

MILTON KEYNES PLAY ASSOCIATION

www.mkplayassociation.co.uk

ANNUAL REPORT & REVIEW 2004-2005

**THIS REPORT IS ALSO
AVAILABLE IN LARGE
PRINT**



INVESTOR IN PEOPLE



**Milton Keynes
Play Association**
2 Burners Lane Kiln Farm,
Milton Keynes MK11 3HB
Tel. 01908 263033
Registered Charity No. 1047318
Company No. 3051975

Comments from MKPA Staff

Mission & Purpose

Milton Keynes Play Association champions the rights of children to play freely and imaginatively.

It supports their social, imaginative, physical, emotional and communicational development by providing direct play opportunities. Advice, professional training and practical resources are provided for those working with children.

3 Year Comparison

Over the past 3 years the Play Association has grown and provided more services than ever before.....

This year has been the busiest so far in the history of the Play Association. We set out to achieve the targets within our new business plan and have not only achieved but have exceeded. Having asked the staff what was the best thing for them in 2004/5 some of the comments below reflect their thoughts:

- It was a big year, lots happened I am proud to part of the team and proud of our volunteers
- I enjoy the growth, lots of people, bigger teams, very busy with lots going on all the time. I like swapping stories about the activities we are doing.
- I am pleased with the way the Resource Unit looks, we always have new things and are constantly changing displays and developing the creative side of the Scrap Store
- The best thing for me was to get through the summer and meet the challenges that working with children presents!
- Going to Cornwall was a highlight – seeing how other people get on and comparing our work
- It's grown!!!!!!!
- When asked what the highlight of 2004/5 was for them one staff member responded 5.30pm!!!! It made us smile!

Where we were 2002

Income £220,000

7 permanent staff
5 summer/holiday staff members
0 project staff

IT equipment
6 computers
1 only with internet access & email

Small administration office and lack of storage/display areas in Resource Unit

1 telephone line in and 8 phones
3 door intercom phones throughout building
1 regular volunteer (apart from Trustees)

Low profile in MK and region

Where we are now 2005

Income £432,000 (96.3% increase)

Increased to 14 permanent staff
15 summer/holiday staff members
7 project staff members

1 main server
15 networked computers all with internet access and email
Interactive Web Site
Membership Database

40% increased floor space in Resource Unit with 60% increased storage space
60% increased office space through internal office changes and new small meeting/training room
New phone system with Voice mail, 4 lines in with 14 extensions
4 x Company mobile phones
8 regular volunteers

Raised profile through speaking at conferences, attending events and becoming consultants

Vision for the future?

Over ½ million!

New receptionist starting September 05
Part time Play @ Playtime project staff member
Additional Seasonal Staff

To be a part of an MK wide Voluntary Sector Intranet

Updated SAGE systems

New Bigger Building!?!?

MKPA communications strategy

New volunteers working in the community running play activities
Increased opportunities to promote our values and beliefs in play

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CHAIRMAN'S REVIEW April 04 – Sept

Some four-letter words are acceptable. Recent research from University of Plymouth has shown that PLAY and RISK are not only acceptable but are advisable and are to be encouraged. A child's right to play is central to their development and learning.

Be proud to be members of MKPA, an organisation which believes in childhood, adventure, and imaginative play. Support it by using the resource centre, attend the trainings and encourage other play organisations to become members. MKPA is always on the look out for volunteers to help within various departments or to serve as trustees. Recommend us to others or join the band of volunteers yourself! I ask you to join with the trustees in praise of the staff for a difficult job very well done.

Continue using four-letter words such as *play, risk make dirt and mess.*

Yours
B Nield
Chairman

Directors Review April 04 – Sept 05

Having now been in post for just over 3 years it is time to sit back and take a look at what has happened – the way that MKPA has grown has been phenomenal and none of that could have happened without our dedicated team of staff and volunteers. We have many excellent people working for us and I thank all of them for their energy, commitment and willingness to give the extra mile, which has allowed the organisation to progress and grow to meet the need of an expanding city. There have been a number of changes in staff over this past year and although it is sad to say goodbye it is always exciting to welcome new staff and listen to new ideas.

This past 18 months has been exciting with many new projects taking place and existing projects expanding. New projects include our Play @ Playtime project and Rural Project while all existing projects have expanded, none more so than our Parish Partnership Play Project increasing in 2005 from 2 to 3 teams of 5 x play workers providing an additional 60 play sessions over last year.

We have raised the profile of the Play Association across the region and nationally by speaking at a number of conferences, attending various meetings and have had the opportunity to support the Isle of Wight to help them set up a Play Association. Our Play Service Team visited Cornwall for a good practice exchange visit and the return visit takes place in Sept 05.

The Scrap Store and Resource Unit have benefited from our Shanks First Fund grant and have developed creative support on re-use of waste offered to members. This is to be increased further in 2006 with the publication of our brand new Creative Re-use Resource Book supported again by Shanks First Fund.

Training has delivered more courses than ever with an increase in turnover of 91% up on last year. We still have a waiting list for First Aid courses despite offering 18 courses to 324 students in this year alone.

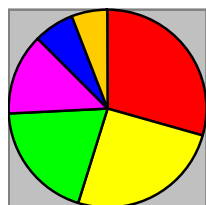
Partnership working is one of our key aims and we continue to build relationships working alongside other agencies across MK. We have been involved in the conception of Chyps (Children and Young Peoples Services) a new consortium group of voluntary organisations all serving children and young people. We are able to respond to local and national issues with a consolidated approach and have a place on the local Children's Strategic and Planning Groups. Therefore we are able to influence strategic decisions that will directly affect all of our members and more to the point the children and young people of Milton Keynes we serve.

We are grateful to the MK Council for Voluntary Organisations for their knowledge and insight into Milton Keynes and for the continued flow of information passed onto the voluntary sector.

The future looks bright for the Play Association we will continue to review, evaluate and develop our services to support play & activities for our children and young people.

Wendy Usher Director

Profile of Play Association membership August 2005



- Individuals/Childminders 260
- Clubs/Societies 223
- Pre-School Groups 171
- Schools & Education 118
- Others 59
- After School Clubs/Hol Schemes 51

MKPA Board of Trustees 2004/5

Brenda Nield - Chair
Roni Castle - Vice Chair
Secretary - Vacant
(Company Secretary Wendy Usher)
Treasurer – Vacant

Dave Butler
Lynn McNeillis
Stephanie Ellis
Ann Edwards
Kathy Greenwood

Mark Southwood
Ian Brown
Marion Cole

Core Staff Team as of September 2005

Wendy Usher	Director
Nick Deighton	Resource Service Manager
Peter Davis	Resource Unit Assistant
Judi Gale	Resource Unit Education Assistant
Frank Crookenden-Johnson (CJ)	Play Service Manager
Pam Brown	Play Development Officer
Sue Parkes	Special Needs Fieldworker
Nicole Ioannou	Play Fieldworker
Dean Desa	Play Fieldworker
Chris Pinches	Administrator/Volunteer/TrainingCo-ordinator
Anna Francis	Training Development Officer
Beryl Hek	Accounts Administrator
Jackie Siggers	Accountant
Ivy Geeves	Cleaner



Training Swervices

Training at MKPA has never been busier, between April 04-Mar 05 878 students attended 58 courses, between April 05 – July 05 347 students attended 24 courses. 19 students completed a Diploma in Playwork and 20 students completed the Certificate in Playwork. Both First Aid and Child Protection were so fully booked that we ran a further 3 courses on each subject. We welcomed Anna Francis as our new Training Development Officer. We are looking forward to our future expanded training programme but more particularly our future development of community based play and activity training for parents, carers and grandparents.



Play Services



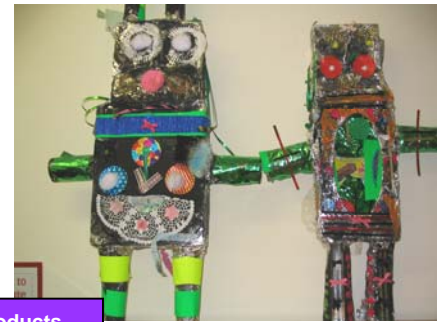
Play Services have thrived over 2004/5, we were sad to lose David Livermore as our Play Service Manager but welcomed CJ in the Spring of 2005. We also said goodbye to Steve Naylor and were pleased to announce Pam Brown's promotion to Play Development Officer, lastly we welcomed Dean Desa as our new Play Fieldworker. Our direct open access free play service provision has increased with Aqua Play, Young Carers, Parish Play Project and new for 2005 we ran 9 open access free play sessions in rural areas, we also continue with the library sessions and fun sessions. This year has seen the start of our Play @ Playtime Project with 2005/6 seeing a further 4 schools taking part in this unique project working alongside Lunch Time Supervisors to encourage more Play in the Playground. Continued support has been given to our members through our Special Needs Fieldworker, Committee Support Fieldworker and Play Fieldworker. The equipment library has been used more than ever before and 05/06 will see an equipment library review along with the purchase of new and challenging equipment for 8-13 year olds. It is said that a picture tells a thousand words.....



Resource Services

The Resource Unit and Scrapstore have kept busy as usual, with the initial expansion in space early 2004 we are already outgrowing available room again. Membership is keeping fairly steady but we are turning over far more scrap than ever before.

We have attended a number of external conferences and particular, scrap swaps ensuring a constant supply of different goods coming through the door. An exciting new venture for 05/06 is the writing of our Creative Resource Book, which will be available to members Spring of 2006, we are grateful to Shanks First Fund for their support of this project. We continue to demonstrate many techniques of working with scrap and we encourage all members to bring in items made from scrap to display.



Collecting scrap, working with scrap and the end products.

Comments from users and members

"I think what you are doing is great! Would love to be a part of it. Not enough stuff like this around MK" Tamara McNally

"It's good to see people taking an interest and caring for the kids. My eldest is 9 years and finds that she has little for her to do! Thanks a lot" Parent

"My kids enjoy coming especially the chance to take part in the sports side (i.e. cricket/football) with a large group of other kids. The leaders have been very friendly!" Parent



"We've enjoyed all the sessions, the kids spend hours here having fun, burning off energy and having plenty of time in the open air. Children meet up with other children they would not normally see- I would be lost without these sessions" Rose McNally

"This is great, well organised and very polite staff, my granddaughter is upset as you are not here every day!" Grandad

"We have been coming for 3 years, my 5 and 10 year olds love it. They like being able to get mucky with paint etc."

*"This is really fun, I would like you to do this next summer" from Abigail age 8
"I want a big van, I really like everybody" Alfie Owen-Roberts (Age 7 - gonna be 8 soon!)"*

Sponsors and Supports—We are extremely grateful for support whether financial or in kind. The following deserve special mention

(in alphabetical order)

All out of school clubs, holiday play schemes and our range of diverse members!

Anglia Television and Central Television

Avon

Awards for All

Change Up

Childrens Fund

Easi Rider

Esme Fairbairn Foundation

Equipe Project

HBOS

Helix Lighting

Intervet

MK Community Foundation

Milton Keynes Council

Milton Keynes CVO

Minolta (UK) Ltd

MK Early Years Development

Childcare Partnership

MK Youth Offending Team

Morgan Gilder

Parish Councils of Milton Keynes

PAYP

Sansetsu

Shanks First Fund (EBMK)

Sure Start

Thames Valley Police

The Incredible Group

Volunteer Connections

We would also like to thank our many supporters, networks and affiliations. We work in partnership with very many agencies across Milton Keynes, regionally and nationally. Our thanks go to our Volunteers who give their time so unstintingly Pauline Drage, Sean McCarthy, Janet Welch, Michael Hanson, Pauline Lockey, Julie Evison, Robert Dawson and Emma Morris. A special thank you to Sandra Clark and Janet Irons our Councillor Representatives during 04/05 financial year.

We value the contribution of over 90 companies that support our scrap store by providing re-usable waste materials

And our thanks to all those others who have given their support in many ways—to numerous to mention THANK YOU

Without their support we would be unable to provide all the activities illustrated below!



Play Services

Resource Services

Training Services

MILTON KEYNES PLAY ASSOCIATION FINANCIAL REPORTS

Statement of Financial Activity for the year ended 31st March 2005

V Drought & Co Ltd., Chartered Certified Accountants and registered Auditors

218 Downs Barn Boulevard, Downs Barn, Milton Keynes MK14 7QH

DRAFT Sept 05	Unrestricted 04/05 £	Restricted 04/05 £	Total 04/05 £	Unrestricted 03/04 £	Restricted 03/04 £	Total 03/04 £
INCOMING RESOURCES						
Grants Receivable	77,750	58,290	136,040	75,858	53,984	129,842
Hire of Equipment	1,810	-	1,810	2,555	-	2,555
Memberships	14,891	-	14,891	13,808	-	13,808
Interest	1,005	-	1,005	172	-	172
Miscellaneous	490	-	490	408	-	408
Rent	8,841	-	8,841	7,091	-	7,091
Bulk Buy	31,105	-	31,105	27,334	-	27,334
Play Activity Income	-	45,157	45,157	-	75,879	75,879
Aqua Play	-	25,347	25,347	-	-	-
Parish Council Play Projects	-	34,898	34,898	-	-	-
Young Carers	-	7,628	7,628	-	-	-
Sure Start	-	1,115	1,115	-	-	-
Consultancy	3,469	-	3,469	-	-	-
Donations	22,979	-	22,979	20,369	-	20,369
Childcare Income	-	-	-	-	1,306	1,306
Training income	-	97,115	97,115	-	50,708	50,708
Total incoming resources	162,340	269,550	431,890	147,595	181,877	329,472
Outgoing Resources						
Direct charitable expenditure	66,249	180,016	246,265	97,546	132,051	229,597
Management and administration of charity	57,366	103,029	160,395	73,776	59,645	133,421
Total outgoing resources	123,615	283,045	406,660	171,3A22	191,696	363,018
Designated funds 05/06	20,000					
Total Designated funds	20,000					
Net Incoming/(outgoing) resources	18,725	(13,495)	5,230	(23,727)	(9,819)	(33,546)
Fund balances bought forward	19,945	23,960	43,905	43,672	33,779	77,451
Fund balances carried forward	38,670	10,465	49,135	19,945	23,960	43,905

All amounts relate to continued activities. There were no recognised gains or losses other than the results for the above two financial years, and all results have been accounted for on historical basis. Full sets of accounts are available on request.

Bankers: National Westminster Bank Plc, 80 High Street, Stony Stratford, Milton Keynes MK11 1AJ Solicitors: Fennemores, 200 Silbury Boulevard, Central Milton Keynes, MK9 1LL