



The input of volunteers is vital to the ongoing success of a play street. Most crucially, stewards must be stationed at each closure point for the duration of the session. Some streets use a rota for this - others take a more casual approach.

Other roles for volunteers which can enhance and sustain a play street include: posting flyers; organising a tea stand; storing play equipment and signs in between sessions; running a mailing list or social media group; or providing activities. Read on to find out more....

PLAY STREET POINTERS  
07 RECRUITING & RETAINING VOLUNTEERS



**Plant the seeds early**  
When you are out consulting neighbours about your proposed play street, ask anyone who seems keen for their ideas. Then invite them to help make their ideas a reality. Perhaps they have experience, skills or materials to contribute.

**Assign specific tasks**  
Got a big kettle? You can be the tea-maker! Good networker? Can you sort the mailing list? Promote ownership over tasks to make people feel invested.

**I'll do it if you will...**  
It's likely that some of your neighbours are already friends with one another or connected in some way. If one of a group volunteers, it is more likely that others will too. If you can identify and recruit connected people they'll be key allies.

**Use your first play street to recruit**  
People may be reluctant to volunteer before they know what they are getting into. Your first session should eliminate that doubt and generate lots of enthusiasm. It's a great time to get people to agree to play a part in making it happen - so talk to everyone and get their details so you can follow up before the next time.

**Plan well in advance**  
Your road closure order will apply to specific dates over a year.. Make sure you get dates in people's diaries and identify any clashes (eg holidays) early on.

**Mutual appreciation society**  
People volunteer for a reason! It could be making friends; changing the neighbourhood for the better; or just feeling useful. Acknowledge everyone's contributions and ensure they feel good.

**Spread the responsibility**  
It's better to have a larger group of volunteers to share the jobs around rather than spreading one or two people too thin. It means if someone is ill, or on holiday the session can still go on. And no one should get burn out!

NEED HELP? CALL US ON 0203 384 8510; EMAIL INFO@LONDONPLAY.ORG.UK OR VISIT WWW.LONDONPLAY.ORG.UK