Make a difference in your community
Be a PlayMaker in 2021

Updated January 2021
Join the team & create opportunities for people to play

• 2020 has further demonstrated the importance of building strong, happy, active communities. ParkPlay will provide regular, fun, informal opportunities to be active with others.

• Like parkrun, we are building a team to grow ParkPlay sustainably across the UK, delivering a consistent, high quality, local experience under a national brand and organisation.

• We’re kicking off this spring, as soon as conditions allow, and we’ll start ParkPlay in 20-25 parks in 2021.

We are teaming up now – looking for people who want to have a positive impact in their local communities and shape the experience that we’ll roll out nationally.
Our mission:

ParkPlay gives everyone the opportunity to experience the life-changing power of play

Our vision:

Successful launch and establishment of ParkPlay across the UK – target of 450 parks by 2026

Use play to deliver positive experiences that encourage more people to be active, positively improve their perceptions of physical activity and act as stepping-stone to enhanced wellbeing

To be a welcoming and inclusive community
What is ParkPlay?
The essentials

Fun
Play – casual activities that require no prior experience or fitness
Varied – multi-sport, delivering for local audience
Safe and welcoming – the most positive, enjoyable and accessible experience, where everyone feels welcome

Free
At no cost, ever
Every Saturday morning, 52 weeks a year
Brilliantly simple – easy to run and manage, to a high standard, enabled by technology
Localised experience delivered by the community under a consistent national brand and organisation

For everyone
For all ages and abilities – for everyone, regardless of background or circumstances, to try and take part in together
In local parks – for the immediate community, an accessible, local outdoor space
Working in collaboration with other local organisations for the widest good

FOREVER
The ParkPlay experience
(consistently delivered in every park)

1. Meet
   - Short journey to the local park
   - Warm welcome from the PlayLeader and team
   - Making new friends through informal play

2. Move
   - Gentle introductory warm-up
   - Variety of games played by everyone – minimal rules, maximum fun

3. Play
   - Choice of activities and games for adults or kids, for example scavenger hunts, frisbee, quick cricket, dodgeball
   - Taster sessions deliver by guest coaches from other local activity providers

Our ethos
- Turn up
- Join in
- Cheer each other
- Come back next week
- Bring your friends

www.park-play.com
Our plan for the future

ParkPlay’s ambition is to be available across the country, delivered by the community – engaging through local people and groups, employing local teams, supported by local volunteers, designed for local needs.

**2020**

ParkPlay has already started in two areas:

- Ealing, West London – firstly in Gunnersbury Park, to be followed by Southall Park and Rectory Park
- Basildon – starting at Vange Primary School

**2021**

This spring, safely when the Covid situation allows, ParkPlay will expand to communities that want it and target specific locations:

- Adding more parks in Ealing and Basildon
- Launching in Hounslow, Hertfordshire, Southwark and Brent Cross

**2022**

ParkPlay will expand into other parts of the UK including Bristol, Birmingham, Manchester, Leeds and Glasgow, establishing regional hubs with multiple ParkPlays in each.

We’ll continue to take the learnings forward to deliver a brilliant experience for communities across the country.
We’re looking for PlayMakers

Be a leader in your community

• Help us bring ParkPlay to communities across the UK – be part of our mission
• Deliver a brilliant experience to engage people of all ages in physical activity and give them new opportunities
• We’ll give you the tools and support to make it simple and fun: the games – the skills – the equipment
• You’ll have autonomy to make ParkPlay the best it can be for your community – by you, for them
• It’ll cost nothing thanks to Sport England and our other partners
The People we’re looking for
To be successful in the long run we need the following three people in each park

PlayLeaders

The key paid role for the local park – the driving force, engaging local people and responsible for ParkPlayers enjoyment & wellbeing. Encouraging everyone to turn up, join in, cheer each other on and bring their friends and family the following week.

• You share our desire to get more people active and improve your local community and park space
• You are a leader with good people skills, you can represent ParkPlay locally, inspire others to join you and help us improve
• You have the skills to lead and coach the session (but you don’t have to be a qualified coach) and the ability to develop the skills of others (e.g. volunteers or apprentices)
• You can build a team of people around you to support you and help with specific jobs
• You’ll be present on most Saturdays, especially for first 6 months – the role will require about 4 hours a week, focused into 2 brilliant hours on a Saturday morning
• You’ll be invited to join the ParkPlay PlayLeaders club to network, collaborate and learn

Mentors

Bringing experience and skills developed over years of leading teams and having a positive impact to support the growth and development of the PlayLeader and ParkPlay in or near where you live or work.

No formal coaching experience needed just the ability to focus everyone on the key areas that will have a maximal impact on the enjoyment of each player and team member.

Champions

People that can galvanize others in their organisation to get involved and to encourage other organisations to come and play or provide opportunities for others to have a great Saturday morning in the park.
Our commitment to you

We will guide and inspire you deliver ParkPlay for the benefit of your local community.

• Provide you with all the resources, training and support you need
• Give you the freedom to make ParkPlay the best it can be for your local community
• Share our learnings and successes so we can all improve
• Help you work with other local people and organisations so we can have the greatest impact
Join the team and create opportunities for people to play

If you’re interested in helping us bring ParkPlay to your community, in one of our target parks or anywhere else, please get in touch to find out more.

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Thank you!

#MeetMovePlay

www.park-play.com