

Comms pack for promoting play streets

Here are some handy resources to promote play streets and support children's wellbeing. To get in touch with our friendly team, email us hello@playingout.net



Twitter: [@playingout](https://twitter.com/playingout)
Instagram: [@playingoutcic](https://www.instagram.com/playingoutcic)
Facebook: [@playingout](https://www.facebook.com/playingout)
Website: www.playingout.net
Vimeo: vimeo.com/user4890578

What are play streets?

[Play streets](#) are short, temporary road closures, usually organised by neighbours on their own street, creating a safe space for children to play out together on their doorstep.

Why now?

Outdoor play is vital for children's health and wellbeing, and play streets are an ideal way for children and communities to reconnect. They give children a huge amount of what they need to be happy and healthy; they have long term effects on physical activity, mental health, friendships, independence and a sense of belonging in their communities. Play streets addresses pre-existing barriers to children's freedom to play out; such as increased traffic and fears around safety of children.

Children need time, safe space, and permission to play out. Play streets tick all these boxes so we would love to see more happening across the UK this summer!

What can I do to help?

- Follow our socials, see links above. Share our content.
- Spread the word – use our content to support #PlayingOut and #PlayStreets on social media
- Share what you're doing in your local area
- Check [what's happening near you](#) and include it in your promotion
- [Make your street a play street](#)

[Click here](#) for more ideas about how to grow play streets in your local area!

Social media content

Below are some copy-and-paste social media posts aimed at parents and community minded people. Feel free to adapt these to suit your needs. If you are a council or an

organisation that supports play streets feel free to direct people to your website and resources.

Using Hashtags:

- Use the hashtags #PlayingOut #PlayStreets so people can search for them and bring up all relevant content
- Supporting hashtags could be #PlayIsEssential #PlayIsExercise #OutdoorPlay #PlayMatters #FunFriendsFreedom – you can use up to 30 hashtags on a post.

[Click here](#) to be taken to our Google Drive folder of shareable images and assets. [Email us](#) if you have any probs.

Twitter posts (our Twitter: [@playingout](#))

Yes outdoor play is good for children's health and wellbeing but more than that...IT 🙌 IS 🙌 FUN 🙌

#PlayStreets are an ideal way to let kids be kids
[insert [local play street info](#)]

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You don't need anything fancy for a #PlayStreet. Just creating a safe space and allowing children to play out together will bring joy! 🙌 [@playingout](#)

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#PlayStreets are a safe and manageable way to make your street less car dominated and more people friendly.

(Residents who need access can still get their cars in and out - safely and slowly guided by stewards).

Find out more [@playingout](#)

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#PlayStreets are right on your doorstep. Have a natter with a neighbour whilst the kids get some well-deserved freedom and fun with their friends. #PlayingOut [@playingout](#)

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Want to make your street a safe, friendly & happy place? Organise a #PlayStreet and bring the whole community together.

Find out how [@playingout](#)

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Wondering what to do with the kids this summer? #PlayStreets are

- 👍 Free
- 👍 Simple
- 👍 On your doorstep

Find all the help you need to get started with [@playingout](#)

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Join the [@playingout](#) movement for change and help children have more fun, friends and freedom by organising a #PlayStreet

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This #InternationalChildrensDay support children's freedom to play out together by organising a #PlayStreet.

Find all the support and resources you need [@playingout](#)

(Sub #InternationalChildrensDay for other key dates as appropriate).

Instagram and Facebook

Our Instagram: [@playingoutcic](#)

Our Facebook: [@playingout](#)

Reclaim your street!

Simply closing your street to through traffic to allow children to play for a few hours, can be incredibly positive for your local community.

If you enjoyed getting to know your neighbours during the pandemic, why not build on those connections by organising a #playstreet and really bring your community together.

Find out if your council supports play streets: <https://playingout.net/nearby-you/play-streets-map/> [@playingoutcic](#)

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Regular #PlayStreets give children the chance to play freely and bring communities together. Organising one is an amazing and rewarding thing to do for you, your children and your neighbours.

There are four steps to get started:

1. Talk to your neighbours and include everyone
2. Get permission from the council and support from neighbours
3. Tell everyone on the street
4. Make the space safe and play out!






Help is available from [@playingoutcic](#) to make it as simple and easy as possible.

www.playingout.net

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#PlayStreets create a safe space for children to play out on their doorstep.

They are:

-  Organised by neighbours
-  Temporary
-  Inclusive
-  Safe
-  Simple and joyous!

Check out [@playingoutcic](#)'s advice for getting started on your street

<https://playingout.net/play-streets/start-on-your-street/>