

play association
hammersmith & fulham



Annual Report
2012-2013

Chair's Message

I say the same thing every year, 'another year has flown by', but the years do go by so quickly!

This year, we at PAHF have continued to provide;

- The Stay and Play service in Merton
- Holiday Fun in Hammersmith & Fulham
- Antony Lillis Project for children and young people with complex needs in Hammersmith & Fulham and Kensington & Chelsea
- Bespoke work for individuals

And PAHF expanded its services to include;

- Deaf Arts group based in Merton
- More bespoke work in familiar surroundings for children
- A new extended service for the Antony Lillis Project for children under 8 with complex needs
- Providing play support, resources or staff to local groups including White City Play Project and SEAPIA



'Thank you all so much for inviting us to see the work you do. It was very humbling to see the young people who come to you and what a marvellous opportunity you give them to achieve their potential.

The other important aspect is that it gives their parents much needed time to recharge their batteries as we all know that, however much you love your child, you do need respite.

Antony would have been very proud to have seen this and we are very proud of him for giving you support.'

Margaret Prestedge
(Antonys' Aunt)

Earlier in the year PAHF had an Open Day at the Antony Lillis Project, and invited Antony Lillis' parents and family. Although Antony's parents were unable to come, 13 members of the family came, some travelling miles. We were delighted to see them.

The future of PAHF is to provide services to those most vulnerable children and young people who are disadvantaged because of their complex needs, and for the organisation to go from strength to strength.

Lesley Schwartz
Chair of Trustees

Chief Executive's Report

At the risk of sounding obvious another year has flown by and yet so much has been achieved. This has been another successful fiscal year with a turnover exceeding £465,000 producing a small surplus of £13,000.

This coupled with the previous year's surplus means our viability and thus sustainability continues to bode well for the future.

We once again delivered very good services to vulnerable children across a growing number of London Boroughs adjacent to or not far away from our home borough of Hammersmith and Fulham.



Our core team has remained pretty much the same i.e. myself and Rachel with some part-time support from Melanie, but we were joined in the last quarter by Martha. Martha joined us as a part-time intern to work on our marketing and fundraising. Martha was signed up via an agency called the Skilled Intern who we worked closely with to ensure the placement would be mutually beneficial.

Martha's energy and enthusiasm sparked our events side and some evidence of this can be found in other parts of the Annual Report.

Our trustees continued to become even more active and supportive of all functions including help with administration, financial systems, fundraising, strategic decisions, partnership working and support with events. A massive vote of thanks must go to them in continuing to build the reputation of the organisation.

Unfortunately we did lose our Merton contract at the end of this year but were congratulated on the service we had provided. The decision apparently was a business one and we will have to ensure we take this into account with future commissioning rounds.

We did need the help of our solicitor during subsequent negotiations with Merton Council and so I thank Richard O'Brien for the excellent advice he gave.

During this very fertile period various ways of developing the organisation have come to the fore and we will be keen to examine these in the future.

Personal thanks also have to be extended to Anwar Jorgis our accountant who has worked hard in order to keep our accounts up to date and to Goldwyns our auditors who have ensured our finances are presented in a manner that enhances our professional standing.

The Play Association remains on all relevant local and regional fora and will continue to do so in the ever changing children's services environment.

A handwritten signature in black ink, appearing to read 'Steve Boeje'. The signature is stylized and fluid.

Steve Boeje
Chief Executive

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 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

The Team

Board of Trustees

Chair of Trustees

Lesley Schwartz

Treasurer

Louise Saunders

Parent Representative

Gary Sweetman

Trustees: Emma Hutchinson, Michael DeVaughan, Paula Merrony-Potton, Sue Anderson

Head Office Team

Chief Executive

Steve Boeje

Head of Operations

Rachel Mathers

Play Development Worker

Melanie Schwartz

Fundraising and Marketing Intern

(from January 2013)

Martha Huntley

Senior Playwork Team

Farid (Pepe) Abdulla, Nadia Boyce, Dawn Boeje, Karen Lightwood, Katie O'Brien, Pamela Shields, Melanie Schwartz, Reni Szikora, Lisa Guy.

Playworkers

Simon, Gabriel, Rosie, Caroline, Emily, Jacklyn, Claudette, Artur, Danny, Josephine, Guppy, Mila, Eduardo, Laura, Sandy, Toks, Hannah, Jayson, Estera, Peter, Janet, Colette, Peter, Tash, Florence, Kojo, Liam, Stacey N, Adiza, Poonam, Yusef, Pesh, Anita, Aaron, Jennifer, Leah, Anna, Magda K, Connor, Belen, Elisa, Ellen, Haydeh, Howaida, Sharon, Zoe, Matilda, Ginelle, Mercedes, Nilufar, Jess, Nuria, Shirag, Leila, Claire, Kolade, Jim, Rachael, Hannah, Karen, Stacey S, Nicky, Rebecca, Joel, Ela, Irena, Rochelle, Magda S, Elli, Melanie H, Sarah-Jane.

Our Play Projects

The Anthony Lillis Project

The ultimate aim of this project is to provide an environment for young complex needs children and encourage them to consistently grow in confidence through life skill activities provided there. The children, aged 8 years and above are encouraged and supported to become independent through cooking, shopping, sports activities, arts and crafts etc. The centre provides plenty of outdoor and indoor space and access to the local amenities; the market, shops and the local parks.

An indoor and outdoor environment helps to promote the young people's development, helping to support the primary areas of communication and language, physical development and personal, social and emotional development, and to explore their community and find out about people, places and the environment and understand the world around them. We help to provide opportunities for the young people to be active and interactive and to help to develop their coordination, communication and language. Giving the children opportunities to experience and improve each young person's method of communication through the practical activities provided in the sessions.

Through 1.1 support, our specialized playworkers continuously help children to develop a positive sense of themselves and others. The staff demonstrate positive role modelling, promoting calm, positive values, forming positive relationships and helping to encourage the children to develop respect for others as well as developing social skills and gain in confidence in their own abilities.



In April 2012, partly funded by BBC Children In Need, we expanded the Anthony Lillis Project to include children under 8 years.

We started the project with 5 children referred from social services, most of who were non-verbal and on the Autistic spectrum, with very complex needs. As the first year ends, staff have noticed and acknowledged changes in children's challenging behaviour; instead of walking around with food, now sitting with others at the table. Staff have seen children's achievements and reaching milestones in their development; becoming toilet trained, assisting with cooking activities using a knife - spreading butter on toast, cutting and so on.

Next year is already looking promising, and looking at the requests from social services, it looks like the Under Eights side will double in size!

An exercise in persistence for PAHF!

One of our biggest challenges for the staff team this year was the Olympics!

Because of the placement of the borough and its importance in transporting dignitaries, the fact that the children that attend our specialist services come by playscheme transport from all over the borough, and that our staff come from all over London and beyond, it was quite a challenge!



Thanks to White City Play Project we were able to run a small outreach centre there to cater to those living in the north of the borough, and RBKC Play Service also generously let some of our children attend their settings with our staff. This, coupled with our regular site in the south of the borough, the flexibility of the social work teams and families, and that our staff were willing to collect and return some of our children to and from home, meant that we persevered and were able to provide our much needed service throughout the Olympics period!

Thanks to everyone for their support in providing this complex piece of work.

The Merton Project

We continued to provide quality inclusion support at the Acacia Adventure Playground during this year, running service for the most part in school holidays, but the two main elements we were involved in were the Deaf Arts Project and the Sunday Stay and Play Project.

The Deaf Arts Project was delivered in partnership with Joyce Harper, an arts tutor, and Merton Council. The project ran on Saturday mornings and produced some wonderful artwork. It also took the children and some parents on a number of art related trips to galleries and signed theatre performances.

The Sunday Stay and Play Project provided the opportunity for parents and carers to access play activities with their children with additional needs, and their siblings. We provided experienced staff who facilitated the activities for the children, and supported the parents and carers to get the most out of the sessions.

This project was very well delivered by our staff team and was very popular with the regular users, including a group from Brightwell Respite Centre, who also regularly attended.



Holiday Fun

We had feared that there would be no funding for Holiday Fun in 2012 BUT all the hard work we put in paid off! We received funding from Edward Woods Tenants Residents Association, All Saints Church Fulham as well as some of our traditional Holiday Fun funders.

When we first realised Edward Woods would be our only site over Easter we were slightly disheartened as we enjoy returning to the sites we've got to know. But we were able to offer the children activities that took a bit longer to complete and it was a rip-roaring success! We had over 70 children and each day saw at least 30 attend. I'd like to say thank you for the session of golf for the children through Orchid. They thoroughly enjoyed using their new found skills in the park and may have found a future champion!

All Saints Church was keen to get the wider community involved in the summer so the flyering was expanded to include local estates. Unfortunately we had low numbers. We handed out more flyers but to no avail. We came to the conclusion that a combination of the Olympics and good weather meant that our local families were either on vacation or enjoying the sun.

Our time at Sullivan Court was blessed with dry, clear weather which as perfect for the football coaching we had arranged. Thanks to the Challenge Network coaches who volunteered their time and skills. As always, parents and children wanted to know why we could not visit for more days and asking if we will be back next year, proving how needed our service is to local families.

We divided our time at Edward Woods slightly differently, twice a week instead of once, and the young people were thrilled with the change. Unfortunately our numbers were lower than usual and some investigating turned up some factors; the estate was quiet throughout the summer, which may have been due to the Olympics. The lack of people in the area also affected other play and youth settings in the area.

As always a huge thank you to Steve and Rachel for their hard and never-ending work in providing play opportunities for the children of H&F and here's to another successful year ahead!



Our Bespoke Services

This year we have worked hard to develop and improve our bespoke services, shaping individual services for children and young people, for whom whatever currently exists is not for purpose.

We firmly believe that if a setting or service is not working or suitable for a child or young person, then the setting or service needs to change until it does.

We currently operate a number of bespoke services including:

- Specialist escorting for children and young people that particularly struggle with transport and transitions
- Playwork support so children and young people can attend a mainstream play site
- Mentoring for children and young people struggling in educational settings
- Outreach community work to enable young people to interact with the wider community

We are always happy to work with social workers, service professionals and families to develop a service or do a particular piece of work, and hope to expand this over the coming year.

Some Highlights

OUR PROMOTIONAL VIDEO



In February a fantastic opportunity popped up for us to produce a promotional video to show some of the projects we run and how we help vulnerable children in London. A short visual aid is perfect to grip the attention of those looking for services for their children, as well as to raise our profile in the local community. Closely following a few particular children, the video gives an insight into how their time with us has positively impacted their and their families lives. It reaches out to viewers on a very personal level and has been shown at all our fundraising events.

There was great excitement at the centre with the crew on site. We even had one boy taking on the filming himself!

Thank you to all the children, parents and staff that were involved in the video..you were great! Also to Blue Spin Media, the production company that made it all happen. We are very pleased with the outcome and hope that you have all had a chance to see it. If not, don't worry- it's on our website!

www.playassociationhf.org.uk

SAILING TRIP

Thanks to the members at the wonderful Felpham Sailing Club and particularly Guy Mayger , (here depicted with young Chloe) for the brilliant way they provided us with a great day out for our kids. They sponsored the entire day and provided sailing tips, access to putting and tennis, a marvellous barbecue and the opportunity to do some beachcombing and crab spotting amongst the rock pools. We opened this out to children and families that use all and any of our services, and there was a great mix in attendance! This really was a great day out for the kids and their families and the Play Association will build on this partnership, as the Sailing Club are already planning next year's event !



WINE TASTING

In March we hosted a fundraising Spanish wine tasting evening. Master of Wine Ed Adams offered his expertise to lead our guests through an array of Spain's finest wines at the Lyric Theatre in Hammersmith. We were delighted to have a full house, despite the torrential rain that fell as our guests waded their way through London and arrived, rather sodden, at the venue!

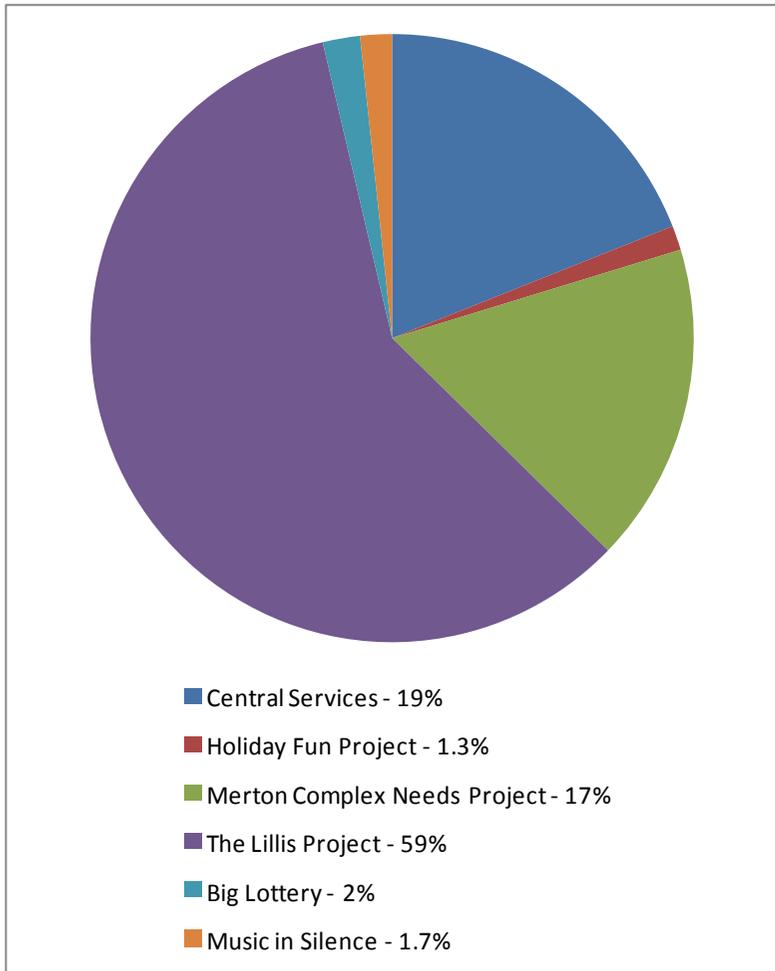
Spanish tapas and music completed the warm authentic atmosphere and contributed to a very enjoyable evening. To top it all off one of our dedicated supporters won the auction for 2 tickets to see The Bodyguard musical with a generous donation to our work with vulnerable children and young people in London.

We would like to thank everyone involved who helped to make the evening a great success, and helped raise funds to continue our vital work.



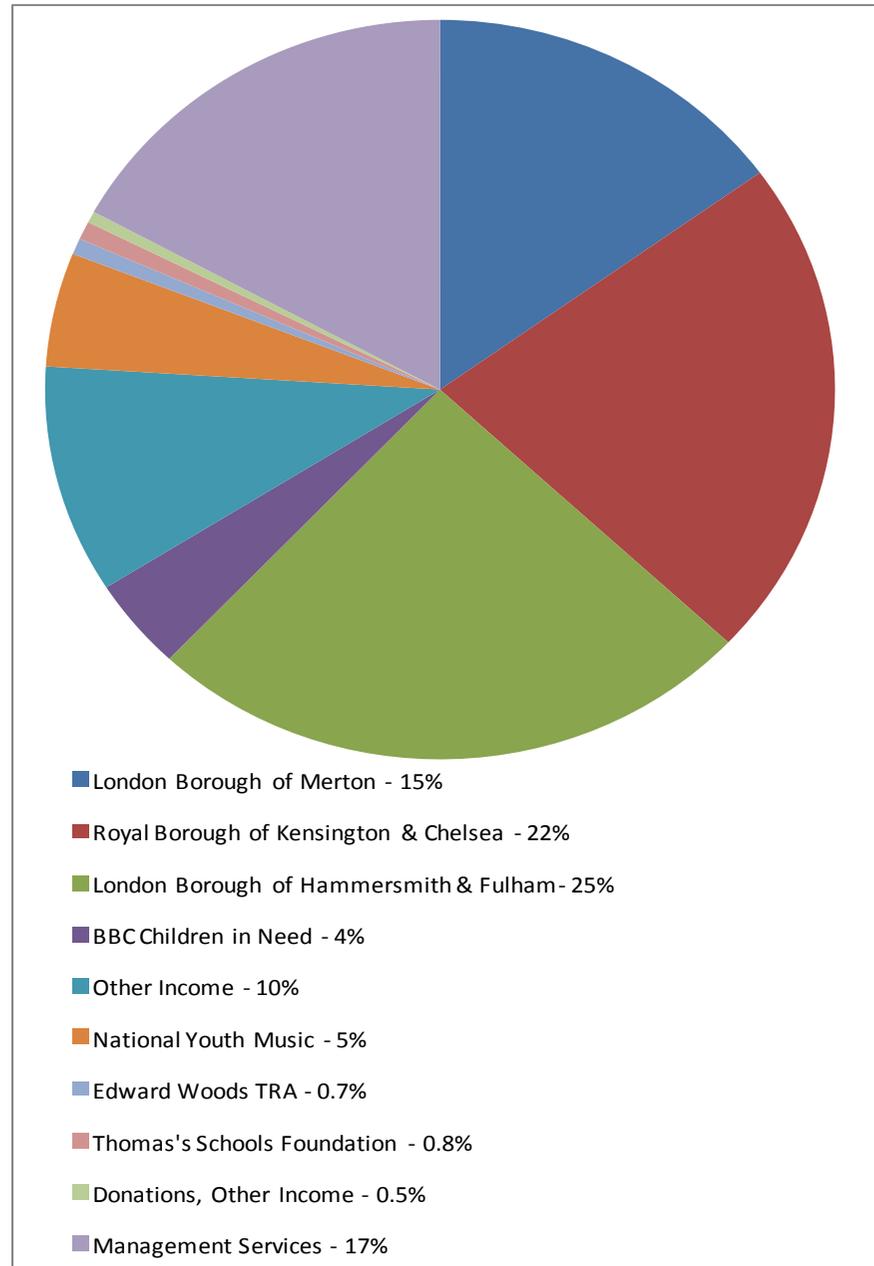
Financial Summary

Expenditure for financial year ending March 2013
Total Expenditure: £450, 843



Full accounts are available upon request
Accounts audited by Anthony Epton & Mar Lar at Goldwins Ltd.

Income for financial year ending March 2013
Total Income: £464,536



Thank you!

We would like to thank our funders, who make our work possible. They include:



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



We would also like to extend a warm thank you to all the people we have worked with over the last twelve months, to help support our children and young people, and the work that we do.

A special mention goes to the following:

- ◇ Our wonderful staff team and dedicated trustees
- ◇ All at the Royal Borough of Kensington and Chelsea, especially Paula Ellery, Colin Simmons & the Children with Disabilities Team
- ◇ All at the London Borough of Hammersmith and Fulham, especially Stefan Van Herck & the Disabled Children's Team
- ◇ All at Queensmill School, especially Jude Ragan & Freddie Adu
- ◇ All at the London Borough of Merton, especially Mandy Lawson
- ◇ Westminster City Council's Play Service, especially Andy Cracknell
- ◇ London Play, Play England and Islington Play Association
- ◇ HAFAD, SEAPIA, Hammersmith Community Gardens Association and all at Randolph/White City Play Project
- ◇ Anwar Jorgis, Parsons Green Sports and Social Club, Hammersmith & Fulham Community Transport and Westway Community Transport, Orchid.
- ◇ Ed Adams, Blue Spin Media, I Am Not Lefthanded, Felpham Sailing Club, Edward Woods TRA and all those companies and individuals who have supported us directly, or in kind, attended an event or leant a helping hand.

This coming year

Play Association Hammersmith and Fulham will continue to deliver our current projects, but also be proactive in researching other opportunities that may prevent themselves. We have had two relatively successful fiscally years i.e. producing a slight surplus whilst delivering even more services to vulnerable children and lessons learned during this period will inform our future business planning.

Specifically, in terms of our main project, i.e. the Antony Lillis Project, it will be based at Queensmill Secondary School in West Kensington. Our relationship with the school continues to be very good and we will strive to maintain this, and attempt to build even closer links.

Two areas of possible development and diversification will be to build up our bespoke services around behaviour support in schools, and mentoring in the community, and potentially offer some ESOL support in schools. Plans are afoot in both these areas, and the relevant training has been identified to enable our current staff to deliver these projects.

Our marketing and fundraising strategy will be built on and it is hoped that our profile will benefit from a more strategic approach to this area.

As far as our office location goes, we are aware the Parsons Green Sports and Social Club is due for development, but we await timescales from their board as to what effect it will have on us. We would like to acknowledge the support we have received from the management and board of the club to date, particularly Ken Smith, as he has also helped with some of our fundraising and has indicated he will continue to do so.

Would you like to become a Trustee?

We are always on the lookout for new trustees. Do you fit the following criteria:

Are you interested in the rights of children to play?

Have you knowledge or experience of play, of the voluntary sector or business world?

Are you willing to give up some free time to support our organisation?

If you are interested in becoming a trustee for Play Association Hammersmith & Fulham please contact Steve on 02077 363699 or steve@playassociationhf.org.uk

Play Association Hammersmith & Fulham

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Company, Limited by Guarantee: 5345096