



Until we achieve play street nirvana - that is, when motorists expect to find children playing in the street and drive accordingly; when children see it as their right to play in their road; and our streets have become social spaces rather than parking lots and thoroughfares - until then, play streets need committed adults to keep them going.

That can be a challenge - but is not impossible if you keep a few things in mind. Interested? Read on...

Plenty of organisers

This is important. Often it is one or two people who have the enthusiasm to start a play street and do most of the legwork in getting it up and running. But for it to work in the longer term, the pool of people prepared to flyer, steward and organise needs to be big enough that things don't grind to a halt when someone goes on holiday, moves out or just doesn't feel like it for a while.

Asking any new residents to get involved also keeps things fresh and makes them feel welcome. Email and/or social media groups can help keep people connected in between play street sessions.

Make it appeal to everyone

Not everyone on your road will have children; some may have older children. Even those with children will see their needs and interests change as they grow. For the play street to survive in the long term, it needs to be about more than just children. Food, gardening and celebrations all have universal appeal. See Play Street Pointers 02 for ideas.

Have a bigger annual event

Many of the longer-lived play streets have a bigger annual celebration - for example at Christmas, or a summer street barbecue party - which everyone knows about and plans to attend. The feel-good vibe goes well beyond just that day.

Seek out other local play streets

Find and connect with other play streets in your area and support one another. Could you consider developing your neighbourhood as a child-friendly Play Quarter where children have the confidence and support to roam?

Involve local organisations

Your local church, school, community group or even corner shop is your ally. Some local institutions have helped by storing outdoor toys; schools have a yearly influx of new play street customers and their parents to tap into; and can sometimes help with stewarding or volunteering during play street sessions.

NEED HELP? CALL US ON 0203 384 8510; EMAIL [INFO@LONDONPLAY.ORG.UK](mailto:info@londonplay.org.uk) OR VISIT WWW.LONDONPLAY.ORG.UK

