



play association
hammersmith & fulham



ANNUAL REPORT 2017/2018

Chair's Message

Another year has passed; this year has been busy and had it's trials! Not only have we continued delivering services, but we have moved venues for the office and Lillis Project too.

We continue to support children and young people with complex needs and their families via the Antony Lillis Project and had our first referral from Brent this year. We had to move the Lillis Project to a former Children's Centre on Bradmore Park Road on a 6 month lease and we had just over a week to carry out safety checks, do any work that was needed and rewrite and resubmit all paperwork to the Local Authority in relation to the new site, to ensure we didn't have a break in service.

We moved from our office in Putney in December 2017 and moved on a short lease to Riverside Buildings in Hammersmith in January 2018.

This year we also gained a charity Ambassador, Jack Foley and a charity Patron, Perry Fenwick.

A big thank you to all that assisted us with moving, cleaning and setting up each time we moved!



Lesley Schwartz
Chair of Trustees.



Chief Executive's Report

This year saw the organisation really expand in terms of the projects we were able to deliver. Because of this we were lucky to be able to take on a whole new team of people, mainly from Westminster and Kensington and Chelsea's Play Services who were both put out to tender.

The Play Association has developed huge potential this financial year and we now have the tag line the 'Can Do' organisation, as we can be relied upon to provide services and support at short notice to children and young people. This is due to the hard work of the trustees, management, senior and sessional play staff and I am very proud to be associated with all the people who contribute to the vital work that we do.

Early in 2017, our Board of Trustees agreed to try working with a financial institution to help to ease cashflow problems that we were experiencing as an organisation. The idea was that GRENKE would in effect buy invoices from us, pay us upfront, then chase the invoices from our clients and charge us a small fee for doing it. We were told we would have a facility of up to £70K. This all seemed to be a good way forward as £70K would equate to at least 3 months running costs.

However problems occurred; in practice, the Local Authority invoices needed to be signed off by the relevant council officer. Chasing the right people became long winded and so the facility never worked for us.



Steve Boeje
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 Of Trustees
Lesley Schwartz

Treasurer
Louise Saunders

Director/Parent Representative
Gary Sweetman

Director
Paula Merrony-Potton

Trustee
Stephen Sayer

Head Office Team

Chief Executive
Steve Boeje

Operations Manager
Melanie Schwartz

Development Officer - LBHF
Rob Carroll

Development Officer - RBKC
Colin Simmons

Development Officer - Westminster
Andy Cracknell

Training Development Officer
Bernadette Biggs

Office Junior
Shayden Spencer

Website and IT Consultant
Steven Schwartz

The Team

Senior Playwork Team

Lesley Schwartz, Katie O'Brien, Melanie Schwartz, Aaron Evans, Stacey Nelson, Simon Spencer, Zoe Onwugbonu, Shirag Ahmed, Marcus Begg, Pepe Abdulla

Playworkers

Aimee Savage, Kojo Agyemang, John Famokun, Elli Sunshine, Pesh Gjegja, Hayedeh Naderi, Sandy Leslie, Belen Tuset-Lopez, Luul Sabriye, Lisa Norman, Rochelle Sewell, Nicola Garrett, Jacklyn Haynes, Florence Villenave, Matilda Al-Irimi, Allison Carr, Amanda Thomas, Zoe Baxter, Danica Sode, Luis Ferreira, Lloyd Cooke, Saed Haj Abubakari, Georgina Adjei, Megan Eiffert, Ngozi Egbeonu, Suad Ibrahim, Daniel Ekundayo, Bisi Laniyan, Kadisha Llewlyn-Auguste, Rochelle Sewell, Sabrina Bechatta, Zona Bell, Sulma Mohamed, Sahra Sheikhey, Rafael Jakimiuk, Bridget Brown, Georgina Ross, Jennifer Alexander, Gamila Ali, Kim Brosman, Jessie Mulhern, Katarzyna Nadstawska-Dosso, Kai Wright, Katherine Bentley, Sara Abas Bafo, Yesmin Kilas, Gamze Aslan, Gina George, Pauline Dunne, Charlotte Dunne, Luis Ferreira, Nazimo Abdi, Tara Blake, Yannick Bernard, Charlotte Ross, Estefania Cantos-Felis, Magda Klodzinska, Amina Adan, Hasan Haci Huseyin, Anthony Adigbo, Estera Daniel, Lian Tingling, Jamarah Irish, Leona Allen, Kadisha Foster, Asha Mohamed, John Ozokolie, Chloe Kelly, Nathalee Blair, Nasra Ali, Nasra Mohamed Duale, Leona Allen, Kwame Gelli, Jason Harewood, Shoshannah Lee, Estera Daniel, Layla Haji, Ismail El-Frougui, Shilan Ahmed, Katrin Deer, Mary Oshin, Aisha Ali, Leyla Mohamed, Sherine McCann, Kwame Dallas, Lindon Effiom, Anthony Rathan, Kerry Clifford, Jordan Gargani, Donna Doosaah, Gulliermo 'Koj' Lloret Farina, Grace Carroll, Francis Biggs, Riann Harrison, Pearl Hirani, Hal Davidson, Lauren Colburn, Dionne Chambers, Elaine Chambers, Connie Kennedy, Eloise Kennedy, Stephanie Wallace, Anthony Wickham, Charlie Cracknell-Wright

Volunteers and Helping Hands

Hollie Angol, Trini Gonzalez-Alvarez, Janet O'Brien, Ashish Patel, Mya Onwugbonu, Suraj Chothani, Bukheit 'BK' Salum, Mohamed Sheikhey, Mirella Wysocka

Anthony Lillis Project

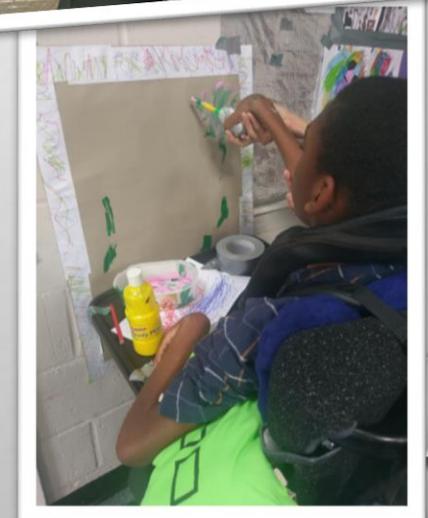
The Antony Lillis project for complex needs, started to see our young people turn 18 years! They have moved from Children's service to Adults services which has been a learning curve for Parents Children as well as us as they work totally in a different way.

The Lillis project continues to work with over 40 families from Hammersmith & Fulham, Kensington & Chelsea, Ealing and Brent councils.

Whilst at Queensmill school we have always known that at some point we would have to change venue, as they intended to provide overnight respite to families. In September 2017, we were given notice that we needed to be out of the school by the end of January 2018. With the help of LBHF Disabled Children's Team and LBHF Properties Services, we were able to secure Bradmore Children's Centre for 6 months. The building hadn't been used for it's purpose in over 7 years and was occupied by live-in guardians. A lot of time and money was spent on the property to ensure it was safe for our young people. We opened on 3rd February 2018 just one week after leaving Queensmill.

A big thank you to Melanie for getting all the site and children's individual paperwork ready In time; risk assessments, evacuation plans etc, ready for our monitoring inspection on the 6th February by Local Authority officers. It's a nice change for us to have our own space! Being able to display the children's art work, being able to leave the site set up for the next session and to use it for meetings with social services, parents and other professionals.

Katie O'Brien
Deputy Playworker



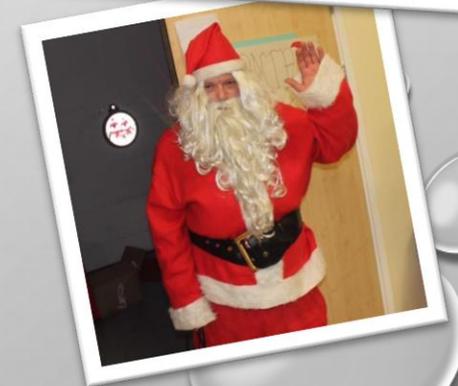
New Dawn Project

The New Dawn Project is a Saturday playscheme for children with special needs and their siblings. This was originally meant to be a short breaks project based in Worcester Park at Cheam Common Junior Academy School. The need was identified by interest in the holiday scheme by families with SEN children – the Local Authority acknowledged this and were referring families to the holiday playscheme, however the project did not have the capacity to take all the referrals.

We were approached by the After School Club manager about providing support and contacted Sutton Social Care Team to let them know our plans and bid for a grant from Sutton Community Fund. Unfortunately, support from Sutton Social Services was very limited and we were not awarded the grant. We decided that we would operate a 'Stay & Play' project instead, which meant we did not need a big staff team and the families still received support.. The service began in April 2017 and became quite popular with local residents. Activities include outdoor play, arts and crafts, games, sensory play etc. The young people particularly had a great time at the Christmas Fun Day, which included a super car meeting - over £3M worth of vehicles turned up; including Ferraris, Bentleys and a Lamborghini. The children enjoyed exploring the cars and going for a ride.

The project has proven to be very worthwhile for the children, parents and families and we look forward to watching it expand.

Steve Boeje
Project Manager



White City Adventure Playground

In July we started supported Randolph Beresford Early Years Centre with playworkers at the White City Adventure Playground, to maintain and manage the site. White City Estate is very diverse and is an area of high deprivation within the borough. We had a group of volunteers from L'Oreal on site shortly after to re-paint the play structures and help with some gardening.

We organised a fantastic summer programme; off-site trips, arts & crafts, outside play, games etc. Word of the work we were doing soon got around Shepherds Bush and White City and 350 young people registered for the scheme that summer holiday, sometimes having 70 on site on our busiest days. Word also spread to other areas and we've had young people from surrounding boroughs join us to play. The provision remains free of charge and the we've received very positive feedback from young people, parents, local residents and other providers. Their comments and support lets us know that what we are doing to keep the project open is necessary and appreciated. The summer scheme was a pilot however in September, Randolph Beresford asked us to continue running the project. The young people helped to plan and organise the site for their use. Young people had a great time and put together 'PA TV Network' via our social media accounts; where they talk about play, what they enjoy and interview each other, staff, local residents and even local police when they popped by for a visit!

The team and young people provided support for the children of Grenfell Tower, as the block can be seen from White City Estate. We provided positive activities, a safe play space and some much needed respite for the families during the summer holiday and October half term.

Hopefully we will continue to support Randolph Beresford with staffing of White City Adventure Playground next year but this seems dependant on funding!

Kerry Clifford
Senior Playworker



Community Fun Day and SNAG Golf

Play Association continued its partnership with the Golf Trust, bringing young people together through SNAG Golf. SNAG stands for 'Starting New At Golf' and ensures that people of all ages and abilities can learn, practice and access golf across inner city London.

Play Association chose to deliver these fun and exciting sessions through our Holiday Fun and Pop-Up Play schemes in community spaces such as housing estates, tenants halls, parks and our adventure playground at White City.

Because of the success of this unique experience, we organised Family Fun Day at Bishops Park, SW6 and arranged to include SNAG Golf. Large numbers arrived to celebrate play and the important work our charity provides, including groups from other play services and providers all over London.

Families enjoyed the bouncy castle and various inflatable activities, face painting, creative arts and a football fest of coaching drills, fun games and friendly competitions. It was great to see so many groups of young people and adults coming together to promote and enjoy play.

Rob Carroll
Development Officer - LBHF



Holiday Fun & Pop-Up Play

Once again, our popular initiative parachuted into the borough giving children and families the opportunity to play outdoors in their own local areas. This mobile play provision offers a strategy that reduces unwanted and anti-social behaviour through positive community engagement and helping to bring the neighbourhood and community together.

Holiday Fun is regular activities in estates during the summer holidays. Pop-Up Play is work in estates when required by RTA's (Residents/Tenant's Associations) Councillors or Local Authority. Residents are able to access a wide range of exciting activities like outside games, sports, creative crafts, messy art, construction tasks, parachute games, cooking, face painting and drama.

This year we delivered Holiday Fun in community spaces on Lytton Estate, Lancaster Court, Aspen Gardens and Edward Woods Estate. We delivered Pop-Up Play services at William Church Estate and Emlyn Gardens.

Edwards Woods Community Centre in particular serves families that have been affected by the Grenfell Tower tragedy. Our staff team played a huge part in working alongside other children and family services in the area to ensure that the young people had a great summer despite recent events and ensuring their emotional and physical well-being.

Rob Carroll
Development Officer - LBHF



Events and Hire

The year has been successful, with a number of organisations and partners using our services for special events. We have provided face-painters, playworkers, marquees and equipment at a number of events:

- Catalyst housing
- Big Local Chelsea Worlds End
- RBKC Play days
- K&C Nursery carnival
- Housing associations and schools in Kensington & Chelsea and Hammersmith & Fulham.

Forest Camp

We organised the Forest Camp in October half term. We worked with Venture Centre and P3 Play Service to host the Annual Forest Camp in Badgel's Wood, Meopham, Kent. 37 children and young people attended - the group had a fun-filled week in the woods and a great time was had by all.

I was also on a secondment for 3 months to support the Venture Association in North Kensington, whilst awaiting the appointment of their new Director.

Colin Simmons
Development Officer - RBKC



Paddington Farm Residential

In August 2017 we organised a 5-day camping trip to Paddington Farm, Glastonbury for children who reside in Hammersmith and Fulham. This was a beneficial experience for all young people attending and a fantastic opportunity for them to experience living and working on a real-life farm. For most of the children, this was the first time they had experienced being away from the comforts of home; yes - no mobiles, no home cooked food and no TV. How would we survive!?

The group not only survived, but thrived with everyone throwing themselves into the activity programme that included: caving, swimming, plum picking, spear carving, feeding the animals, cooking and preparing meals and (would you believe it) washing up! We went on trips around Glastonbury, among the more popular were visits to bowling and swimming at the local lido. Although we were all kept busy and entertained throughout our stay at camp, we all had the opportunity to relax, take in the views and enjoy the outdoor life. The whole experience helped promote children's personal and social development, building confidence and self-esteem and the team gave the young people the independence to make decisions and contribute ideas.

Colin Simmons
Development Officer - RBKC



Sailing Day

With the disaster at Grenfell Tower, we supported a number of events including two special summer play days at St Marks Park, North Kensington.

We also transported a group of families affected by the tragedy on an out of London to the Felpham Sailing Club in Sussex where they had an amazing experience and were able to forget what had happened in their community.

This was also featured by Sky News and one of their reporters tagged along for the day - our efforts were televised. Articles pictured are from Sky News and Evening Standard.

Colin Simmons
Development Officer - RBKC

So it was a welcome break when charity Play Association and Felpham Sailing Club offered them, and other Grenfell families, a day out sailing and playing on the beach.



Samira takes a picture of her children on the beach

The day out was organised by the Play Association, a charity based in Hammersmith and Fulham which usually supports vulnerable children with special needs, after they were contacted by the Grenfell Fire Response Team.

The trip was among a number of efforts, including a free holiday appeal run on Facebook by Angie Mays from north Devon, to give those affected some respite as many families still await being rehoused.

Steve Boeje, chief executive of the Play Association, said the group, which included other youngsters from the Sutton and Brent areas on London, were "absolutely chuffed".

"We've been going every year for about seven years and that was probably one of the best days down there," he said.



Grenfell Tower in west London

Play Association is one of a number of charities and organisations ensuring families and firefighters affected by the Grenfell Tower fire are given a break this summer.

Colin Simmons, from the charity, said: "For a lot of these families, they've never been to the seaside so it was an opportunity to get them out of the inner city and away from north Kensington so they can't see Grenfell Tower at all and get them out into the countryside."

Partnerships

We continue to support other organisations with staffing shortages and provided specialist playworkers to support young people with disabilities. We collaborated with SEAPIA again shortly after their community festival in July; providing volunteers for the borough's fireworks displays at Ravenscourt Park in November. We supported the LBHF Regeneration Team, providing arts & crafts and face-painters for their community events.

We continue to work with Action on Disability providing staff to work with a couple of young people that also attend the Lillis Project as they are short-staffed and our staff know them well - the young people attend their after school club at the Lyric on Fridays. We have worked 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 and communicating any changes or important information. We have provided many playworkers to support St Quintin's Centre for Disabled Children and Young People. They have requested staff every holiday due to their own staff shortages.

We continue to meet regularly with the Disabled Children's Team at Hammersmith & Fulham to maintain communication and understanding of each others work, as well as staying up to date with the families we work with. We attend network and strategy meetings for all our young people. 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. We have built strong relationships with CT Plus, our new transport provider for H&F; journeys seem to be running smoothly and are punctual. We maintain strong relationships with Westway CT, transport provider for K&C and have hired their vehicles for transport to and from playscheme for the young people, removals and trips.

Melanie Schwartz
Operations Manager



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

Luul continued providing support for a young lady in a wheelchair that has hearing and sight impairments. Her role was to support the family before school; helping with her personal care, getting her dressed, making her breakfast and assisting her onto the bus for school. The family were very grateful for her support till August 2017.

We provided and organised training for our staff, including Epilepsy and on-site safeguarding refresher. We later developed our own training - Advanced Safeguarding and offered this training to our staff as a pilot in January 2018. We also ran an accredited Playwork course in a school in Lambeth

More of our Lillis Project users transferred to Adult Services as they turn 18 and we've had some interest from new post 18 clients

We introduced our charity mascot; PA Bear

We supported one of our post 18 clients as his college placement was refused and he was left with no alternative during the week. We contacted the family's social worker and worked with RBKC Adults Services to provide support for him until the tribunal process was complete in Feb 2018. We also supported the family in getting him assessed for a new wheelchair

We are in talks with William Morris Academy about providing some activities for our over 18 young people in their purpose built SEN block

We developed our own training arm and became an accredited CPD training centre in February 2018

We continued to provide support and passenger escorts for our clients that find transport difficult

We were successful with various funding bids throughout the year

We provided staffing support for Action On Disability, St Quintins, Chelsea Big Local and P3 Play Service

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. PAHF Services delivered outside of the Lillis Project, consist and include pick up from home and escort to designated site/setting. Providing activity support organising appropriate trips to parks and indoor venues. Providing basic behavioural assistance where appropriate. Offering a quality bespoke service to local authorities at very short notice

We continued to provide a bespoke service for a young man with complex needs; supporting him 2:1 in the community. We have worked with him for over 6 years, continuing his tailor-made service after his transition into Adult Services and supporting him with life skills, communication and independence. In October 2017 he moved on to a 52 week residential

Fundraising and Highlights - Treasurer's Report

We have been busy this year! We supported SEAPIA and St Michael's Church with their annual 'Sands End Community Festival' in July and our office team took part in Macmillan's Biggest Coffee Morning, raising money for Cancer support in October. We introduced our PA Bear as a charity mascot and re-focused our fundraising strategy this year and decided that from January 2017 we would do at least one fundraising event a month for a year, AKA The Big 12. Events included a sponsored walk of London landmarks in January 'Giving Up Something for the Month' in February and Teddy's Tour of the Underground in March. We also boosted our online presence through our website, YouTube, Instagram, Facebook, Twitter and a blog.

This year we stepped out of our comfort zone and hosted our first outdoor event, a Community Fun Day in Bishops Park Fulham, promoting SNAG Golf. Surrey Car Meet joined us at the New Dawn Project for their Christmas Fun Day and we held our first Walking Football event, then our second in W12.

Sainsbury's Fulham Wharf hosted a charity collection day for us in October and Jack Foley, our new Ambassador performed for customers and staff. Sainsburys Local, Goldhawk Road announced us as their 'Charity of the Year'. This entitles us to charity tins on each of their tills for a year, which boosted our fundraising efforts. Waitrose Fulham raised £250 and Waitrose Putney raised £333 for us through their 'Community Matters' programme. Melanie, our Operations Manager abseiled from the ArcelorMittal Orbit at the Queen Elizabeth Olympic Park in August, raising £1050. Staff and volunteers from our organisation acted as gate staff at the LBHF firework display in Ravenscourt Park, for which our charity



Fundraising and Highlights - Treasurer's Report (continued)

received a donation £1750. John Boeje, our CEO's brother did a sponsored walk of football stadiums in London and raised £1100 for us. We held a stall for the third year at Tri-Fest in Chessington, Tesco donated their money collected from 5p carrier bag charges to us via their 'Bags of Help' scheme.

Other supporters include the Felpham Sailing Club and Monotype Ltd, who host our annual sailing day for disabled and disadvantaged young people. This year we endeavoured to support the children and families that have been affected by the Grenfell Tower tragedy to give them some much needed away time. The group were accompanied by Sky News, who reported on the event.

We have had a successful year and all funds raised have been due to the efforts of our staff, trustees and volunteers. 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.

Louise Saunders
Treasurer

