

# Acton Report – 1<sup>st</sup> January – 31<sup>st</sup> March

## Playwork Projects: supporting children to play out earlier and more often

Over the past few generations there has been a significant shift in the age at which children start playing out in their community independently of their parents and/or carers. Where it might previously have been normal to see children aged four or five playing out (often with older children keeping an eye on them) in some communities children now only start being allowed to play out on their own, or with friends, at the age of 10 or 11. This change in culture has occurred for a number of reasons including increases in the amount and speed of traffic, sensationalist media reporting of tragic incidents, greater pressure on parents of young children to work and an over-structuring of children's time outside of school. As a result parents are understandably more cautious about allowing their young children out to play and often struggle to find time for play within the busy schedule of work, childcare and other extra-curricular activities.

Our Playwork projects support parents, other carers and children to feel more confident about playing out in their local communities and encourage them to prioritise time for playing out alongside other more structured activities. In doing so our aim is to support children to play out from as early as is possible and to continue playing out regularly throughout their childhoods.

### Further Information

Please see 4 key links below which outline the importance of children's play, its rationale and the legislative framework for play in Wales.

1. United Nations Convention on the Rights of the Child (UNCRC) article 31 and general comment 17 underline the importance of play and the impact it has on children's wellbeing: [General comment No. 17 \(2013\) on the right of the child to rest, leisure, play, recreational activities, cultural life and the arts \(art. 31\) | Refworld](#)
2. Welsh Government legislative guidance on local authorities statutory duty to provide sufficient opportunities for children's play [Wales: a play friendly country | GOV.WALES](#)
3. Link to short film entitled 'This is Why Play is So Important' developed by Play Wales: <https://youtu.be/UnfdamgVFhY>
4. Summary paper of a new, upcoming publication which conducts a review of recent research into children's play, social policy and practice, with a focus on Wales. Ultimately providing a vast evidence base as to how play supports children to be well: [Summary – Playing and being well: A review of recent research into children's play, social policy and practice, with a focus on Wales - Play Wales](#)

### Attendance Statistics for Acton (1st Oct 2025 – 30<sup>th</sup> Dec 2025)

1 <sup>st</sup> Oct-30 <sup>th</sup> dec 2025	Both sites	The Green	Fairways
Number of sessions	11	11	n/a
Total number of visits	102	102	n/a
Average attendance per session	10	10	n/a
Individual number of children registered	193	N/A	N/A

As the figures above show we have delivered 11 sessions during Quarter 4 with 102 attendances, with an average of 10 children per session. These figures are extremely encouraging in comparison to our other sessions during this time of year. As noted in previous years, quarter 4 is typically the least attended quarter due to inclement weather and dark night nights, however an average of 10 per session is above what we would expect this time of year. There is no holiday provision delivered during this quarter.

### Attendance Statistics for Acton (1st April 2025 – 31<sup>st</sup> March 2026)

2025 – 2026 annual statistics	Acton
Number of sessions	57
Total number of visits	882
Average attendance per session	15
Individual number of children registered	193

As shown in the table above, the play sessions in Acton have been very popular and are now a firm fixture for families and embedded within community life. The average session attendance of 15 children per session is well above our target of 12 children per session. Over the course of the year we have worked with 193 individual children demonstrating the reach of the provision and demand for the service.

We have also has recorded over 25 parents who have attended sessions and stayed for a period of time to meet other parents, play with their children or speak to playworkers. Parental engagement offers a great opportunity to provide support, signposting and answer any questions they may have.

### Advertising

As you are aware, we promote the project with leaflet drops in the surrounding streets of the play space. We have linked with CCP who have also kindly circulated our promotional material during their sessions. We share our promotional material with local schools and organisations. The WCBC play website and related QR code directs people to all Playscheme information.

## Playworker comments

Below is some feedback from our Playwork team who deliver the weekly sessions and the things they have been up to:

*"We have seen children grow in confidence over time, particularly those who were initially quieter or hesitant to join in group activities. The open access nature of the provision has encouraged independence and allowed children to make their own choices about how they spend their time, helping to develop their skills, confidence and overall wellbeing.*

*We have delivered a wide range of activities to meet different interests and age groups, including arts and crafts, sports, den building, loose parts play, team games and adventurous activities. Feedback from both children and parents has been very encouraging, with many commenting on how much the sessions have helped improve confidence, social interaction and overall wellbeing during the holidays and after school periods"*

## Evaluations

Over the course of the year, we ask parent and children to undertake evaluation forms about the provision. We are pleased to report that across the 86 forms completed we have 100% positive feedback with children reporting that they have fun at the sessions, have more freedom and more friends because of the provision. Parents have reported that their children have more things to do, the sessions are useful for their family, their children are happier and that they feel more involved in their community. See below for some of the comments received...

### Children

*"Play with friends"*

*"Hammocks and swinging"*

*"it's just fun"*

*"Talking to friends"*

*"food around the fire"*

### Parents

"It's free! Lots of variety"

"inclusive for ages and abilities"

"staff very friendly"

"kids make new friends"

"I've met new friends, everyone mixes"



