

# Play Strategy



**CLARION**  
FUTURES

**Mission** To promote the value of play for Clarion, our residents and our diverse communities

## Outputs

- A toolkit for Housing teams
- Possible replacements for 'No Ball Games' signs
- Wording for design briefs
- Community consultation documents for Development and Regen
- Indicators for The Neighbourhood Standard and Local Offers

## Objectives

### Clarion Futures

Invest in partners and projects that encourage multi-generational play in our communities.

1. Support and promote play streets and summer of play with a minimum of 15 streets participating, aiming for 20% growth each year.
2. Remove no ball games signs
3. Commission partners to deliver play provision in communities (Play UK, Play Streets)
4. Invest in play areas and adventure playgrounds
5. Deliver green spaces programme to encourage play in green spaces and nature- including integration with Green Consortium programme and Backyard Nature mission in September 2021
6. Act as a leader in the sector and champion play within HA networks
7. Feed into research and support collaboration on play across sectors



### Housing

To employ person-centered approaches to ensure children have the right to play in our communities and that families feel children can play safely.

1. Communicate the difference between ASB and play (asset-based thinking) – work with the Police to agree a mutual understanding
2. Support families to feel children can play safely in communities
3. Communicate an intergenerational approach to play and champion opportunities to engage in play; sharing best practice
4. Work with Clarion Futures to remove 'No Ball Games' signs
5. Explore where the strategy might inform wider policies and approaches including The Good Neighbour Code and Local Offers
6. Work with families to ensure the noise of play is managed and does not impact on neighbours
7. Lead on the consultation and engagement of residents to ensure communities are involved in play decisions
8. Identify where play isn't working and challenges to play, communicate to the wider business
9. Ensure that play strategy is brought to life and considered in relevant resident communications
10. Provide best practice case study of a community to share by end of August

### Development/Regeneration

To ensure play is considered in the design and planning of new and existing developments.

1. Embed play spaces in design principle
2. Work with innovative play architects
3. To consult with children and their families about play spaces and where possible co- design play solutions
4. Provide best practice case study of planned community to share by end of August
5. Lead on consultation with departments to agree terminology that can be embedded in the design guides by end of August
6. How to integrate play into existing space and streetscapes, especially focused on natural play and multifunctional and accessible play spaces
7. A successful strategy is a multi-generation and inclusive strategy open to participants of all physical capabilities, genders and ages
8. The strategy combats social isolation and loneliness

