



LOTTERY MILLIONS MAKING PLAYFUL IDEAS REALITY

News

The Big Lottery Fund wants projects to bounce in with innovative ways of capturing the playful imagination of children and young people to make a big difference to the way our children play in their neighbourhoods.

Playful Ideas is the new Lottery good cause programme seeking to fund projects with a creative and novel approach to play. This programme, open for applications today, forms part of the Fund's £155 million commitment to support children's play.

Ade Adepitan, Paralympic bronze medallist says it is great news for kids: "Children and young people across England have won the lottery today. This money will mean children can have a say in how they play by being actively involved in designing, planning and running play projects."

The Playful Ideas programme focuses on originality and will empower children to have more choice and control over their play activities. There is £16 million of funding available in England until 31 December 2007 with grants of between £10,000 and £250,000 available.

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Mark Cotton, Big Lottery Fund Head of South West region, said: "With the £16 million Playful Ideas programme, we are focussing on innovation. We want ideas that are new and different, that will challenge and stimulate children promoting their greater well-being.

"In addition, under the Children's Play programme there is more than **£11.3 million** available to local authority areas in the **South West** for local play schemes that have already proved popular, like BMX and skateboard parks, mobile play teams and small public playgrounds."

The Big Lottery Fund wants every community to get involved in creating play adventures that allow children to grow through a wider range of high quality, inclusive and accessible play experiences. Applications for funding must come from play partnerships led by the local authorities, who will develop children's play strategies for their areas.

The Children's Play Council (CPC), part of the National Children's Bureau, has been awarded a grant to deliver the Play England Project, a major five-year development, to help local agencies in planning for play across their area by setting up a national support and development infrastructure across the regions. The local play strategies created in liaison with the CPC will enable Local Authorities to apply to spend their part of the £124 million through the Children's Play programme.

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Details of allocations made to each local authority in the South West region can be found at: http://www.biglotteryfund.org.uk/assets/pr_figures_sw.doc

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Photos available Monday afternoon at: www.picselect.com

Photo of: Ade Adepitan, Paralympic bronze medallist with children at Barnardo's Log Cabin Playground a Lottery funded innovative children's play area in London.

Further information:

Big Lottery Fund Press Office: 020 7211 1888

Out of hours contact: 078 6750 0572

Public Enquiries Line: 08454 102030

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**Full details of the Big Lottery Fund programmes and grant awards are available on:
www.biglotteryfund.org.uk**

Notes to Editors

- The Big Lottery Fund will support children's play with £155 million through:
 - the £124 million **Children's Play** programme, with funds available to every local authority area in England;
 - a separate £16 million **Playful Ideas** programme focussing on innovation; and
 - a £15 million grant to the Children's Play Council, part of the National Children's Bureau, to fund England-wide development and support.
- Under the **Children's Play** programme, in deciding how best to allocate the available funds to each authority the Big Lottery Fund have allocated: 50 per cent of the funding on the basis of child population, and 50 per cent of the regional population living in the most deprived 20% of Super Output Areas included in the Index of Multiple Deprivation 2004. The minimum amount allocated to any local authority is £200,000.
- Under **Playful Ideas** registered charities; voluntary or community groups; charitable or not-for-profit companies; social enterprises; and town and parish councils can apply. However, other organisations, such as schools, can work in partnership on Playful Ideas projects.
- The **Big Lottery Fund**, the largest of the National Lottery good cause distributors, awarded a grant to the **Children's Play Council** a strategic alliance of organisations working to promote the importance of play and to stimulate better play opportunities. The Council is part of the National Children's Bureau. For further information on its work contact Mena Wright on 020 7843 6016 or visit www.ncb.org.uk/cpc
- **Big Lottery Fund** is the joint operating name of the New Opportunities Fund and the National Lottery Charities Board (which made grants under the name of the Community Fund). The Big Lottery Fund, launched on 1 June 2004, is distributing half of all National Lottery good cause funding across the UK.
- The **Big Lottery Fund** is building on the experience and best practice of the merged bodies to simplify funding in those areas where they overlap and to ensure Lottery funding provides the best possible value for money. To date, the two merged Funds' have committed more than £6 billion to initiatives with national, regional and local partners from the public, voluntary, charity and private sectors, with a particular focus on disadvantage.