



play association
hammersmith & fulham

Annual Report 2018/2019

Chair's Message

Following the retirement of Steve, I became the Chair of Trustees in September 2018.

It was a difficult year which saw both the Antony Lillis Project and our offices move to White City Adventure Playground.

It has also been a year of change, but I am pleased to report that PAHF has addressed many of the challenges it faced and has moved forward.

Through all our projects , we continue to deliver a much-needed service to many hard-pressed children and families.

On behalf of the trustees and those children and families, I would like to thank all the team for their continued commitment and hard work.



Gary Sweetman
Chair of Trustees.



Chief Executive's Report

I took over the role as Interim CEO from 1st September 2019. My new role was to turn around the organisation as soon as possible. The organisation had a large tax bill that needed to be addressed and after negotiations, a payment agreement was put in place for 24 months. My colleagues and I spent time chasing outstanding invoices dating back to the last financial year. We chased lots of outstanding payments from local authorities for work already carried out this year. Things became quite difficult towards the end of this financial year as 2 local authorities we work with switched to different payment systems, holding up some of our invoices. LBHF worked with us to process invoices quickly and in advance where possible to improve our cash flow.

We moved our offices and projects a handful of times during that 6-month period. When the Lillis Project moved out of Bradmore, we were able to secure the use of White City Adventure Playground quite quickly however this had its challenges. The Hammersmith office was moved to White City too and became an office hub.

During February half term we ran the mainstream and SEN projects alongside one another at White City Adventure Playground for the first time – a full inclusion project! It was a different experience for both projects, however the projects complimented each other. Mainstream young people asked about the SEN children and their needs, putting the workers knowledge and skills to the test! They engaged well with them and helped to look out for them while they were on site.

Although a very uncertain first 6 months in my new role, the future is looking bright and there is a light at the end of the tunnel.



Lesley Schwartz
Interim CEO



Who We Are

Play Association Hammersmith and Fulham is a voluntary organisation that provides play opportunities and experiences for children in and around West London boroughs. We currently provide adventure play in deprived parts of the borough and specialist play schemes on Saturdays and school holidays that provide respite for families residing in Hammersmith & Fulham, Kensington and Chelsea, Ealing and Brent. We are a charity, as well as a company limited by guarantee.

Our Mission

We at PAHF believe that every child has the right to play freely, and that play is an essential part of the welfare and development of children. We work to promote, support, improve and deliver children's play opportunities in Hammersmith & Fulham and surrounding boroughs, in response to local need. We do this in a range of ways, including:

- delivering specialist play provision for children with complex needs
 - delivering outreach and youth play sessions in deprived areas
 - delivering individualized, bespoke play and mentoring services for individuals
 - providing support to play in the borough and promoting good models of playwork practice
 - representing the play sector on various partnerships and networks

We are allocated some of the most complex and challenging children in the borough as well as supporting children that are unable to access or have been excluded from other provisions – for some families we are their last resort. We have never turned a child or young person away and have always endeavoured to work with families and other professionals as much as possible to extend opportunities for children and young people.

The Team

Board of Trustees

Chair (until Aug 2018)

Lesley Schwartz

Treasurer (until Jan 2019)

Louise Saunders

Parent Rep/Chair (from Sep 2018)

Gary Sweetman

Trustee

Paula Merrony-Potton

Company Secretary (from Jan 2019)

Stephen Sayer

Treasurer (from Jan 2019)

Steve Boeje

Trustee (from Jan 2019)

Hal Davidson

Head Office Team

CEO (until Aug 2018)

Steve Boeje

Interim CEO (from Sep 2018)

Lesley Schwartz

Operations Manager

Melanie Schwartz

Development Officer - LBHF

Rob Carroll

Development Officer - RBKC

Colin Simmons

Development Officer - Westminster

Andy Cracknell

Training Development Officer (until Nov 2018)

Bernadette Biggs

Website and IT Consultant

Steven Schwartz

The Team

Senior Playwork Team

Lesley Schwartz, Katie O'Brien, Aaron Evans, Stacey Nelson, Simon Spencer, Zoe Onwugbonu, Shirag Ahmed, Marcus Begg, Kai Wright, Kerry Clifford, Cristina Ciungu, Elli Sunshine

Playworkers

Kojo Agyemang, John Famokun, Pesh Gjega, Hayedeh Naderi, Belen Tuset-Lopez, Luul Sabriye, Rochelle Sewell, Nicola Garrett, Jacklyn Haynes, Florence Villenave, Amanda Thomas, Saed Haj Abubakari, Georgina Adjei, Megan Eiffert, Ngozi Egbeonu, Suad Ibrahim, Daniel Ekundayo, Kadisha Llewlyn-Auguste, Sabrina Bechatta, Sulma Mohamed, Sahra Sheikhey, Rafael Jakimiuk, Bridget Brown, Gamila Ali, Kim Brosman, Jessie Mulhern, Katarzyna Nadstawka-Dosso, Kai Wright, Sara Abas Bafo, Nazimo Abdi, Yannick Bernard, Charlotte Ross, Amina Adan, Anthony Adigbo, Estera Daniel, Lian Tingling, Janet O'Brien, Ashish Patel, Mya Onwugbonu, Suraj Chothani, Bukheit 'BK' Salum, Mohamed Sheikhey, Mirella Wysocka, Jamarah Irish, Leona Allen, Kadisha Foster, Asha Mohamed, John Ozokolie, Chloe Kelly, Nathalee Blair, Nasra Ali, Nasra Mohamed Duale, Shoshannah Lee, Layla Haji, Ismail El-Frougui, Shilan Ahmed, Aisha Ali, Leyla Mohamed, Sherine McCann, Lindon Effiom, Jordan Gargani, Donna Doosaah, Gulliermo 'Koj' Lloret Farina, Francis Biggs, Reann Harrison, Shayden Spencer

Volunteers and Helping Hands

Christ Coulibaly, Emmanuel Anyabuine, Samaneh Darvish, Asma Raagi, Lachelle Wright, Georgia Lee

Anthony Lillis Project

The Lillis Project continues to support children and young people with complex needs. More of our young people turned 18 and their families opted for their care package to remain with us.

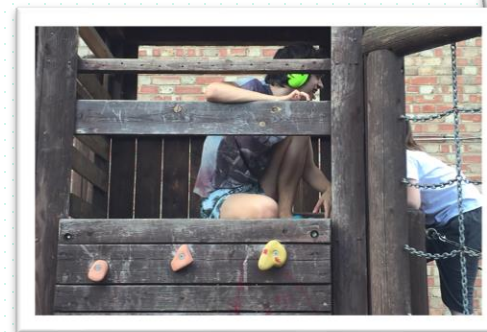
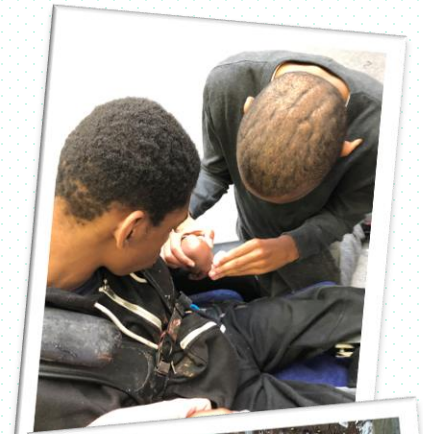
We started the year continuing the service from Bradmore - this was the first opportunity the Lillis Project has had in it's 10 years of operating to have it's own building. During our time there we were able to utilise the building during the day as much as possible; facilitating meetings with social services and council officers, meeting with families and providing additional support for those that needed it. At the start of the year, one of our adult clients was turned down for a college place and we supported him while the family waited on a tribunal. We worked with Adult Services to increase his Saturday support and seek funding for a weekday service during term time until the tribunal date, otherwise this young person would have been stuck at home with no support except playscheme on fortnightly Saturdays and in school holidays.

We were asked to move out of Bradmore by the end of October and we got ready to move after the half term. At the start of November the project moved to White City Adventure Playground, where we already managed the mainstream provision. The transition didn't go as smoothly as we had hoped – we were unable to run a full service on the first week but from the second week in November we were back on track. One of our parents made us a cake to thanks us for our support with her children – it was delicious and lovely to be praised and have parents acknowledge the work we do.

We decided with the mainstream group that during the February half term we would run both mainstream and Lillis along side one another. This was a great success! We also had a visit from the Head of Short Breaks and the Disabled Children's Transitional Team Leader. They were impressed at how well the projects complimented one another.

The future is looking promising with an increase in enquiries from local authorities, new referrals and an increase in existing packages of care for our clients.

Katie O'Brien
Deputy Playworker



Inclusion

In December one of our 18 year old clients from the Lillis Project needed support after school. As we no longer had Bradmore, we decided to incorporate his support into inclusion work, and he started attending the mainstream project at White City with 1:1 support.

He started by attending 3 days a week, however his package was soon increased to all 5 days. This was because when he turned 18 in November, all his support stopped apart from Lillis and he struggled to understand why, which led to challenging behaviour when he arrived home from school.

He has come such a long way since attending the after school club; his manners have improved, he plays games and interacts with the other children, they include him, they look out for him and give him guidance, they tell him what's right and wrong, he goes out in the community from time to time, his language and understanding has increased massively and has made some really good friends and built long-term, positive relationships. He has grown in confidence and is becoming more independent.

It's lovely to see how the other children have accepted this young person into their environment and he has grown to be part of their friendship group.

Katie O'Brien
Inclusion Worker



White City Adventure Playground

White City Estate is very diverse and is in an area of high deprivation within the borough. At White City Adventure Playground, we have had an eventful year. We had a group of volunteers from GOOD GYM for a couple of hours to help with some gardening, repainting the play structures and the toilets.

We organised a very fun and energetic summer program and went on some amazing off-site trips, such as Southend-on-Sea fun fair, Chessington World of Adventures, Thorpe Park and the wonderful Coral Reef, which is a 5-slide swimming resort that the children enjoyed highly. On site the children enjoyed creative experiences including jewellery making, mosaics, bubble painting, graffiti art and constructing a giant robot. The more energetic children played team games like football, uni-hoc and basketball - and who could forget the giant games of family had! Children are encouraged to explore risk and test boundaries while supervised by our skilled play team, who know when to engage and support and when to step back and let children work things out themselves. We value the opinions of our parents and children, so we try to offer a diverse programme and activities that the children suggest and enjoy. Many of the structures at the playground have been made using reclaimed timber; children can explore, ride on the aerial runway, swing on tyres, climb and toast marshmallows on an open fire.

In the autumn the children elected members to a Children's Forum, where they sit down monthly with Kerry and talk about any issues, how they can improve the project, what changes or equipment is needed, discuss the activity programme and snack menu. This empowers the children and they seem to take better care of things.

In September we split into two sessions and the fee schedule changed: 1) after school childcare for working parents, operating 3pm-6pm with school collection and a light snack for £8 a night and 2) open access, operating 4.30pm-6pm with a £1 charge. We've received very positive feedback from young people, parents, local residents and other providers.

Hopefully we will continue to support Randolph Beresford with staffing of White City Adventure Playground for the foreseeable future. This seems dependant on funding however we are confident and very positive.

My thanks go to the management team for all their support and to our wonderful play team for all their help with our children who use the playground and services.

Kerry Clifford
Senior Playworker



Wormholt Park After School Club

In September, we were really pleased to launch our new playcentre based at Wormholt Park Primary School. The school wanted a safe pair of hands that could deliver quality after school play experiences for their students, so the school approached the Play Association to deliver a pilot scheme in partnership with the school.

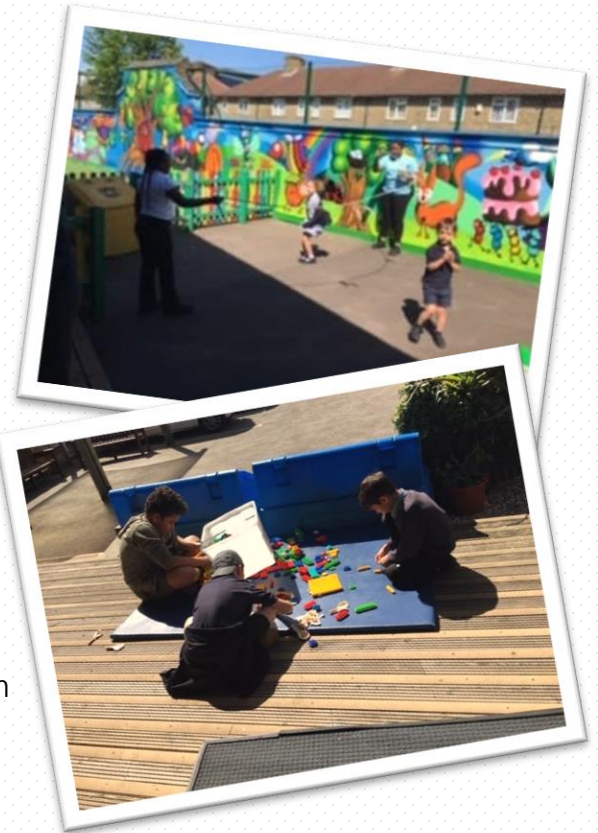
The project at Wormholt has been expertly led by Cristina, who has a great understanding and knowledge of providing excellent childcare within early years. The team rose to the challenge and the school moved quickly to extend this partnership, recognising the amazing feedback from children and parents. The project boasts a child friendly indoor space which is located independently from the main school; our first challenge each day is to transform this sterile room into a vibrant play space. The team creates different areas that support and extend children's learning and development, with a plentiful supply of play props.

The project caters for the school's students from 5 years and up. The team supports young people's physical development and emotional needs, so a nurturing and sensitive approach is often needed. The activity programme is varied; a home corner inspires young people to role play and engage in storytelling and enrich their creativity. This also gives staff a platform to appropriately challenge stereotypical gender roles. Sand and water play are always popular and give children an early introduction to science and maths, volume and fluids. There is always so much to do at the centre; drawing, painting, jewellery making, dressing up, face painting, playing with small world models all encourage imagination and self-expression.

Children enjoy constructing, playing with Lego, completing jigsaws, assembling tall buildings, these are all great fun and help children recognise different shapes and sizes, putting things into order and developing logic. Cristina ensures the group have opportunities to play games, run, dance and generally stay active which develops strength, flexibility and co-ordination, but more importantly are great fun.

As this is a new project, attendance numbers started relatively low however these grew throughout the year. We regularly consult users about the provision, to improve the service and ensure we are meeting the families' needs. This feedback is overwhelmingly positive, although the message we hear loud and clear, is that parents need and request a playcenter that finishes at 6pm. Extending our finish time to 6pm will attract more users to the Playcenter, this will generate more daily fees and help towards project sustainability. We submitted an application to Ofsted for Early Years Registration in February to make this happen, however this process can be frustratingly lengthy.

Rob Carroll
Development Officer



Events and Hire

The hire and special events team have supported a number of events throughout the year and supported some new partners. We provided play workers, face painters and arts & crafts workers at a number of events for Catalyst Housing Ealing, Kensington & Chelsea Play Day, the Nurseries Carnival, Venture Centre Fun Day, Catalyst Housing Wornington Green and Unplug & Play Launch Summer in the Park event, which we also managed for the Kensington & Chelsea Health Team.

We have also supported a number of events on the Worlds End Estate for the Worlds End and Lots Road Big Local programme, together with a number of school events and fetes. We have hired marquees to Ebony Steel Band and Twynholm Baptist Church.

We continue to market our special event team and hires across the 3 boroughs of Westminster, Kensington & Chelsea and Hammersmith & Fulham. These events bring in unrestricted funds for Play Association.

Forest Camp

We worked in partnership with P3 Play and Venture Centre in Kensington & Chelsea to run the Forest Camp in Badgels Wood in Meopham, Kent during the October half term holiday. 40 children attended which included 15 from White City Adventure Playground and they had a wonderful residential experience away from inner city life.

The group enjoyed 4 nights with a full programme of games, team building activities, arts & crafts, archery, a talent show, evening and night walks and a BBQ.

Colin Simmons
Development Officer - RBKC

Partnerships

We continued to work well along side the Haven, communicating with them about our shared clients and arranging how we can fit their play scheme time around their respite at the Haven, managing transport, arranging escorts for walking distance and communicating any changes or important information to each other. We still provided playworkers to support at St Quintin's Centre for Disabled Children and Young People. They have requested staff every holiday due to their own staff shortages in the school holidays.

We continued to meet regularly with the Disabled Children's Team at Hammersmith & Fulham and now with the Preparation For Adulthood Team as many of our young people at the Lillis Project are turning 18 years old. This maintains positive communication and understanding of each others work, as well as staying up to date with the families we work with. We continued to attend network and strategy meetings for all our young people. We started to build a relationship with the Children with Additional Needs Team at Ealing and are slowly building up our clients from there - we currently have 6 young people from Ealing.

We continue to work with Adult Services from both Kensington & Chelsea and Hammersmith & Fulham. We continue to work with Equal People (Mencap) that escort our Adult Service clients from K&C and they also helped to staff for one of our post 18 clients when we were having staffing difficulties. This young person required a 6 day a week service and unfortunately we don't have many staff available during the day as they work for other providers, schools etc.

We have maintained our strong relationships with CT Plus, as our transport provider for LBHF and communicate any necessary information with regard to cancellations, pick ups, changes of circumstances etc. We remain close to Westway Community Transport, and continue to hire their vehicles for removals and trips.

We work closely with Randolph Beresford Early Years Centre as they manage the White City Adventure Playground building. We maintain good levels of communication with regards to the projects, building, maintenance, funding opportunities and events that will enhance our offer at the Adventure Playground. We work alongside the Community Café that runs from the



playground on Wednesdays, Thursdays and Fridays. We also share the building with the Harrow Club that run a youth service from there on Mondays, Wednesdays and Fridays.

We were lucky to be approached by groups of volunteers on behalf of Shell and Good Gym – they helped with some much needed maintenance of the site including cutting grass, weeding and painting the structures. We were approached by local schools before the summer with regards to their students volunteering on our sites to complete their Duke of Edinburgh Awards - 3 of them achieved their bronze award and one achieved a gold award.

White City worked in partnership with West London Zone through St Johns XXIII and Ark Swift Schools. They provide termly sponsorship for students identified by the school for the children to attend our after school club. West London Zone have also hired the White City Adventure Playground for their fun days and children from the surrounding area are always invited to attend.

White City also worked alongside P3 Play and the Venture Centre to deliver Forest Camp in October half term, taking a group from all 3 providers. Colin, one of our senior managers, was also on secondment to the Venture Centre until April 2019. We remain in good contact with Sainsburys Fulham Wharf and they are very supportive of our work. They have donated items and gift cards for our raffles and events.

We are hope to maintain and develop all our current relationships and partnerships with other providers and expand on these in the year to come.

Melanie Schwartz
Operations Manager



We continue to work on our website and develop our online presence, including social media and a blog

We applied to the Baily Thomas Foundation and were successful. We secured £15,000 for additional hours for Lillis Project families in need of additional support

We continued to run the New Dawn Project until July 2018. This short breaks project was based in Worcester Park at Cheam Common Junior Academy School, providing support and play opportunities for SEN young people. The school highlighted the need for a specialist project when they had many local parents interested in holiday playscheme for their SEN child. Unfortunately the project ran out of funding, we weren't able to secure more funding and the local authority weren't able to help

In April we were approached by LBHF SEND Education, as one pupil had been excluded from school based upon medical grounds. He wasn't able to go back to school until investigations were carried out with regards to his health and in the mean time we supported him at the Bradmore Centre. This was another part to our bespoke service. The child returned to school in June, however we continued to provide staff to escort him to and from school and to after school activities until July

In March we started supporting another one of our young people on a Sunday as the family were in need. This work is funded by the local authority and we part fund with the money we got from the Baily Thomas Charitable Foundation

Our Lillis Project users continue to transition into Adult Services as they turn 18. Most families are choosing for their child to stay with us and we have had some interest from new post 18 clients

Recent evidence shows the rise of childhood obesity and a so-called 'bedroom culture' warns of the dangers of spending too much time in front of tv, laptops, mobile phones, iPads and gaming consoles. Based upon this, White City Adventure Playground banned use of these devices during session time so children can enjoy the art of play

Many of our Lillis Project users had their packages increased and some families were given flexible packages, which allows them to choose playscheme dates that fit around them and their family

We provided staffing support for St Quintins and Stephen Wiltshire Centre

In December White City Adventure Playground were approached by Phoenix Academy asking if we would be able to support a few young people with their Duke of Edinburgh awards. We were very happy to accept and were delighted that all four young people completed all volunteering hours and passed their Bronze award

In May we started working with one of our young people on a Sunday as his mother needed to work. We provide staff to support him in the community for 5 hours

We made some funding bids to help with costs of training for our staff team but unfortunately were unsuccessful

We were approached by training provider Orangebox and we enrolled staff onto a course about 'Behaviour That Challenges' in June

We provide passenger escorts for our clients that find transport difficult and have started escorting some of our young adults via public transport, as adult packages are not funded for transport

PAHF's outreach and bespoke services aim to support young people, for whom play scheme is not appropriate, at home or in their local community. Bespoke services include escorting the young person to and from home, support for specific activities, organising appropriate trips, promoting independence and providing basic behavioural assistance where appropriate

In July 2018 we received a referral from Adult Services for a young man that we had supported for many years. He left us the previous year to go to a 52 week residential however this was no longer meeting his needs. The family asked for our support specifically and when he moved back home, we picked up where we left off. Staff provide a bespoke service, supporting him 2:1 in the community, building life skills, encouraging positive communication and independence

Fundraising and Highlights

In June children from White City created art work for an exhibition held in Riverside Buildings, which was our Hammersmith office building, called 'U Think Therefore U Art'. The exhibition was part of the 5th Hammersmith Arts Festival and was a combination of work created by over 50 artists within the borough. Uthink is a charity that reaches out to others through the arts and they asked if our children would like to be involved. The children created sculptures and art work to be showcased and received positive feedback.

Raising funds hasn't been easy this year, however we continue to work closely with Sainsburys Fulham Wharf, and in July we became their 'Charity of the Year'. This entitled us to have a charity collection tin on every checkout within the store, including customer service and their café, which helps massively with our fundraising efforts. We held a charity launch day and raised just over £400 and in addition to that they have helped us raise over £700 in 8 months.

In August the children from White City started the 'PA TV Network' which was broadcast on our Facebook account. This empowered the children to take the lead, write their own scripts and interview their peers while having the provision at the centre of the discussions. Also students from Kensington Prep School did some fundraising on our behalf at their Summer Fair and sent us nearly £800.

In September we had a stall at Tri-Fest in Chessington and raised £80 selling bits and bobs. Kerry also undertook the Tough Mudder Half challenge and raised nearly £200.

In November we were approached by a lovely man called John Short. He shaves his head every year to raise money for a worthy cause or charity and this year he chose to shave his head for us. We decided to make a night of it so a DJ was booked. The event was held at the Bedford Pub in Fulham and they helped to advertise, supported the charity and donated prizes for the raffle. The event was well attended and John raised over £1000 for us and we raised £150 through our raffle. Later that month the Lillis staff team used their initiative and organised a charity pub crawl in the borough with the intention of having fun (in fancy dress!), team building, raising awareness about PAHF and the work we do, as well as raising some funds along the way. The group had a great time and raised £350 for the Lillis Project. They plan to arrange another one for next year.



Fundraising and Highlights (continued)

In December we held our annual Christmas charity collection at Sainsburys Fulham Wharf. Our Ambassador Jack came down to serenade shoppers and spread a little Christmas cheer. Lillis Project staff provided an art table, making calendars for 2019 and Christmas wreaths, in an effort to give something back to Sainsburys customers that have supported us and donated over the years. Volunteers engaged with customers about the charity, what it stands for and the work we do - they raised just over £400. We also held our own Winter Raffle and the team helped to sell raffle tickets, raising just over £350.

Other supporters include Gails and Costa, who kindly donated some items for lunch to the White City staff and children in the summer. One of our staff members started making a monthly donation to the charity from November and members of the staff team made food at Chinese new Year and Eid to sell to colleagues - all profits went to PAHF.

We supported some young people with their Duke of Edinburgh Awards. They volunteered on our projects and provided invaluable support for our team and service users. Cristina, one of our volunteers at the New Dawn Project who was working towards her Gold Award said, "Throughout the years of volunteering I have had to face many challenges, but working for the Play Association has been one of the most fun and rewarding experiences."

We have had a great year and all funds raised have been due to efforts made by the team and members of the public has helped us greatly. On behalf of my fellow Trustees, I would like to thank everyone connected with Play Association; whether it be staff member, volunteer, contributor or fundraiser, for their continued support.

Melanie Schwartz
Operations Manager

