companies Act 2006. Approved by the Directors on 28th July 2023 and signed on their behalf by

Alice Ferguson, Director.

Accountent's report



Accountant's Statement

On the Directors' instructions, I have prepared the accounts in the following pages from the information and explanations supplied to me. I have not carried out an audit.

Rupert Taylor Easton Business Centre Felix Road Bristol BS5 0HE

Playing Out CIC Profit and Loss Account Year to 31st March 2023

	2023	2022
	£	£
Turnover	180,144	154,629
Cost of sales	(25,786)	(22,010)
Gross Profit / (Loss)	154,358	132,620
Administrative expenses	(153,208)	(128,407)
Operating Profit / (Loss)	1,151	4,213
Interest receivable	599	419
Profit / (Loss) on ordinary activities before taxation	1,750	4,632
Tax on profit on ordinary activities	114	107
Profit / (Loss) after taxation	1,636	4,526

Playing Out CIC Balance Sheet

Director

As at 31st March 2023 Company no: 07694294

	Notes	2023 £	2022 £
Fixed Assets	[4]	1,396	917
Current Assets Cash at bank and on hand Debtors and prepayments Stock	[5]	232,443 5,250 3,020	126,882 20,623 800
		240,713	148,304
Current Liabilities Creditors due within one year	[6]	138,567	47,315
Total Current Liabilities		138,567	47,315
Net Current Assets		102,146	100,990
Liabilities due after more than one year		-	-
Net Assets		103,542	101,906
Capital and Reserves Balance brought forward Profit / (Loss) for the year		101,906 1,636	97,381 4,526
Total funds at end of year		103,542	101,906

- For the year ending 31st March 2023 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with Section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companie subject to the small companies' regime.

Approved by the Directors on 28th July 2023 and signed on their behalf by:
Alice Ferguson

Playing Out CIC

Notes to the Financial Statements

Year to 31st March 2023

1. Accounting policies

Basis of measurement and preparation of accounts

The financial statements have been prepared under the Historical Cost Convention and in accordance with FRS 102 (Section 1A) - the Financial Reporting Standard applicable in the UK and the Republic of Ireland, and with the Companies Act 2006.

Revenue recognition

Revenue is measured at the fair value of the consideration received or receivable. Revenue from the sale of goods is recognised when goods are delivered and legal title has passed to the company. Income from grants and contracts is recognised when receivable, except that relating to future periods, which is deferred.

Tangible fixed assets depreciation

Tangible fixed assets are depreciated at 33% per annum on the straight line basis.

Taxation

The company's liability for Corporation Tax is calculated based on the tax rates enacted for the year in question.

The company is not registered for Value Added Tax, therefore all costs are expressed inclusive of VAT.

	2023	2022
2. Operating Profit This is stated after charging:		
Depreciation of fixed assets Directors' remuneration:	927	458
Directors' salaries	60,906	53,300
3. Taxation	2023	2022
Corporation tax due at 19%:	114	107
4. Fixed Asset schedule	Equipment 2023	Equipment 2022
Cost:		
Opening balance	6,385	5,010
Additions during year	1,407	1,375
	7,792	6,385
Depreciation:		
Opening balance	5,468	5,010
Charge for year	927	458
	6,395	5,468
Net Book Value:	1,396	917

These notes form part of the financial statements.

Playing Out CIC

Notes to the Financial Statements (continued)

Year to 31st March 2023

5. Debtors	2023	2022
Trade debtors	2,018	348
Other debtors and prepayments	3,232	20,275
	5,250	20,623
6. Creditors	2023	2022
Trade creditors	1,703	3,225
Corporation tax liability	228	194
Accruals	432	432
Deferred income	135,457	43,464
Other creditors	747	-
	138,567	47,315
7. Profit and Loss account	2023	2022
Retained profit at beginning of year	101,906	97,381
Profit for year after taxation	1,636	4,526
Retained profit at end of year	103,542	101,906

Out of the total reserves of £112,286, the Directors have set aside £70,000 as Designated Funds for the following purposes:

- -£30,000 to be used for Research & Development, new projects and dissemination.
- £40,000 to cover three months' running costs in the event of a sudden loss of funding.

8. Related party transactions

There were no related party transactions during the year other than Directors' salaries.

9. Staffing

The average number of employees during the year was 5 (2022: 5).

Playing Out CIC

Detailed Profit and Loss Account

Year to 31st March 2023

	2023	2022
	£	£
Income		
Fees	1,100	200
Government grants	82,600	44,441
Other grants	95,552	108,987
Reimbursed expenses	782	248
Donations	110	-
Commission on sales	-	523
Events income	-	230
Total Income	180,144	154,629
Cost of Sales		
Subcontractor fees	18,760	8,068
Materials	3,856	6,113
Events and project costs	3,170	7,828
Total Cost of Sales	25,786	22,010
Gross Profit / (Loss)	154,358	132,620
Gloss Floiit (Loss)	134,330	132,020
Administrative Expenses		
Directors' salaries	60,906	53,300
Other salaries and wages	56,657	49,188
Employer's National Insurance	6,163	4,644
Employer pension	2,737	2,250
Recruitment	4,524	281
Legal and professional fees	2,172	374
Accountancy	696	504
Rent and rates	7,500	6,657
Cleaning	795	415
Insurance	890	715
Travel and subsistence	1,175	494
Print, postage and stationery	957	498
Telephone and internet	238	122
Website	2,325	1,615
IT costs and software	2,945	3,026
Office equipment (non-capital)	254	771
Staff development and wellbeing	877	2,718
Memberships and subscriptions	162	60
Bank charges	6	-
Sundry expenses	302	317
Depreciation	927	458
Total Administrative Expenses	153,208	128,407
Operating Profit / (Loss)	1,151	4,213
Interest receivable	599	419
Profit / (Loss) on ordinary activities before taxation	1,750	4,632
Tax on profit on ordinary activities	114	107
Profit / (Loss) after taxation	1,636	4,526

This page does not form part of the statutory accounts.



"As always, we want to sincerely thank our funders for supporting and enabling us to do all this work towards enabling community-led action and restoring children's freedom to play out near home, for their health, happiness and belonging. Change is possible and we're committed to seeing that happen for children. As ever, your support makes a HUGE difference to everything." "



Appendix I: Media log

Date	Publication	Title	Link
28/04/22	Bishopston Voice	Getting set for a platinum party	https://www.bishopstonvoice.co.uk/ge
20/04/22)	6 16	tting-set-for-a-platinum-party
29/04/22	Wales Online	Cardiff residents can close their streets	https://www.walesonline.co.uk/news/wales-news/cardiff-council-play-
		for 2 hours a month to let children play safely	street-kids-23810893
03/05/22	Groundwork	How to organise a play street	https://www.groundwork.org.uk/how
		8 h.m/	-to-organise-a-play-street/
11/05/22	The Bristol Cable	Too many cars? On the streets in	https://thebristolcable.org/2022/05/to
		Bristol's future first 'liveable	o-many-cars-on-the-streets-in-
		neighbourhood'	bristols-future-first-liveable-
19/05/22	University of Exeter News	Children who play adventurously have	neighbourhood/ https://news-
17/03/22	Offiversity of Exercit News	better mental health, research finds	archive.exeter.ac.uk/homepage/title_
			912650 en.html#:~:text=in%20Educa
			tion%20blog-
			,Children%20who%20play%20adventu
			rously%20have%20better%20mental%
			20health%2C%20research%20finds,lockdown%2C%20according%20to%20
			new%20research.
25/05/22	voice of Islam	Breakfast Show podcast 25/05/22 The	https://soundcloud.com/playingout/vo
		Science of Play	ce-of-islam-breakfast-radio-interview-
			250522?utm_source=clipboard&utm_
			medium=text&utm_campaign=social_sharing
26/05/22	Prima Magazine	How to throw your own street party' -	https://go.readly.com/magazines/5658
20/03/22	Trima riagazine	street parties aren't just for royal	40bad9e840fb6e0000b9/627d15a3e2b
		celebrations, you can hold them any time	2ca3b42e7feaa/25
		of year. Here's how to start a trend	
08/06/22	Irish Times	Time to take back the streets for	https://www.irishtimes.com/opinion/2
		children	022/06/08/time-to-take-back-the- streets-for-children/
09/06/22	Newtalk	Children ' spending more time indoors	https://www.newstalk.com/news/child
07/00/22	1 Circuit	than prisoners'	ren-spending-more-time-indoor-than-
			prisoners-
			1352734?utm_medium=Social
02/04/22	BBC Radio Bristol	Getting set for a platinum party	Link unavailable
29/06/22	Trowbridge Town Council	Play streets' pilot session in Trowbridge	https://www.trowbridge.gov.uk/2022/06/29/play-streets-pilot-session-in-
			trowbridge/
11/07/22	ITV News	10 regional news reports about play	https://vimeo.com/showcase/9674418
		streets and Playing Out	•
01/08/22	Blog - Spencer Harvey Estate Agents	Let the Children play - join the scheme	https://www.spencerharvey.co.uk/blo
		bringing communities together	g/let-the-children-play-join-the-
			scheme-bringing-communities- together.html
02/08/22	The Guardian	Social housing tenants warned of 'Play	https://www.theguardian.com/environ
	1110 0001 1011	Ban' for children in London site's shared	ment/2022/aug/02/poorer-children-
		spaces	warned-off-playing-in-shared-spaces-
05/00/00	1		in-london-development
05/08/22	Heatons Post	Play Streets - Curtis Road having fun	https://beacon.by/iindigo/31-heatons-
15/08/22	The Naked Scientists	Finding new ways to promote	post-august-2022-compressedpdf https://www.thenakedscientists.com/a
. J. VOI LL	THE PARCE SCIENCES	adventurous play	rticles/interviews/finding-new-ways-
		. ,	promote-adventurous-play
16/08/22	The Naked Scientists	Child's play: curtailing a health crisis	https://www.thenakedscientists.com/p
			odcasts/naked-scientists-
			podcast/childs-play-curtailing-health-
01/09/22	Altreconomia (Alternative Economies)	Stop to cars, in the United Kingdom we	crisis https://altreconomia.it/stop-alle-auto-
UIIUIIZZ	, and economia (vaccimative Economies)	return to playing on the street	nel-regno-unito-si-ritorna-a-giocare-
		(translated from the Italian!)	in-strada/
23/09/22	BCC News	Two new schools take on permanent	https://news.bristol.gov.uk/press-
		play streets	releases/4f7c980c-5047-467c-ab51-
			27359aa4d23a/two-new-schools-
			take-on-permanent-school-streets?

01/10/22	Fishponds Voice	Streets shut to make school run safer	https://issuu.com/fishpondsvoice/docs
			/fishponds_oct_2022
20/10/22	THINK (Transport and Health	Opening streets for play	https://think.aber.ac.uk/opening-
27/10/22	Integrated research Network) South Leeds Life	Community works together to 'Love	streets-for-play/ https://southleedslife.com/community
27/10/22	South Leeds Life	Leeds II'	-works-together-to-love-leeds-II/
16/01/23	Three Counties Radio	Leeds 11	No link
18/02/23	The Telegraph	Police tell pedestrians to wear high-viz	https://www.telegraph.co.uk/news/20
		after surge in road deaths	23/02/18/police-tell-pedestrians-
		-	wear-hi-vis-surge-road-deaths/
29/01/23	Bedford Independent	Jumpers for goalposts or No Ball Games,	https://www.bedfordindependent.co.u
		please?	k/opinion-jumpers-for-goal-posts-or-
20/02/22	C	Bi i lili	no-ball-games-please/
20/02/23	Sustainable St Albans blog	Playing out - helping our children play	https://sustainablestalbans.org/2023/0
		safely in their streets	2/20/playing-out-helping-our-children- play-safely-in-their-streets/
22/02/23	Child in the City	King's coronation is inspiring more UK	https://www.childinthecity.org/2023/0
22/02/23	Sime in the Gity	play streets	2/22/kings-coronation-is-inspiring-
		, , , , , , , , , , , , , , , , , , ,	more-uk-play-streets/
01/03/23	Play Well - the Play Scotland Podcast	Playing out and playful streets	https://www.spreaker.com/user/1514
			2758/18-playing-out-playful-streets
05/03/23	TransportXtra	School street champions vow to rollout	https://www.transportxtra.com/public
		more schemes (doesn't mention PO but	ations/local-transport-
		does promote play streets)	today/news/73 66/school-street- champions-vow-to-roll-out-
Early	Families Magazine, published in the	Bringing back playing out	https://issuu.com/familiesonline/docs/f
March	following editions - Dorset, N. London,	Dringing back playing bac	amiliesdorsetmarapr2023print?fr=
(various	Warwickshire, Manchester & Cheshire,		
publication	N. Yorkshire, Birmingham, Thames		
dates)	Valley East, Thames Valley West, S.E.		
	London. Families Upon Thames		
10/03/23	Blackpool Council Newsroom	Blackpool council working with local	https://www.blackpool.gov.uk/news/bl
		residents to bring the fun back to the streets	ackpool-council-working-with-local- communities-to-bring-the-fun-back-
		su eets	to-the-streets.aspx?date=10-03-2023
29/03/23	Blackpool Gazette	Eight pictures as Play Street makes a	https://www.blackpoolgazette.co.uk/n
=,, 55, 25		successful Blackpool debut	ews/people/eight-pictures-as-play-
		'	street-makes-a-successful-blackpool-
			<u>debut-4084647</u>