

Communicate and promote the work being undertaken in your playwork setting

Overview

This standard is about supporting the promotion of your area of work 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. manage the communication with others about your playwork setting
2. evaluate, develop and promote services

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 have some responsibility for the playwork setting and others, making 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.

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Performance criteria

You must be able to:

Manage the communication with others about your playwork setting

1. establish opportunities to promote your area of work and organisation to **others**
2. explain and or promote your organisation to **others**
3. provide a variety of information to **others** about your organisation that will provide complementary opportunities, in accordance with your organisational policies and procedures
4. explain to **others** how the work of your organisation is of benefit to the community
5. gain feedback from **others** about their views of your organisation and the **services** offered

Evaluate, develop and promote services

6. choose realistic methods for evaluating your provision of **services**
7. collect, record, analyse and store information using your evaluation methods
8. recommend and agree changes to be made as a result of your evaluation
9. consult on possible improvements to **services** with **appropriate others** in your organisation
10. work with **others** to develop a specification and **plan** for the **services**
11. test the desirability of the **services** with representative groups and individuals and get their feedback to adjust the **plan**
12. make suggestions for **promotional methods** which are consistent with the agreed target groups, available resources and legal requirements
13. develop **promotional methods** and materials
14. implement the **promotional methods**
15. collate and evaluate the findings to judge the effectiveness of the promotion
16. present the findings using **communication methods** which meet the needs of those you are sharing the information with, in accordance to your organisational policies and procedures

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Knowledge and understanding

You need to know and understand:

Manage the communication 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 organisation** that can be promoted
3. ways of promoting your organisation's work to **others**
4. how to promote your organisation in a way that meets the needs of **others**
5. how **others** can support your organisation
6. the type of information **others** will require to engage in complementary opportunities
7. how the work of your organisation is of benefit to the community
8. methods of gaining feedback from **others** about their views of your organisation and the **services** you offer

Evaluate, develop and promote services

9. the importance of trying to continuously improve the provision of **services**
10. how to develop evaluation methods and identify appropriate criteria, in line with the agreed strategy
11. how to collate, analyse and report on evaluations
12. the available resources, research needs and relevant organisational policies and legal requirements
13. the organisational procedures for suggesting improvements to **services**
14. **others** to involve in the development and testing of **services**
15. how to develop suggestions for **services** based on research which has been undertaken
16. how to make such suggestions in a clear and logical manner
17. how to undertake necessary consultations and the importance of doing so
18. how to develop specifications and **plan** for **services**
19. how to test **services** and the importance of doing so
20. how to develop **promotional methods** for **services**
21. how to take account of the needs of different communities when developing promotional materials
22. how to develop materials appropriate to these **promotional methods**
23. the importance of implementing methods and materials in line with the agreed organisational policies and procedures

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24. how to present information, using a variety of **methods of communication**

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

**to performance
criteria**

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

Services

1. existing
2. new

Appropriate others (*minimum 3 out of 4*)

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

Plan

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

Promotional methods (*minimum 3 out of 5*)

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

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Communication methods (*minimum 3 out of 4*)

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

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

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. parents and carers
5. organisations
6. professionals in other disciplines
7. individuals in the community
8. children and young people who experience barriers to access

Services

1. existing
2. new

Plan

1. resources
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3. distribution method
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Promotional methods

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

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

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.

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

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