



Annual Report 2013/2014

Chair's Message

Wow! Another year has flown by again but this year has been a bit more challenging, especially the last quarter. But the Play Association Hammersmith & Fulham (PAHF) again has gone from strength and strength.

During 2013-14, PAHF continued to work closely with;

- Hammersmith & Fulham Council's Disabled Children's Team
- Kensington & Chelsea Council's Children with Disabilities Team
- Kensington & Chelsea Play Service
- Islington Play Association
- Hammersmith & Fulham Community Transport
- Westway Community Transport
- HATS Community Transport
- Sands End Associated Projects In Action (SEAPIA)
- Westminster Council's Play Service
- Kensington & Chelsea Council's Play Service
- Queensmill School for children with Autism



During the year, we worked hard with PAHF's own development work. Sadly Martha left us at the end of September, who had been helping with building our profile and fundraising and Rachel left us in December, to take up a project manager post with Islington Play Association - we wish them both well.

In January 2014, due to the re-development of the Parsons Green Club, we lost our office and everything was put into storage. Unfortunately what was supposed to be a couple months before the Porta-Kabin office arrived, turned into a long process due to planning permission and working from two different homes has been hard. Steve and Melanie have done a brilliant job holding things together.

On behalf of the trustees, I would like to thank Rachel, Steve, Martha, Ginette and Melanie and all the staff team for their continued hard work.

Lesley Schwartz
Chair of Trustees

Chief Executive's Report

The fiscal situation remains relatively stable despite a slight loss on the year but this can be explained by a couple of bad debts and some funds outstanding carried over into the next financial year.



Our overall turnover was affected by the loss of the Merton contract but we increased other areas of our work mainly around our bespoke work. This meant that our turnover was just below the £400k mark which is still significant for a charity of our size that concentrates on service delivery and keeps the overheads down and the central team's salaries reflect this approach.

Even though our turnover has reduced we were very active in terms of raising the profile and explored all forms of revenue and fundraising. The key part of the fundraising strategy we can be very proud of during the year was the development of the events which saw us host wine tasting, a summer fete, a quiz (featuring Kevin Ashman of 'Eggheads' fame) and a gala night that had input from one of our staff team who has appeared on 'The X Factor'.

We also had independent people raise money on our behalf by doing events such as a bike ride from Felpham to Paris, a young chap doing the 'Tough Mudder Challenge' and my barber jumping out of a plane!

The sum total of all the events raised in excess of £6k which we ploughed back into our projects with vulnerable children so their experiences were enhanced by additional equipment and/or staff time.

I would personally like to thank all the trustees for their continued support and efforts during the year and of course our fantastic staff team who continue to work so well with the children.



Going forward, we have been hampered somewhat by not having an office available during the latter part of the year but this will be resolved as soon as possible. We look forward to building on all our current projects and are constantly looking for new opportunities to grow and improve our charity.

A handwritten signature in black ink, appearing to read 'Steve Boeje'.

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, Paula Merrony-Potton, Sue Anderson, Nigel Keelson-Anfu

Head Office Team

Chief Executive

Steve Boeje

Head of Operations

(until December 2013)

Rachel Mathers

Play Development Worker

Melanie Schwartz

Fundraising and Marketing Intern

(until September 2013)

Martha Huntley

Senior Playwork Team

Pamela Shields, Farid (Pepe) Abdulla, Katie O'Brien, Melanie Schwartz, Lisa Guy, Nadia Boyce

Playworkers

Simon, Ellen, Howaida, Aaron, Stacey N, Magda S, Magda K, Peter, Poonam, Connor, Danny, Kojo, Shirag, Elli, Pesh, Hannah D, Haydeh, Eduardo, Sandy, Toks, Emily, Jennifer, Leah, Anna, Belen, Colette, Jayson T, Artur, Rochelle, Nicola, Anita, Jim, Zoe, Jacklyn, Claudette, Jess, Nilufar, Mercedes, Adiza, Florence, Janet, Matilda, Nuria, Claire J, Clare A, Irena, Ela, Joel, Liam, Natasha, Estera, Kolade, Gabriel, Hannah O, Rebecca, Rosie, Amanda, Nilufar, Jess, Janet, Mila, Elisa, Gurpreet, Laura, Josephine, Yusef, Stacey S, Chris, Rich, Dante, Isabel, Karen, Keely, Jason H, Kevin, Mary, Oliver, Sarah, Serena, Siobhan, Toks, Zach, Caroline, Stevo, Alison W, Bim, Marcus, Pauline

Volunteers and support: Steven, Dani G, Dani M, Anoh, Andrew, Leila, Raymond, Miranda, Lul, Alison M, Cosmas, Julie

The Antony Lillis Project - Over Eights

In 2012 we moved from Queensmill's secondary site in Mund Street, West Kensington to their primary site in Clancarty Road, Fulham. There is a new purpose built-school being built in Shepherds Bush and the Fulham building was to be sold to the neighbouring school. We were given permission to stay in the Queensmill side of the Fulham building until the other site had been adapted to accommodate the whole school. The school moved to Mund Street in September 2012 and we joined them at the end of April 2013.

The Antony Lillis Project runs on Saturdays and in school holidays and half terms, supporting children from RBKC, LBHF and Wandsworth – the children we care for have a range of needs, such as Cerebral Palsy, high and low functioning Autism, Global Development Delay and Down's Syndrome.

We have a strong and diverse team of specialist playworkers that support and facilitate the children's play and encourage them to be creative and interact in a safe and caring environment, at the same time being inclusive and meeting each child's individual needs. All our children are assigned 1:1 playworkers,



some require 2:1 support. We aim to help the children and young people in our care develop positive life skills, building confidence and self-esteem through praise, encouragement and short trips into the community, such as going to the shop or park. Play schemes such as ours enable children of differing abilities to play adventurously, creatively and imaginatively. We provide a snack in the morning, such as toast or cereal and the product of the afternoon cooking activity serves as an afternoon snack. We provide arts and crafts, cookery, music, role-play, access to sensory toys and equipment, construction and small world toys. On site we have access to a sensory room, body shop, outdoor gym equipment, sports pitch and hall and food technology room.

As with every year, we lost some of our old hands and gained some new recruits. Our current staff team brings lots of training and experience and some have been directed to us by members of our current team. During the summer holiday we run workshops to keep up to date with play profiles, strategies, team building - this brings together the knowledge and skills to support each other as well as the children. We have lost and gained some children too. Some of our older children have moved on to other settings and unfortunately some

of the children's care packages were cut down. We have had lots of new children from both boroughs and were approached by the localities team from RBKC to support a young man that has struggled in other settings. He settled in well and is still in attendance.

I would like to say thank you to all PAHF staff for their hard work, especially Lesley and Mel for their support and contribution to the smooth running of the Antony Lillis Project.

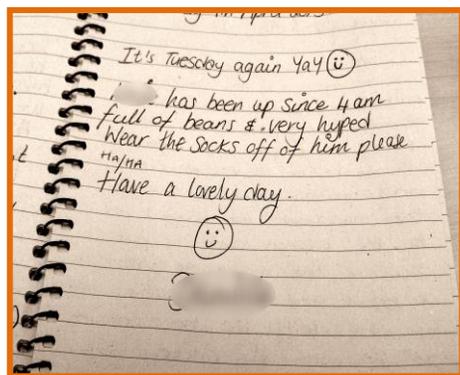
Pamela Shields
Senior Playworker

The Antony Lillis Project - Under Eights

The under 8's branch of the Antony Lillis Project still operates in school half terms and holidays, mainly supporting children with Autism and Global Development Delay. We've had a dozen new users and now have more than 20 children attending the service - we hope to continue growing in number. We have lost a few but they have been replaced with new children, including our first under 8 from RBKC. We have had a number of under 8's come of age! This means they have moved up to the over 8's in theory, as all the children play and take part in activities together.

This year, we have been in the process of moving buildings and working around Queensmill School's plans. Due to the secondary building being adapted to accommodate the whole school, we have been running our project alongside the over 8's in the primary building. The children adapted very well and it is a good way to introduce them to the over 8's project, in order to help the transition when they turn 8 years old.

Throughout the year, we noticed that over the holidays we had a large amount of under 8's, sometimes 10 children a day! This was due to the under 8's service only being run across 3 days of the week, so from October half term we requested that the children's allocated sessions were split across 4 days instead. This makes the total for each day slightly lower and makes the under 8's service more manageable.



We have noticed a number of changes in the children;

- From virtually being non-verbal to now forming communication through one word, or short sentences.
- Not being able to socialise or eat their lunch in the same room as their peers, to now sitting at the table with their peers to eat their lunch and snacks.
- Better understanding of language for those whom English as a second language.
- They have started toilet training successfully.
- Learning to ride a bike, play ball and other activities that require hand/eye co-ordination.
- Enjoying play and interacting with others

During the next 12 months, more of our under 8's will be moving up to the over 8's service and we have reminded parents, carers and social workers that we plan to continue offering an under 8's service.

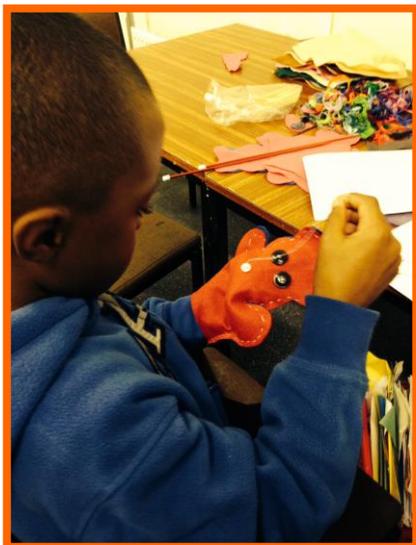
The under 8's were funded by BBC Children In Need and the funding for this expired in February 2014. We plan to submit another application to them and intend on applying to other potential funders in order to expand the project and continue providing this much needed service.

Lesley Schwartz
Senior Playworker

Pop - Up Play

The Pop-Up Play project, originally running from Factory Quarter, started this year running from Emlyn Gardens; a large housing estate in a deprived area between Shepherd's Bush and Chiswick. Play provisions are few and far between in the area and the children and young people can find themselves becoming a nuisance on the estate, even if not intentional.

Pop-Up Play is an after school club for children, providing a safe and supervised play provision where the children are encouraged to participate in activities, use their imagination, interact with each other and make new friends. It is an opportunity for children to access activities that they may not otherwise get the chance to, including cooking activities every week, board games, arts and crafts and games such as football and table tennis. The project runs 2 days a week from the community centre in Emlyn Gardens Estate, operating 3.30-6.30 pm for children aged 8 to 11 years - children under 8 years can attend if supervised by a parent/carer.



Parent's comments

"My son sits at our window waiting for pop-up play to be open. He runs downstairs to try and be the first one in."

"It is nice that all of the children can come together, play and we all know that they are safe and being looked after."

"It's all my daughter talks about when she knows that it is on. I also like coming here to be able to talk and socialise with the other parents."

Children's comments

"I really like coming here and I love it when we do cooking."

"It's fun here because I get to play football with my friends."

"I like the staff and seeing my friends."



The parents and carers are very supportive and love the project, as do the children that attend. Hopefully we can secure future funding to ensure that we continue to run this much-loved and well-needed service.

Katie O'Brien
Deputy Playworker

Bespoke Services

After talking to Jude, the head at Queensmill, we noticed that a lot of our families were having the same problem; they felt isolated, so in January 2013 volunteers from our staff pool facilitated a 'Stay and Play' service on a Sunday from the school. Taking into consideration our families and others in need, we provided activities, equipment and a safe environment in which children with complex needs can play freely without being judged, and the parents and carers can play with their child and interact with other parents. We ran this for a few weeks with the intention of applying for funding as the project expanded. Unfortunately we didn't have many takers and after 2 months decided to call it quits. Hopefully we can restart this project soon, possibly when we move with Queensmill to their new site in Shepherds Bush as most families will be local.



We continue to provide support for our children that play scheme is unsuitable for, sending playworkers to their home that engage them in activities and support them in the community. We still provide escorts for our children that find the transition/ transport difficult to deal with.

We have started working with the localities team at RBKC, not just the Disabled Children's Team. They have requested our support for one of their 2:1 children that is struggling in other settings. We have welcomed him into our playscheme and he seems to be settling in well.

When one of our young people turned 18 years old, it was requested that we continue to provide a service for him as other venues were unsuitable and weren't meeting his needs. The family felt more at ease with him attending our play scheme and we provide playworkers to support him when needed.

Our senior playworker, Pam, has been supporting a young lady with Global Development Delay at school and at home, as her main carer is sick. She helps her with her school work as well as homework. She takes her out into the community and helps her to access other resources, such as visits to museums, art galleries, rock climbing and providing arts and crafts activities.



In July 2013, 24 of our staff took part in safeguarding training and the safe restraint training course Team Teach, provided by Queensmill School. Members of the senior team and few other staff members enrolled on a multi-agency Level 3 safeguarding course, a training programme backed by the tri-borough.

We continue to provide support for Randolph Beresford and a senior worker for their project. Rich from Randolph provided some training for our staff in the summer about play and what play is.

Hammersmith and Fulham Community Transport sadly closed in October 2013. We took on our own driver temporarily, loaning buses from the local authority and providing escorts from our own staff team. In November, a new transport company, HATS transport, took over the previous contracts and now provide buses and drivers for our service, however we decided to continue providing escorts as our staff know the children best.

We have provided support in schools and bespoke services for some of our current users in other settings



We have worked closely with Sands End Associated Projects In Action (SEAPIA) this year, providing a specialised playworker for a child with complex needs in their setting one day a week in term time. He attends the Antony Lillis Project in the school holidays too!

Unfortunately a member of our team became ill in October 2013. She was hospitalised for just over a week before passing away, aged 47 years. Claudette was a much-loved member of our team and friend to all. She was very thoughtful and always wanted to help where she could. Her calm manner was very soothing for the children and her expertise and knowledge proved invaluable. She genuinely touched the lives of everyone she worked with. She was a truly remarkable and inspirational woman and her loss had an impact, not only on the team, but on the organisation. She will be forever remembered as a kind, positive and warm-hearted lady who loved nothing more than to smile, encourage others to be happy and enrich the lives of the children she worked with. Our thoughts are with her family.



Events - Treasurer's Report

QUIZ NIGHT

In June, we hosted a quiz night. Our quiz masters Les & Eber kindly gave their services for free and with the appearance of "Egghead" Kevin Ashman, the evening was great fun. The winning team: 'We're Not Google'. We raised £979 for our services.



GALA NIGHT

In October we put on a Gala Evening. It was a magnificent buffet with wonderful entertainment; including one of our playworkers who has performed on 'The X Factor'. We also held an auction in which we were donated some high-priced items, including a signed Chelsea football and the mini cricket bat signed by Freddie Flintoff. A good time was had by all and the evening was a great success, raising £1787 for our organisation.



SUMMER FETE

In June, some of our playworkers hosted a Summer Fete on a Sunday at Queensmill School. Although we weren't over run with visitors, we did get a mention in the local paper. Some of our staff, trustees and volunteers helped to do a table-top sale, face painting, children and adult's tombola, food, drinks, community golf and games. We also hosted a car boot sale. Total monies raised on the day was £350.



This Year's Highlights - Treasurer's Report

Our fundraising went very well this year. We raised money with our collection boxes in local stores and even held a collection day at Sainsbury's in Fulham and tube stations including Earls Court and Charing Cross. In total we managed to raise £1978.27. If you know of any local shops, pubs or restaurants who may display one of our boxes, please let us know.



The Parson's Green Club and its members held a Charity Race Night and through the tote, donated £140 to our organisation!

Mike and Yvonne from Ewell held a table-top sale and sold homemade jams and chutneys. They raised £100 and donated it all to us!

Four men from Surrey approached us and said they were planning on cycling from Surrey to Paris in just 24 hours! They were raising money for Cancer Research UK and wanted to raise money for a children's charity. They completed the mission and raised £650 for us!

We were approached via Facebook by a young man called Dominic Bruce, who wanted to the Tough Mudder Challenge and wanted to raise some money for a charity in the process. We supported him through this and he managed to raise £480!



One day Steve was talking to his barber, who happened to mention he wanted to do a Sky Dive for charity. Steve asked if he would do it for our charity and he accepted. It was delayed for a few months due to the weather but eventually, Fadi managed to do his sky dive, raising us £500!



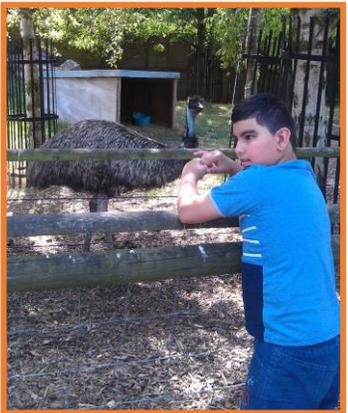


Freddie Flintoff came to the Parsons Green Club for a magazine photo shoot and we took it as an opportunity to exploit the situation. We asked him to sign a mini cricket bat we had purchased for our raffle. He happily agreed and even posed for a photo with Martha and I to prove it was the real deal.

During the move to and from Queensmills, we had to put some of our equipment and resources into storage with the Big Yellow Box company in Fulham. While talking to the manager about what we do, he mentioned that Big Yellow supports community events and organisations, and that they would be happy to support us in any way possible. As Christmas was approaching, we asked if someone from their team could come to site and play Santa at the children's Christmas party. Nick was nominated by his manager and came to site to deliver presents to the children. Although he was very nervous and completely out of his comfort zone, he was more than happy to help and made a fantastic Santa.



Over the summer, the children went out on a few trips, one of these being Battersea Park Zoo. A good time was had by all, especially by the children playing in the playground and sand pit.



We were approached by a scheme called 'Hope Thru Horses', designed for children with Autism as a sensory tool. The venue was in Oxford so unfortunately only some of our children that could cope with long journeys could go. Those that did enjoyed themselves, it was just a shame they couldn't stay longer.

For the second year in a row, we were approached by a sailing club in West Sussex who continue to support groups that work with children and young people with complex needs. This year they got to go out in the boats, as the weather was not on their side last time. Those that were a little uneasy going out, came back glowing with confidence. A good time was had by all.



I would like to say a big thank you to all who felt the pain for us to gain! Our thanks also goes to all those who offered their time, attended our events or just gave a few pence in the collection boxes - every little helps. Also a big thanks to the trustees and staff team that make all of our work possible – without their efforts we wouldn't be where we are now.

Louise Saunders
Treasurer

