

Play Providers Association



IPA Presentation Janice Dunphy and Tracey Bancroft



Play Providers Association



Background to the PPA



- The Play Providers Association (PPA) is a trade association representing the interests of indoor play centre operators throughout the UK operating under the umbrella of the Federation of Sports and Play Associations (FSPA).
- Our 150 member sites nationwide attract 14 million visits annually at an average of around 100,000 per year per site.
- The target age for the centres is 0-12 years and the PPA is supported by all the leading operators in the UK all conforming to the PPA Code of Practice.
- There is an average dwell time of 1.5 hours in our centres so we provide an ideal opportunity for parents to interact with their children in a safe, secure, challenging play environment.



The Benefits of Play



- Varied , exciting, enjoyable, fun play spaces and environments
- Facilitates play process
- Freely chosen and personally directed
- Supports the development of social skills
- Supports the development of motor skills, balance and coordination
- Allows them to seek out and experience risky opportunities - through calculated risk taking
- Play enhances physical & psychological health benefits - leading to resilience in later life

"Those children who have good communication skills, a positive attitude, a problem solving approach and the capacity to reflect tend to be more resilient. The ability to plan, a belief in control, a sense of humour are all qualities that can lead to resilience". (Mental Health Foundation 1999)



Research- Fitness First

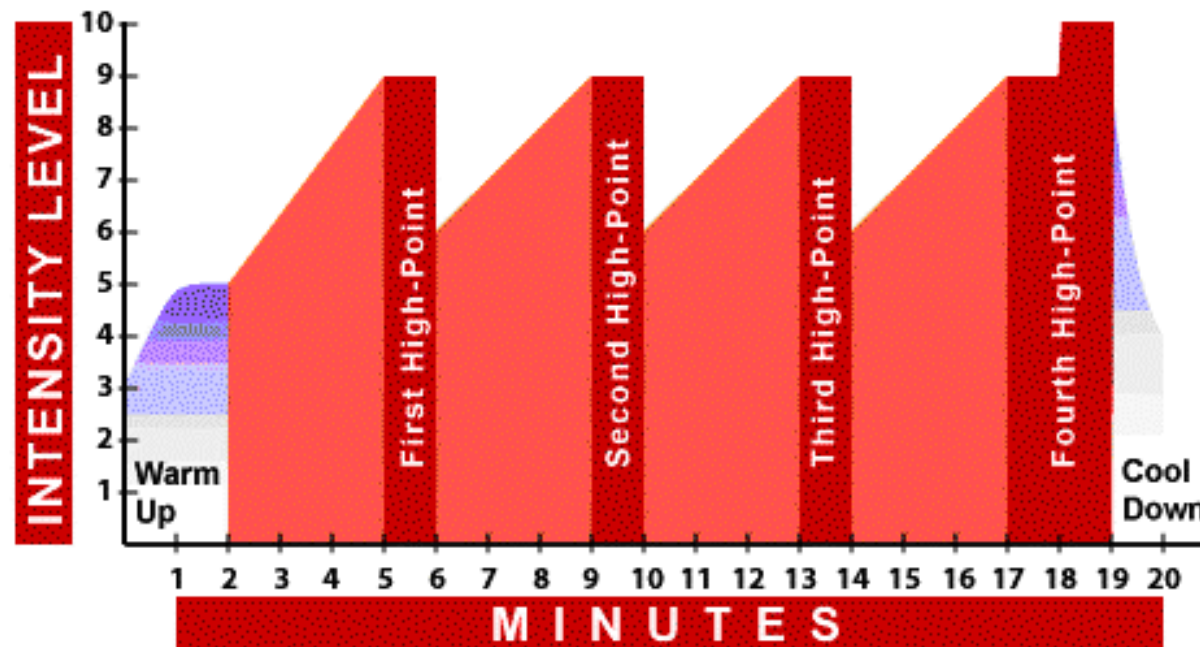


“Creepy Crawlies- an indoor play centre in York” and monitoring the heart rates of children aged 4-13 years and some willing adults, it was noted that after running around the course then using the slide to get down then running back up, then sliding back down, the heart rates rose quite significantly, up to 95% in one child, the slide being the rest period and the running to get up there being the high point. The average heart rate rise was 84 beats per minute!!!

What a way to get a workout.....and at the minute they don't even know they are having one!!- Carl Smith - Personal Trainer



Research- Fitness First



Heart rate response to indoor play

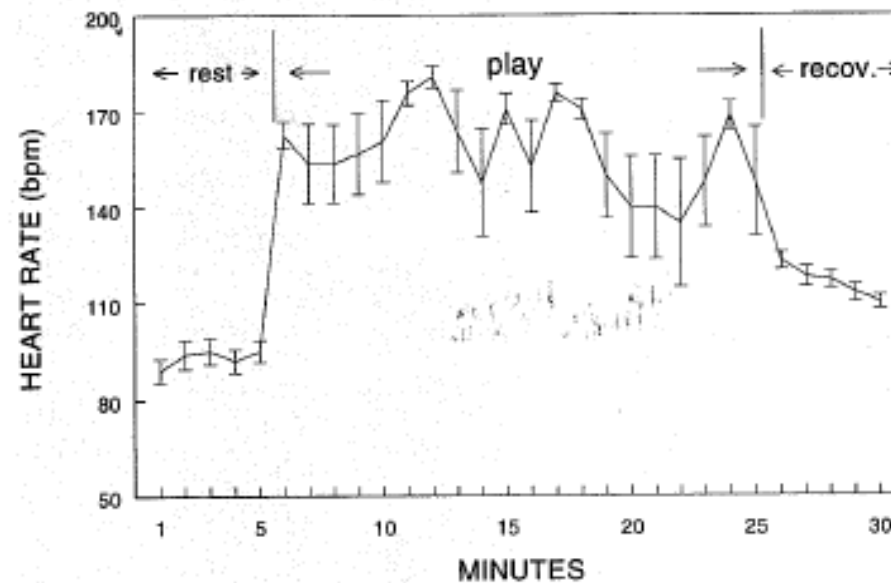


Michael Whitehurst, Denise R. Groo, and Lee E. Brown (1996) FI, USA

Indoor play for pay centers (PPCs) have become very popular over the last decade. Due to the group format and physical design, the PPC promotes fast-paced large muscle activity that appears to increase the heart rate of prepubescent participants. The purpose of this study was to measure children's heart rate response to self-directed play at a PPC. Fourteen boys and girls (age = 7.8 ± 1.8 years) participated in a treadmill test to determine their maximal heart rate (MHR). On a separate day these same children played freely for 20 min over a 5,000 square foot multilevel PPC while their heart rate was monitored. The average MHR obtained in the laboratory was 204 ± 1.3 bpm, while the average heart rate during free play was 158 ± 38.5 or 77% of the MHR observed in the laboratory. These results suggest that the PPC promotes an increase in heart rate among self-directed prepubescent subjects.



Heart rate response to indoor play



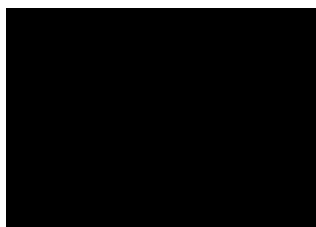
Change 4 Life



Change 4 Life is a government funded Public Health campaign encouraging families to “Eat Well, More Move and Live Longer”

The PPA joined as a national partner in 2009 and is also part of the Business 4 Life group, a coalition of companies committed to supporting C4L.

- 2009 PPA Play4Life Campaign
- 2010 Play4Life Schools Challenge
- 2011 Swapathon and the really big summer adventure



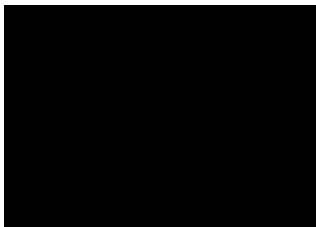
3. Play4Life



Michael Howard visiting Kidz Planet



Michael Gove visiting Creepy Crawlies



P4L Schools Challenge 2010



- 100 PPA member's participated in the campaign which ran from the 15th- 30th September 2010 (extended in some sites)
- PPA Members gave away FREE play4life sessions to schools with a total of 25,000 children taking part overall. The winning child was Hanim from Park Road Primary, Warrington who took an amazing 10,786 steps in an hour!! Shaftoe First School in Hexham was the winning school with an average of 4,810 steps.
- Pedometre challenge and healthy eating exercises supported by an activity pack.
- Sponsorship from Britvic & Californian Raisins allowed us to provide literature and signage to sites & the children with certificates, medals and activity booklets.



22.06.2011

Visuals

JazzyMedia **DPE**

FREE class visits to Indoor Play Centres this September!

Your invitation to participate in the **play 4 life schools challenge**

Dear Mr Jordan,

The Play Providers Association (PPA) is pleased to be supporting the Department of Health's Change4Life campaign by inviting Primary schools to enter the Play4Life Schools Challenge taking place at selected Play Centres across the UK this September.

Reinforcing the "Eat Well, Move More, Use Longer" message of Change4Life, the Play4Life Schools Challenge combines active play with educating children on the importance of a balanced diet.

Each FREE visit will start with children being given a questionnaire. This will enable them to measure the distance they cover leaving for running, jumping, climbing and adding on the fantastic play equipment. At the end of their play session children will be encouraged to discuss their results. Play Centre leaders should also claim the best class and individual scores and thanks to the support of partners, Funabout Me 2 and California Raisins, prizes will be awarded nationally and at a local level to the most active classes and children. During the visit, children will also participate in various fun tasks aimed at educating them about the importance of a balanced diet.

Over 100 Play Centres are participating in this Event which will take place in England and Wales from 15th - 30th September 2010 and Scotland from 10th - 23rd September 2010.

To register your school, simply go to the website www.play4lifeschoolschallenge.co.uk or speak to your local participating PPA member. **BEHINDING AN SPACESHIP ARE EXPECTED TO FIND US FAST!** A teacher's information pack and other useful resources will be available to download in July for FREE.

play 4 life schools challenge

Home Register The Challenge Your Visit The PPA Change4Life Links

The Play4Life Schools Challenge is returning

To give you ideas for the best possible facilities visit to their new academy year, PPA members will be again offering schools for educational visits as part of our support for the Change4Life campaign.

Teaching our kids about how to lead a healthy lifestyle through playing and using a balanced diet is what the PPA's playful schools challenge is all about. Indoor play is a great way to get our kids up and about and provide "exercise in disguise" and a whole lot of fun so what are you waiting for?

The Play4Life Schools Challenge is supported by members of the Play Providers Association (PPA), the group representing high-quality indoor play centres across the UK.

The campaign will run from the 15th - 24th June 2011. Registration: open online - March 1th

register for a **free school visit**

find a **DPE** member centre

THINK RAISING. THINK CHILDFRIENDLY.

change 4 life



the ppa's play 4 life schools challenge leader board

Our Best Average Class Scores

NAME	SCORE
1.	
2.	
3.	
4.	
5.	

Our Best Individual Scores

NAME	SCHOOL	SCORE
1.		
2.		
3.		
4.		
5.		

www.play4lifeschoolschallenge.co.uk

Make it & Change4Life doesn't just do it differently, with a difference it can be really something and fun!



take the play 4 life schools challenge here

FREE School visits here between the 15th - 30th September

To give your children the best possible health care to help them avoid being obese and eat effectively and enjoy their school days, we are all in support for the play4life campaign. Register and visit about your school's healthy lifestyle challenge. Register and visit about your school's healthy lifestyle challenge. Register and visit about your school's healthy lifestyle challenge.

Why not find out how your child's school can take part? Contact reception for more information

www.play4lifeschoolschallenge.co.uk

change 4 life

take the play 4 life schools challenge at this play centre

FREE School Visits - Register here now!

Indoor play is a great way for children to get their 60 active minutes

www.play4lifeschoolschallenge.co.uk

The Play Providers Association (PPA) is in support of Change4Life, to make sure a healthy weight is used to both all bodies and lives. Many health care providers changed their hearts. Please see our website and contact them. 0180 224 6547 for more information.

change 4 life



Case Study 1: The Jungle



Case Study 2: Ezeeplay



Going for Gold is Newport's brand of Health Challenge Wales. The aim of Going for Gold is to increase the health of Newport through a variety of projects and providing information on how to live a healthy lifestyle.

Ezeeplay is the chosen primary partner for the under 12s - specifically targeting the under 5s

- Ezeeplay's facility allows direct access to the projects target market
- Ezeeplay signed up over 1000 people to the scheme and **'active play'** visits were rewarded with FREE visits and other prizes .

Total value of over 6,000 **'active play'** hours and more.....



New Research- York St John



A project led by Andy Buckton, Senior Lecturer in Sport, will measure physical activity of children during free play. Andy hopes that this study will help to develop an understanding of the contribution that this form of play provides in reaching Department of Health (2004) recommended levels of physical activity.

Another study will focus on the role that indoor play has in developing and building movement skills. There is evidence that approximately 4.9% of children have developmental coordination disorder, which restricts their successful participation in school-based physical education lessons, recess activities and leisure and educational occupations where coordination is paramount, for example swimming and bicycle riding.

Projects starting in September 2011 at Creepy Crawlies, York



Aims for the Future



- Raise the profile of the benefits of indoor play in a child's development and its ability to be a solution to the obesity epidemic. Future opportunities with DH.
- "Exercise and Play on Prescription" – Long term goal for the PPA.
- Continued research with York St John's University and other academics and link minded organisations.
- Align ourselves with the evolving healthcare agenda to be a platform to tackle obesity and build levels of physical activity in the 0-10 age range, particularly pre schoolers to prevent Diabetes, Strokes, High Blood Pressure and other health problems later in life.
- Traction in schools – assisting our members in gaining school visits and promoting the inclusive, educational value of play.



Conclusions



- Play promotes long term health and can help combat obesity, type 2 diabetes, Chronic Fatigue Syndrome, behavioural problems and depression. Some of the benefits of indoor play are hidden ... Its “Exercise in Disguise”
- Opportunity to tap into and partner with a network of 150+ accredited indoor Play centres UK wide all of whom conform to the PPA Code of Practice.
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Contact the PPA



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Thank-you : Any Questions



www.playproviders.org.uk

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