

Strategic Plan 2024 - 2029

Vision	To help make Worcester a vibrant and playful city
Mission	We will be an advocate for children and young people's right to play across the city of Worcester
Objectives	<ul style="list-style-type: none"> • Raise awareness of the importance of play for families and communities through a visible presence • Campaign to influence decision-making at all levels of government and across the public sector • Build on evidence and use findings to inform action and campaigning • Support people to get involved in helping more children play outside more often where they live
Action Plan	<ul style="list-style-type: none"> • Participate in community events, having a strong social media presence and an active website • Contribute to national inquiries where children's voices and the value of play are called for • Represent the child's right to play at local government meetings • Hold Worcester City Council to account for delivering the Worcester City Play Plan 2022-2027 • Actively respond to projects and planning with the aim of becoming an automatic consultee • Gather children's feedback to feed into the evidence base of children and family's play • Support residents to create play streets and raise awareness of how to replicate these across the city • Work towards becoming a UNCRC child friendly city • Involve children and young people as play ambassadors • Provide mobile, adventure play sessions during the school holidays • Raise funds for and promote the development of inclusive play opportunities across Worcester
Core Values	<ul style="list-style-type: none"> • Work in partnership with like-minded people and organisations • Listen to and be led by children and young people • Behave with integrity, honesty and clarity in all our dealings