

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

## Overview

This standard is about supporting the promotion of the work being undertaken in your playwork setting and its value to the community by, for example, attending networks and external meetings that could be useful to your job and your future career.

### **The main outcomes of this standard are:**

1. communicate with others about your playwork setting
2. contribute to the promotion of services within your playwork setting

This standard is for a playworker working directly with children and young people in a playwork setting whose main purpose is to provide children and young people with opportunities for freely chosen, self-directed play. This standard is for staff that do not have full responsibility for the playwork setting but make a significant contribution to supporting play.

**This standard is underpinned by the Playwork Principles and playworkers must be familiar with these and, where possible, demonstrate them through their practice and reflection.**

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

## Performance criteria

You must be able to:

### Communicate with others about your playwork setting

1. identify opportunities to promote your area of work and playwork setting to **others**
2. discuss your proposal with your responsible colleague
3. explain and or promote your playwork setting to **others**
4. communicate a variety of information to **others** about your playwork setting, in accordance with your organisational policies and procedures
5. explain to **others** how the work of your playwork setting is of benefit to the community
6. gain feedback from **others** about their views of your playwork setting and the **services** offered and share this with your responsible colleague

### Contribute to the promotion of services within your playwork setting

7. make suggestions for **promotional methods** to your responsible colleague, which are consistent with the agreed target groups, available resources and legal requirements
8. contribute to the development of realistic **promotional methods** for promoting the **services** undertaken in your playwork setting, in agreement with your responsible colleague
9. consult on possible improvements to **services** with **appropriate others** in your playwork setting
10. develop a **plan** for the promotion of **services** with **others** and your responsible colleague
11. implement the **promotional methods**
12. collate and evaluate the findings to judge the effectiveness of the promotion
13. feedback your evaluation to your responsible colleague and agree recommendations and changes to be made

Contribute to the communication and promotion of work being undertaken in your playwork setting

## Knowledge and understanding

You need to know and understand:

### Communicate with others about your playwork setting

1. the Playwork Principles within the professional and ethical framework for playwork and how each of the principles can be applied within your own role
2. the **aspects of your work and playwork setting** that can be promoted
3. ways of promoting the work undertaken by your playwork setting work to **others** in a way that meets their needs
4. how **others** can support your playwork setting
5. how the work of your playwork setting is of benefit to **others** and the community
6. methods of gaining feedback from **others** about their views of your playwork setting
7. how to present information in a way which meets the needs of those with whom you are communicating
8. the importance of keeping your responsible colleague informed about your activities with **others**

### Contribute to the promotion of services within your playwork setting

9. how to develop **promotional methods** for your playwork setting
10. the importance of trying to continuously improve provision of **services**
11. how to develop evaluation methods and identify appropriate criteria
12. the importance of implementing methods in line with the agreed **plan**
13. how to collate, analyse and report on evaluations
14. the organisational procedures for suggesting improvements to **services**
15. how to develop suggestions for **services** based on feedback received and research undertaken
16. how to communicate and present these suggestions
17. how to take account of the needs of different communities when developing promotional materials
18. how to develop promotional materials appropriate to these methods
19. the importance of implementing methods and materials in line with the agreed organisational policies and procedures
20. how to present information, using a variety of **methods of communication**
21. the responsible colleague with whom to discuss and agree the promotional **plan** for improvement to **services**

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

**Scope/range related Others** (*minimum of 5 out of 8*)

**to performance  
criteria**

1. external professionals
2. staff
3. children and young people
4. children and young people who experience barriers to access
5. parents and or carers
6. organisations
7. professionals in other disciplines
8. individuals in the community

**Services**

1. existing
2. new

**Promotional methods**

1. leaflet distribution
2. social media
3. visits
4. events
5. incentive schemes

**Appropriate others**

1. current users of your services
2. potential new users of your services
3. users who experience barriers to access
4. colleagues

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

**Scope/range related to knowledge and understanding**   **Aspects of your work and playwork setting**

1. play
2. playwork
3. ethos
4. services
5. opportunities
6. events
7. campaigns
8. links with other organisations
9. responsibilities
10. achievements
11. context

**Others**

1. external professionals
2. staff
3. children and young people
4. children and young people who experience barriers to access
5. parents and or carers
6. organisations
7. professionals in other disciplines
8. individuals in the community

**Promotional methods**

1. leaflet distribution
2. media features
3. visits
4. events
5. incentive schemes

**Services**

1. existing
2. new

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

### **Plan**

1. resources
2. timescales
3. distribution method
4. promotional code, for recording
5. cut off period for end of promotion

### **Methods of communication**

#### *Methods*

1. interpersonal
2. individual styles
3. inclusive
4. formal
5. informal
6. meetings
7. events

#### *Types of media*

1. printed
2. visual
3. tele-communication
4. electronic or web communication

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

## Values

The Playwork practitioners involved in writing this standard, in conjunction with SkillsActive, have agreed to adopt the following as the set of values prescribed for all of those working within the playwork sector:

### **Playwork Principles**

These Principles establish the professional and ethical framework for playwork and as such must be regarded as a whole. They describe what is unique about play and playwork, and provide the playwork perspective for working with children and young people. They are based on the recognition that children and young people's capacity for positive development will be enhanced if given access to the broadest range of environments and play opportunities.

1. All children and young people need to play. The impulse to play is innate. Play is a biological, psychological and social necessity, and is fundamental to the healthy development and wellbeing of individuals and communities.
2. Play is a process that is freely chosen, personally directed and intrinsically motivated. That is, children and young people determine and control the content and intent of their play, by following their own instincts, ideas and interests, in their own way for their own reasons.
3. The prime focus and essence of playwork is to support and facilitate the play process and this should inform the development of play policy, strategy, training and education.
4. For playworkers, the play process takes precedence and playworkers act as advocates for play when engaging with adult led agendas.
5. The role of the playworker is to support all children and young people in the creation of a space in which they can play.
6. The playworker's response to children and young people playing is based on a sound up to date knowledge of the play process, and reflective practice.
7. Playworkers recognise their own impact on the play space and also the impact of children and young people's play on the playworker.

Contribute to the communication and promotion of work being undertaken in your playwork setting

---

8. Playworkers choose an intervention style that enables children and young people to extend their play. All playworker intervention must balance risk with the developmental benefit and wellbeing of children.

The Playwork Principles are held in trust for the UK playwork profession by the Scrutiny Group that acted as an honest broker overseeing the consultations through which they were developed.

## Glossary

### **Play space**

A place formed by children and young people playing. It can be physical, affective, permanent, transient or cyber

### **Playwork setting**

Somewhere children and young people have the opportunity to play that is staffed by playworkers

### **Staff**

This covers those with whom you work, for whom you are responsible, paid and or unpaid, or students and or trainees



Contribute to the communication and promotion of work being undertaken in your playwork setting

|                                 |   |
|---------------------------------|---|
| <b>Developed by</b>             | SkillsActive  |
| <b>Version Number</b>           | 2   |
| <b>Date Approved</b>            | February 2016   |
| <b>Indicative Review Date</b>   | April 2021  |
| <b>Validity</b>                 | Current   |
| <b>Status</b>                   | Original  |
| <b>Originating Organisation</b> | SkillsActive  |
| <b>Original URN</b>             | SKAB227   |
| <b>Relevant Occupations</b>     | Health, Public Services and Care; Child Development and Well Being; Associate Professionals and Technical Occupations; Sports and Fitness Occupations |
| <b>Suite</b>                    | Playwork  |
| <b>Keywords</b>                 | contribute; promotion; playwork; playwork setting; community  |