



# Islington Play Association

## Strategic Plan 2017-2020

### Vision

We want an Islington where all children can play outside.

### Mission

We will create, provide, support and enhance play opportunities for all children in Islington. We strive to nurture potential, growth and well-being through adventure play.

### Values

Our work is guided by our commitment to the following beliefs and values:

- **Child-centred**  
We ensure that children are always at the heart of our work
- **Inclusiveness**  
We provide for all children
- **Respect**  
We listen and respond in order to work together and move forward
- **Collaboration**  
We work and learn in a wide range of partnerships to strengthen our impact

### Aims

1. We will continue to run an organisation that is financially sustainable to 2020 and beyond
2. Continue to run high quality, flexible and relevant services with a focus on those most in need
3. Maintain, develop and expand unique spaces for play

4. Continue to create innovative projects for children and the community
5. Continue to champion the importance of play

## Objectives

We will prioritise and plan for achieving our aims whilst continuing to adapt and respond flexibly to local need and our environment

We aim to run a balanced budget year on year.

- We will explore demand for paid for childcare.
- We will plan for the successful implementation of family services on Sundays for income generation.
- We will be open to partnerships, mergers and collaborations with relevant organisations
- We will collaborate with companies and corporates to deliver events for income generation

We will work with the community to identify, plan and deliver services.

- Identifying, monitoring and targeting children most in need using (and not using) our services.
- We will identify the needs of the community in order to meet them, capturing and disseminating the feedback and data from users already gathered.
- We will explore potential of different events and services e.g interactive theatre.

We will deliver our plan for improving sites and spaces.

- We will continue to press for statutory, voluntary sector and private funding for capital strategy.
- We will pro-actively market in a cost effective way for site hires and delivering parties
- We will review building use and rents including links with other organisations that might want to co-locate.

We will both maintain and expand our services whilst improving quality

- We will fight to retain children's centre services and plan to continue running the centre. We will retain as many good staff as possible
- We will have effective and appropriate incentives and training for staff
- We will form a working group including external professionals to provide expertise and advice.

We will focus on communication of our aims and work

- We will create targeted communication for media, website and social media.
- We will continue to campaign to improve children's environments and raise awareness of play