



Comms Pack: Promoting Play Streets



Welcome

Here are some handy resources for you to use to promote play streets and support children's wellbeing. We hope you will find what you need here - and if you don't, please let us know! We are a small, friendly team, email us at: hello@playingout.net



Find us

X (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 and over 1,638 streets have played out nationally to date - and even more globally!

[More about play streets here](#)



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

What can I do to help?

Follow our socials, see links above. Share our content.

Spread the word – use our digital content to support #PlayingOut and #PlayStreets.

Share what you're doing in your local area.

Check what's happening near you and include it in your promotion.

[How to run a play street here](#)

Digital Content for your socials

Here are some copy-and-paste social media posts aimed at parents and community minded people. Feel free to adapt these to suit your needs.

We have split them into longer posts and shorter posts, and we have a folder full of sharable images, click on the pink box to find them. Please also feel free to direct people to our website and resources.

Longer posts for Instagram or Facebook

Click on pink box below
for images



Reclaim your street!

Closing your street to traffic for a few hours so children to play outside can bring so many benefits for you, your family and your local community: A sense of belonging, safer streets, get to know your neighbours. Kids play freely and problem solve, build independence and have fun!

Visit @playingoutcic @playingout for more info

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, spread the word
2. Get permission from the council
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

Use hashtags so people can search for them and bring up relevant content...

#playingout #playstreets #playmatters
#playoutside #playisexercise #outdoorplay
#startonyourstreet #playideas #playtime
#getoutsideandplay #letsplay



Click here for
images & assets

(Top Tip: You can use up to 30 hashtags on a post)

Digital Content for your socials

Longer posts cont.

#PlayStreets create a safe space for children to play out on their own doorstep, helping them feel like they belong.

They are:

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

Check out @playingoutcic's advice for getting started on your street
<https://playingout.net/play-streets/start-on-your-street/>

Shorter posts suitable for X, Facebook or Instagram

Kids at #playstreets gain independence, problem solving skills and a real sense of belonging - plus they're exercising without realising while you're getting to know your neighbours!

More info @playingout. #outdoorplay #playisexercise

You don't need anything fancy for a #playstreet. Just creating a safe space and allowing children to play out together will bring PURE JOY! @playingout.

Join the @playingout movement for change and help children have more fun, friends and freedom by organising a #playstreet!
#funfriendsfreedom

#playstreets happen right on your doorstep. Have a natter with a neighbour whilst the kids get some well-deserved freedom with their friends. #PlayingOut @playingout

Want to make your street a safer and more friendly place? Organise a #playstreet and bring your local community together. Find out how @playingout

#playingout #playstreets
#playisessential #playmatters #outdoorplay
#playoutside #funfriendsfreedom

#playingout

Growing the movement

Thank you for becoming part of the playing out movement! To support you further we have a Google drive full of sharable images and assets for you to use, just click on the pink box below to access it.

We don't have professional photographers (unless you're offering?), most of our photos have been taken by residents and parents standing on a play street, juggling other responsibilities. So we are incredibly proud of the realistic picture that our images portray of a play street and how they help others to feel truly inspired to run one! If you have some photos that you think would inspire others, please send them our way (contact details below).

[Click here for shareable images and assets](#)

Some tips for sharing images

- Use high res photos whenever possible, check it's not grainy
- Use relatable photos that will appeal to your particular audience
- Try not to crop photos unless really necessary, we think they're great as they are!
- We have plenty more photos, if you can't find what you need, let us know



Get in touch
hello@playingout.net
0117 953 7167



We hope you've found these resources useful, if there's anything else that you think should be included, let us know.