



**play association**  
hammersmith & fulham

# ANNUAL REPORT

## 2019/2020

## Chair's Message

This year has been a very busy year for everyone linked to PAHF. Supporting young people and their families remains our main priority. Our staff team continued to work hard to deliver vital support to hard pressed families from our SEN and mainstream divisions. Our senior managers continued to work hard to improve our services and strengthen our relationship with local partners.

My fellow trustees and I are immensely proud to work with colleagues who are so committed to our local community. The Board of Trustees have spent the year working through some very difficult legacy issues .

Our focus on improved governance, stricter financial controls, HMRC arrears and our re-structuring has strengthened PAHF and has created the conditions in which it will continue to grow.

As we head into the year 2020/21, our mainstream division faces an uncertain future due to lack of funding and our SEN division faces the challenge of supporting our families through a pandemic.

We're not sure what the near future will bring, however the young people and families are always our priority and we aim to provide as much consistency and support for them as possible.



Gary Sweetman  
Chair of Trustees

## Chief Executive's Report

This year has been a year of many up and downs, with trustees dividing the charity into mainstream projects and SEN projects. I became the Divisional Manager of SEN projects and Colin Simmons became Divisional Manager of Mainstream projects. This re-organisation happened in September for a trial period of 6 months to ensure that there was adequate management of all projects, however this didn't go as smoothly as expected as I became more involved in the mainstream projects; registering our Ofsted application, being the Ofsted 'Responsible Person' and managing the online booking system for the Wormholt After School provision.

We continued to clear our debt to HMRC - we paid back 51% of the amount outstanding in 2019/20 and have now repaid 64% of the total debt. We aim to clear the remaining balance in 2020/21. LBHF's Disabled Children's Team moved their payments over to a third-party system and this has been extremely helpful in ensuring a steady cash flow and payments are made on time. We are working on effective systems of payment with other boroughs and departments. White City Adventure Playground continues to be used by the senior management team as the office hub and is used as training and meeting space for staff and trustees.

We ended this year with the start of a worldwide pandemic, so we're not sure what next year will bring, however we remain positive and endeavour to continue providing services and support for our families and young people as much as possible.

I would like to thank the management and staff teams for their hard work, support and dedication to the young people and the charity.



**Lesley Schwartz**  
Interim CEO/Divisional Manager for SEN Projects



## Who We Are

Play Association Hammersmith and Fulham is a voluntary organisation that provides play opportunities and experiences for children in and around West London boroughs. We currently provide adventure play in deprived parts of the borough and specialist play schemes on Saturdays and school holidays that provide respite for families of children and young adults with complex needs. We currently work with families residing in Hammersmith & Fulham, Kensington and Chelsea and Ealing. We are a charity, as well as a company limited by guarantee.

## Our Mission

We at PAHF believe that every child has the right to play freely, and that play is an essential part of the welfare and development of children. We work to promote, support, improve and deliver children's play opportunities in Hammersmith & Fulham and surrounding boroughs, in response to local need. We do this in a range of ways, including:

- delivering specialist play provision for children with complex needs
  - delivering outreach and youth play sessions in deprived areas
    - delivering individualised, bespoke play and mentoring services for individuals
      - providing support to play in the borough and promoting good models of playwork practice
        - representing the play sector on various partnerships and networks

We are allocated some of the most complex and challenging children in the borough as well as supporting children that are unable to access or have been excluded from other provisions – for some families we are their last resort. We have never turned a child or young person away and have always endeavoured to work with families and other professionals as much as possible to extend opportunities for children and young people.



## Board of Trustees

### **Chair & Treasurer (from Sept 2019)**

Gary Sweetman

### **Trustee (until Jan 2020)**

Louise Saunders

### **Trustee/Company Secretary**

Stephen Sayer

### **Trustee/Treasurer (until Sept 2019)**

Steve Boeje

### **Trustee (until Nov 2019)**

Paula Merrony

### **Trustee**

Hal Davidson

### **Trustee (from Oct 2019)**

George Moss

### **Co-Opted Trustee/Parent Rep (from Oct 2019)**

Dawn Rawlins

### **Co-Opted Trustee (from Nov 2019)**

Verinder Kaur Poonian



## Head Office Team

**Interim CEO (until Sept 2019)/Divisional Manager for SEN Projects (from Oct 2019)**

Lesley Schwartz

**Operations Manager**

Melanie Schwartz

**Development Officer - RBKC (until Sept 2019)/Divisional Manager for Mainstream Projects (from Oct 2019)**

Colin Simmons

**Development Officer - LBHF**

Rob Carroll

**Development Officer - Westminster (until Feb 2020)**

Andy Cracknell



# The Team

## Senior Playwork Team

Lesley Schwartz, Katie O'Brien, Aaron Evans, Simon Spencer, Zoe Sandrine, Shirag Ahmed, Marcus Begg, Kai Wright, Kerry Clifford, Cristina Ciungu, Elli Sunshine

## Playworkers

Kojo Agyemang, Pesh Gjegja, Hayedeh Naderi, Belen Tuset-Lopez, Luul Sabriye, Rochelle Sewell, Nicola Garrett, Jacklyn Haynes, Allison Carr, Florence Villenave, Amanda Thomas, Georgina Adjei, Megan Eiffert, Ngozi Egbeonu, Suad Ibrahim, Daniel Ekundayo, Katarzyna Nadstawka-Dosso, Sabrina Bechatta, Sulma Mohamed, Sahra Sheikhey, Rafael Jakimiuk, Bridget Brown, Gamila Ali, Kim Brosman, Jessie Mulhern, Sara Abas Bafo, Yannick Bernard, Amina Adan, Anthony Adigbo, Estera Daniel, Lian Tingling, Janet O'Brien, Ashish Patel, Mya Onwugbonu, Suraj Chothani, Bukheit 'BK' Salum, Mohamed Sheikhey, Mirella Wysocka, Jamarah Irish, Kadisha Foster, Asha Mohamed, John Ozokolie, Mariam Abas Bafo, Chloe Kelly, Nathalee Blair, Nasra Ali, Nasra Mohamed Duale, Shoshannah Lee, Layla Haji, Ismail El-Frougui, Shilan Ahmed, Aisha Ali, Leyla Mohamed, Sherine McCann, Donna Doosaah, Reann Harrison, Christ Coulibaly, Emmanuel Anyabuine, Mohamed Ali, Faduma Sheikhey, Abdul-Karim 'AK' El-Frougui, Bouchra Thummannah, Daniça Sode, Georgia Lee, Tia-Maria Best-Copeland, Joyce Cobbina, Nordia Thaxter, Ozcan Yilmaz, Rutvi Patel, Maya Abas Bafo, Asma Raagi, Samaneh Darvish, Gamze Robitzsch, Kaysharna McIntosh-Cotterell

## Volunteers and Helping Hands

Camilla Valsecchi, Steven Schwartz, Nadiya

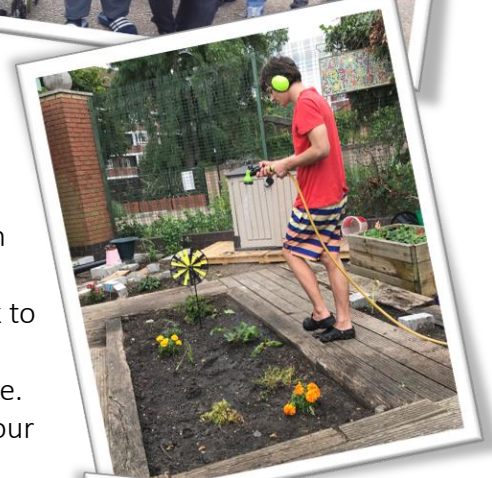
## Anthony Lillis Project

We continue to support children and young people with complex needs, both on site and in the community, encouraging independence and developing life skills. More of our transitioning young people and their families opted for their care package to remain with us. We received new referrals from Ealing and saw an increase in requests for bespoke services; supporting our young people in the community on Sundays and bank holidays, after school and in place of school or college when they haven't been able to attend. We also recruited new staff in June, including some of our volunteers.

The service remains at White City Adventure Playground (WCAP) however we started the year operating our Easter service from Phoenix High School. Due to high numbers expected for the mainstream provision during the holiday, we thought it best to run our 2 week service from another venue. During the summer holidays we operated from St John XXXII Catholic Primary School for the first 4 weeks and we moved back to WCAP for the final 2 weeks. We ran another inclusive project in October half term at WCAP, with mainstream and SEN projects operating side-by-side on a few days during the week. The mainstream service users were curious and had lots of questions about the SEN young people. A young girl from the mainstream group showed a particular interest in the SEN group and supported the Lillis team, engaging with some of our most challenging young people. She was a positive role model for others and keen to help where possible.

Melanie and I continue to support our young people and their families wherever possible, including help during transition, support accessing services, signposting and providing advice. We work closely with other professionals to support the families, which includes regular reports, attending Child/Adult In Need (CIN/AIN) meetings, attending network and strategy meetings, Child Protection (CP) conferences and CP core meetings. We have seen quite an increase in families needing support and advice this year, particularly during transition into Adult Services, and plan to seek funding for a Family Support worker to support growing demand. With a lot of uncertainty and a national lock-down on the horizon, we have started planning adaptations to the service. We are communicating with the local authority about what support we can provide for our families and intend to provide as much consistency and support for them as possible.

**Lesley Schwartz**  
Senior Playworker





## SEN Bespoke Work - Sunday Support

In September we started supporting one of our young people in the community on Sundays due to challenging behaviours at home. This was brought on by changes to his routine during transition. On our first day out I supported him in going to the barbers, which he enjoyed and subsequently encouraged independence and life skills, boosting his confidence and self-esteem. He enjoyed showing off his new hair cut. He has participated in lots of activities in the community, including sports, trampoline and gym sessions in various local leisure centres. He enjoys going for walks and we have visited the British Transport Museum, Natural History Museum and the Science Museum. Even though he has struggled with public transport in the past, he has enjoyed using buses and trains. He enjoys interacting with other people and has made friends at regular venues, which has helped his communication skills.

### Shirag Ahmed - Assistant Deputy Playworker

I have worked in the community with one of our young people for a while, as his mum works on Sundays. He is very active and can present challenging behaviours however I have seen gradual progress in his development and communication. He is able to recognise familiar locations and responds well to instructions. I take him out exploring places all over London; parks, playgrounds, trampoline parks and indoor play areas. He enjoys travelling by bus or train and particularly likes looking out of the window.

### Sahra Sheikhey - Playworker

I started working with one of our young people whose family had to move to temporary accommodation and was in crisis. The accommodation wasn't suitable for his needs and he found the move and accommodation very unsettling. He didn't cope very well with the disruption to his routine and began presenting challenging behaviours. He would regularly become very anxious and upset so our team and other professionals intervened on the family's behalf. Thankfully the family moved into a new property and he has settled very well in his new home; he has the space he needs to move freely and has a big garden to explore. His mobility has improved due to more walking and is happy to hold my arm without my prompting when he needs support. He is taking more notice of his environment and become more communicative. It has been a pleasure to know and work with him and to see his progression.

### Kim Brosman - Playworker



## SEN Bespoke Work - Weekday (Out of Hours) Support

I have worked with one of our more challenging young people for a while, supporting her 2:1 at playscheme. As I know her well and have built a good relationship with her, I started to work with her in the community Monday-Friday during term time, as she wasn't attending school and was getting bored at home. During our time with her in the community we encouraged her to buy her own lunch. We also took her to the arcade as she loves to play games. She loved getting the reward tickets which she would count at the end of the session and work out which toys she could get with the tickets. This helped her to understand the process of working for things and 'rewards' and she has started to apply this understanding in terms of her behaviour. In the latter part of this year she has started to demonstrate good listening skills consistently in the community and is using her words more than her actions to express herself. She has a great personality and character, and we are starting to see more of it.

At the end of the year, due to the family's anxiety regarding COVID-19, the service was put on hold until further notice.

### Chloe Kelly - Playworker

I joined the team in November and started working 2:1 with a young person at playscheme. A few months later I started supporting her in the community during the week while she was awaiting a college placement. She presented attention seeking and challenging behaviours and requires constant interaction and stimulation.

While in the community she has learned life skills; purchasing items from the shop, communicating with shopkeepers and using the self-service checkout to buy her lunch. This has helped to boost her communication skills, confidence and self-esteem. Over time I have built up a good relationship with her and she has become more responsive, listening to instructions, communicating her feelings verbally and understanding actions and consequences. We have seen a reduction in challenging behaviour since working with her more consistently and it's been great getting to know her.

### Tia-Maria Best-Copeland - Playworker



## SEN After School Support (Inclusion)

It has been another great year for our after school inclusion project at White City Adventure Playground. Another of our young people has started to attend on a Friday and the young person I've been supporting since last year is still attending 5 days a week. He continues to develop and flourish at the mainstream after school project. He is becoming more attentive and has learned and remembers most of the children's names. He will approach any new service users to say hello and ask their name. He continues to interact and communicate well with his peers and adults. He is polite and communicates his thoughts and feelings well and has developed a great personality.

He has made lots of friends and enjoys playing games with the children. He really enjoys his time there and regularly expresses that he is happy. He has been visited on site by other professionals and they have been impressed with his manner, speech and interaction when he is there. His mum is so happy with the changes she can see in him and the feedback she has heard. Overall it has been a very successful and positive year for him and we hope he will continue to access the service as he has made so much progress. It's been a pleasure working with him and I hope to see him achieve further.

**Katie O'Brien**  
Deputy Playworker

In September I started working with one of our young adults after school. Due to turning 18, his after school provision had been stopped and he had no support in the evenings during term time. He currently attends on Fridays for 3 hours. The group is much smaller than it usually is when he is on site for playscheme, and he enjoys being around different people.

The after school provision is beneficial to him and his development. He is very friendly, welcoming and sociable. He enjoys walking around outdoors and watching movies. He is very helpful and assists with cleaning and tidying during and after session. He enjoys a snack while he is with us and at the end of session I walk him home. He is happy when he attends and when he sees me at the school gate on Friday afternoons. He is very vocal and his excitement shows when he gets to site. He has made friends since attending the after school club and is a popular member of the group.

**Layla Haji**  
Playworker



## White City Adventure Playground

White City Estate is remarkably diverse and is an area of high deprivation within the borough. White City Adventure Playground operates within the estate and serves the local community.

We have had another eventful year at White City Adventure Playground. We organised fun and energetic half term and summer programmes and went on some exciting trips, including Coral Reef, All Star Lanes, Puttshack, Chessington World of Adventures and a river boat cruise down the Thames. We also managed to strike up an amazing deal with the iconic Gate Cinema in Notting Hill Gate. On site we had a massive clear out and emptied one of the rooms that was full of junk. It was converted into a comfortable calming and quiet space, which is now our sensory room. In the near future we are going to get one of our talented members of staff to decorate it. Our annual residential, 'Forest Camp', went ahead in October half term and we took a group of 10 to Badgel's Wood in Meopham, Kent.

In the summer we employed two of our excellent volunteers and they have learned the ropes under guidance from Rob, Colin and I. Both young men are exceling in their new roles. In the winter months we realised the numbers had dropped. When consulting the young people they said they couldn't afford the £1 charge. We agreed with Trustees to scrap the £1 entry fee and the numbers increased by 15 each day. We continue to work alongside Randolph Beresford in the best interests of the Adventure Playground and those that use the provision.

Finally we are entering into a worldwide pandemic and due to Government advice, we took the decision to close White City Adventure Playground mainstream provision for the safety of all our staff and young people. We hope to be back up and running very soon, however this is dependent on Government advice and funding.

My continuous thanks goes to the senior management team for all their support and our wonderful playwork team for all their help and hard work. Finally I would like to thank all our young people and their families, who continue to support us, especially those that have been a part of the Children's Forum.

**Colin Simmons & Kerry Clifford**  
Divisional Manager for Mainstream & Senior Playworker





## Wormholt Park After School Club

We are coming to the end of another busy year at Wormholt Park After School Club, which has continued to provide a safe and enjoyable environment for children to relax and have fun at the end of a busy school day.

We understand that most children are hungry straight after school, so the team developed a snack menu with input from the children. The menu consists of healthy foods and the children eat snack at the table, which is a great time for everyone to socialise and catch up. The children help clear up after snack and have learnt important life lessons for example how to negotiate, how to work with others, how to be patient, how to share and how to listen. The team have established a routine with the children, which helps the session to run smoothly. The children participate in both adult-led and free-play activities. The session is steered by the children and they have the freedom to decide what they do with their time and how. Popular activities include sports and outdoor games, arts & crafts and home corner/dressing-up.

Cristina and her team delivered a variety of activities everyday, taking into consideration the children's views, needs and abilities. The team hosted regular feedback sessions with the children, talking about ideas for future topics and activities. This year activities included multi sports, slime making, painting, change and adapt the space, to ensure that when children attend, they enter a world of imagination, creativity and discovery.

We received feedback from our parents, especially those that work, which expressed the need for a full 3-hour service. We started the process for our Ofsted application, which has been a challenge, however we were approved to provide a full 3-hour session (3pm-6pm) in November while our application was pending approval.

**Rob Carroll**  
Development Officer - LBHF



## Partnerships

### West London Zone Programme

We continue to develop our partnership with West London Zone, another local charity. Children who grow up in our community sometimes don't have access to the opportunities that will help prepare them for the future, so we collaborated with local schools to identify young people who might benefit most from additional opportunities and support. West London Zone ensures that each child on the programme can access the playground. Each child has a 'Link Worker', who works with them and their family to develop their individual support plan.

Attending the Adventure Playground helps support children's overall development; focusing on their confidence, self esteem and relationships, which in turn positively impacts on their aspirations and academic attainment. These positive outcomes and interactions are the tools that will aid their personal, social and emotional well being into adulthood. We hope to continue to develop this partnership, as we see first-hand the benefits and the positive impact on the children and their families.

### Mission Impossible

On Sunday 9<sup>th</sup> June, 'Changing Rooms' met 'Ground Force' for the day, with our very own 'DIY SOS' project – 'Mission Impossible'. GoodGym, a friendly social group who combine exercise with helping out local community groups like us, offered to send some volunteers to site and the WCAP young people set a number of tasks for them to complete which would improve the site. This included weeding, gardening, painting the toilets and clearing rubbish. With summer fast approaching, our aim was to carry out important maintenance work, gardening, painting and urgent structure repairs. Plans were composed and we asked for donations of paint, brushes, timber, tools, safety materials and refreshments, to ensure the day was as effective and productive as possible.

This was a unique team effort, with a diverse group giving their time, skills and creativity to make an amazing difference to the site, including staff from our mainstream and SEN projects, trustees, friends of friends, volunteers from GoodGym and The Volunteer Bureau. After a safety briefing participants were divided into small groups, each with a task to complete which would improve the playground. Throughout the day we could all see dramatic changes unfolding, and this seemed to spur everyone on to work harder and longer in order to make the day such a success. We received lots of positive feedback from the children, parents and our partner organisations - I don't think anyone could believe what we managed to achieve in such a short time! 'Mission Impossible' was a creative way to promote impact through action and proved that the charity works best when we all pull together.

**Rob Carroll**  
Development Officer - LBHF

## Partnerships

We continued to meet regularly with the Disabled Children's Team and the Preparation For Adulthood Team at Hammersmith & Fulham, as our service users continue to transition into Adult Services. This maintains positive communication, understanding and consistency for each YP and their family. We continue to attend network and strategy meetings for all our young people and have taken part in Child Protection meeting and conferences. We continue to build a relationship with the Children with Additional Needs Team at Ealing and we currently have 8 young people from Ealing. We continued to work alongside and support the Haven and Stephen Wiltshire Centre. We continue to work with Adult Services from both Kensington & Chelsea and Hammersmith & Fulham.

We continued to support St. Quintin's Centre for Disabled Children and Young People, seconding playworkers to their service when they were short staffed during school holidays. We received support from Equal People (Mencap) with staff for one of our post 18 clients when we were having staffing difficulties. This young person required a 6 day a week service and unfortunately we didn't have many staff available during the day as they work for other providers, schools etc. We passed management of his care on to Equal People by the end of 2019.

We have maintained our strong relationships with CT Plus, as our transport provider for LBHF and communicate any necessary information with regard to cancellations, pick ups, changes of circumstances etc. We remain close to Westway Community Transport; Lesley and I are volunteer drivers for the organisation and we continue to hire their vehicles for removals and trips.

We work closely with Randolph Beresford Early Years Centre as they manage the White City Adventure Playground building. We maintain good levels of communication with regards to the projects, building, maintenance, funding opportunities and events that will enhance our offer at the Adventure Playground. We work alongside and support the Community Café that runs from the playground 3 afternoons in the week and the Harrow Club, that use the building for their youth project 3 evenings a week.

We remain in good contact with Sainsburys Fulham Wharf and they are very supportive of our work. They have donated items and gift cards for our raffles and events. We hope to maintain and develop all our current relationships and partnerships with other providers and expand on these in the year to come.

**Melanie Schwartz**  
**Operations Manager**

# Quotes from our Parents

"My son attends the Wormholt After School Play Centre and loves it! He can be quite shy but the team there are welcoming, fun and really helpful. I can't recommend the service enough"

Julie

"I am a community nurse based in Hammersmith & Fulham and mother to my two children, who both attend the [White City] Play Project run by Play Association H&F. My son and daughter have very contrasting personalities and differing needs but both enjoy a fantastic experience each time they attend. The project allows me to complete my rounds, safe in the knowledge my children are in good hands"

Nadia

"We have been using the Antony Lillis playscheme for a good number of years now. I can honestly say my child who is now 12 absolutely loves going to playscheme. I for one can rest [knowing] that he is in a safe and enjoyable environment, where he can run free and enjoy the social interaction of his friends. Over the years he has changed and this hasn't phased the staff in any way; they are highly trained and know my child so well. They know what works for him and what doesn't.

We treat the playscheme like our extended family. We trust them with our child and he is always happy when he has been there. The playscheme really does allow us as a family time to breathe, time to spend with our other two children who do miss out on time with us. It allows some routine that has been lost when he is not at school. Without the playscheme we would be totally lost"

Danielle

We continue to work with LBHF SEND Education, providing support in the community for our young people that have been excluded from school due to challenging behaviour

Some of our staff took part in Paediatric First Aid training in November

PAHF's outreach and bespoke services aim to support young people, for whom play scheme is not appropriate, at home or in their local community. Bespoke services include escorting the young person to and from home, support for specific activities, organising appropriate trips, promoting independence and providing basic behavioural assistance where appropriate

Thanks to our £15K grant from the Baily Thomas Foundation in January 2019, we were able to deliver 232 additional playscheme hours to families in need this year

We continue to support our SEN young people on Sunday's as their families are in need. This work is funded by the local authorities

Many of our Lillis Project users had their packages increased and some families were given flexible packages, which allows them to choose playscheme dates suitable for them and their family. We currently manage 2 young people's care packages on in collaboration with and on behalf of the family

Our staff continue to escort our clients that find transport difficult or have underlying health needs. We have started escorting some of our young adults via public transport, as their packages are not funded for transport

Colin successfully secured £15K for x3 play days in Westminster and RBKC

We continue to develop our online platforms; website and social media

Melanie undertook 5-day training in November to become a Team Teach Intermediate Tutor. Team Teach provides positive behaviour management strategies; focused on 95% de-escalation techniques and 5% physical intervention. She is currently planning a training course for the team, however much of the training is face-to-face and it is unclear how the pandemic will affect training delivery



Staff continued to provide a bespoke service for one of our returning clients, supporting him 2:1 in the community; building life skills, encouraging positive communication and independence. Fulfilling his very large care package became difficult due to lack of staff availability and the young person's very specific needs. Two new providers helped us to support him. He was allocated a flat and required more support at home. Due to his developing needs and requiring 24 hour care, we handed over management of his care to another provider at the end of August

We provided staffing support for St Quintin's

We continue to work closely with Randolph Beresford regarding the Adventure Playground premises and we meet with them termly to discuss any issues or those arising

In Autumn we elected members of our Children's Forum; children from the Adventure Playground voted for who they would like to represent them. We have 5 new members who have monthly meetings with Kerry and Colin. The group uses offsite venues to host their meetings, such as the Intervention Room at QPR Football Club

As a result of the site clean up day in June, we have developed the garden into a sensory garden. The staff and young people are growing flowers, vegetables and herbs

## Treasurer's Report

Whilst I only became the Acting Treasurer in January 2020, I was actively involved in the charity's finances throughout the year.

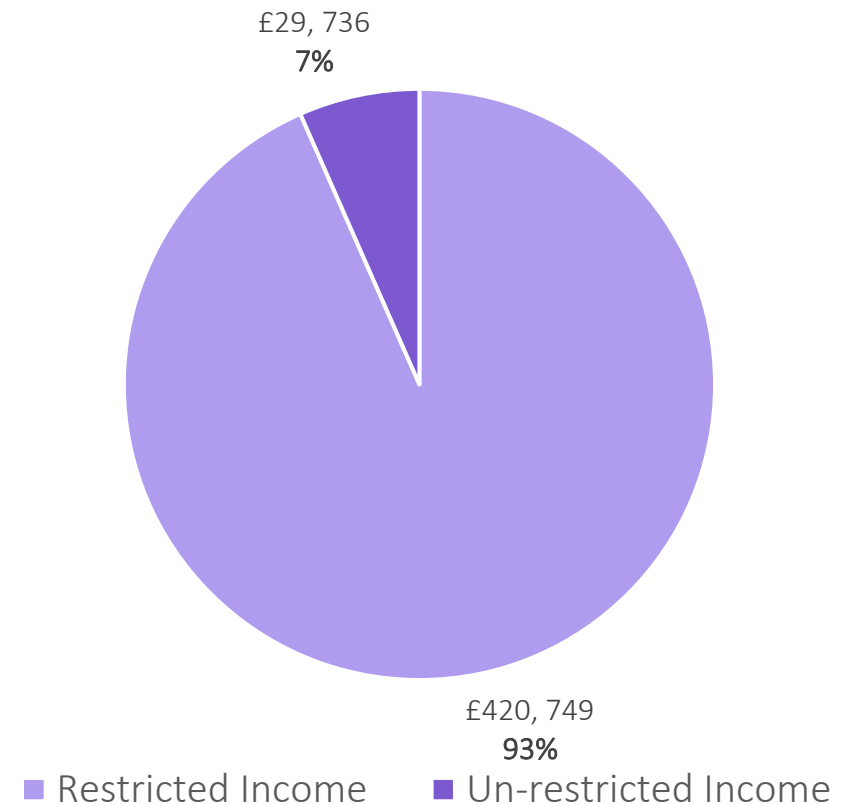
Firstly, may I encourage you to read the attached accounts for 2019/20; they tell the story of a charity that is continuing to serve our community. I am very pleased to report that for the second year running, the charity has generated a surplus. Throughout 2019/20, it was a priority to manage the charity's finances carefully so that we were in a position to tackle the HMRC liabilities that had accumulated in previous years.

The pie chart shows a break down of our income into restricted and un-restricted; Restricted income can only be used for the purpose intended. Un-restricted income gives us some movement and choice as to what the money can be used for. This year our accounts show a total income of £450, 485, which is a 20% decrease in turnover since last year. This is due to the SEN division handing a very large package of care over to another provider, and difficulty securing funding for the mainstream division.

On behalf of the trustees, I would like to express our gratitude to Ginette, Lesley and Anwar for their work in supporting us, especially with the introduction of cost centres and greater financial transparency. I am pleased to report that this careful financial management throughout the year has enabled the charity to substantially reduce those HMRC liabilities and boost our reserves.

**Gary Sweetman**  
Acting Treasurer

## Income for 2019/20





## Fundraising and Highlights

Raising funds hasn't been easy this year, however we continue to work closely with Sainsburys, Fulham Wharf. We remain their 'Charity of the Year' and our charity collection tins are still on every checkout within the store, including customer service and their café. This helps massively with our fundraising efforts and they have helped us raise over £600 for our services. In December, members of the Lillis staff team held a collection day at Sainsburys – Jack was booked to perform however he was sick and it was a slow day. They managed to raise awareness of the charity and raised £110.

In May, we received some support from L'Oreal volunteers and they helped us to clear and develop the garden area. In June the whole organisation took part in a clean up day on site, alongside volunteers from GoodGym. We received donations from Shell for paint and resources and the day was a great success.

In October, Kensington Prep School Parents Association did some fundraising on our behalf and raised £2500 for our services. In December we held our first Holiday Fair at White City. Members of our team provided refreshments, games and activities for the children and families of the local community while raising awareness and funds for the charity. It was an inclusive day and was great to see our Lillis service users and their families at the fair. After all expenses deducted, we raised £100. Colin held a hamper raffle and all proceeds from the raffle went towards Forest Camp 2020.

The Lillis Project continues to utilise its funding from Baily Thomas Foundation, helping to provide many hours of support for our most vulnerable families. After the success of last year's pub crawl fundraiser, the Lillis team had planned another for March, however the pandemic put a halt to this. We hope to revisit this as soon as is safely possible.

We have had a good year and all funds raised have been due to efforts made by the team and volunteers. Members of the public and local community have helped us greatly. I would like to thank everyone that has supported Play Association Hammersmith & Fulham throughout the year and for their continued support.

**Melanie Schwartz**  
Operations Manager

The Baily Thomas  
Charitable Fund



Sainsbury's

Randolph Beresford  
Early Excellence Centre  
integrated services for children and families



## Thank You's

We would like to thank our partners and funders, who make our work possible. They include:

We would also like to extend a warm thank you to all the people we have worked with over the last twelve months, to help support our children and young people, and the work we do.

A special mention goes to the following:

- Our wonderful staff team and dedicated trustees
- All at Randolph Beresford Early Years Centre, especially Michelle Barratt, Sandra Martin and Chris
- All at Royal Borough of Kensington & Chelsea, especially Paula Ellery, Mimi Mekuria, Jill Sinnott, Santosh Murki, Adult Services & the Children with Disabilities Team
- All at London Borough of Hammersmith & Fulham, especially Becky Powell, Stefan Van Herck, Mandy Lawson, Matt Simpson, Jon Boulton, Angie Syme, Shelly Mulligan, the Disabled Children's Team & Preparation for Adulthood Team
- All at London Borough of Ealing, especially Chris Jones, Jalamang Camara and Michael Bonello, Shilpa Rathod and the Disabled Children's Team
- All at Jack Tizard School, especially Anthony Heywood and Carolina Pina-Cuenca from the Big Splash
- St Quintin Centre for Disabled Children, P3 Play Service, the Venture Centre and The Haven
- Phoenix High School and St John XXXII C of E Primary School for allowing us to use their venues during school holidays
- QPR football ground for hosting our Children's Forum meetings
- Sainsbury's Fulham Wharf, especially Edward Collet
- Anwar Jorgis, Ginette Belateel, Parsons Green Sports & Social Club, White City & Wormholt Big Local, West London Zone, Westway Community Transport, CT Plus
- GoodGym, L'Oreal and Shell for providing volunteers and donations of materials to help us improve our site
- The Big Yellow Box Company and Powerday Skip Hire for their services, especially Powerday for the skip they donated to us in the summer

We also want to thank all those companies and individuals who have supported us directly, or in kind, attended an event, made a donation or lent a helping hand.

## The Coming Year

Play Association Hammersmith & Fulham will continue to deliver our current projects and be proactive in researching other opportunities that may present themselves. We hope to provide more training and work opportunities for our staff and develop the services we provide.

We are just at the beginning of a worldwide pandemic and nationwide lockdown. 2020/21 is very uncertain at the moment due to lack of clarity surrounding the virus and how this will impact organisations, businesses and communities. We plan to take Government advice regarding health and safety and direct advice from LBHF. As schools and businesses begin to close, we will continue to provide services for our children and young people and support our families as much as we can during this time.

Our marketing and fundraising strategy will continue to be built on. We continue to work on our publicity and advertising. We strive to make the necessary improvements and updates to our website and will continue to develop our social media presence.

Our head office is still based at Parsons Green Club; however, the senior management team continues to work and projects continue to operate from White City Adventure Playground.

Next year will be PAHF's 15<sup>th</sup> birthday and we look forward to celebrating our organisation and its achievements with our staff and young people.

### Would you like to become a Trustee?

We are always on the lookout for new trustees. Do you fit the following criteria:

- Are you interested in the rights of children to play?
- Have you knowledge or experience of play, of the voluntary sector or business world?
- Are you willing to give up some free time to support our organisation?

If you are interested in becoming a trustee for Play Association Hammersmith & Fulham, please contact us on 020 7736 3699 or [info@playassociationhf.org.uk](mailto:info@playassociationhf.org.uk)





**play association**  
hammersmith & fulham

Play Association Hammersmith & Fulham  
Parsons Green Sports & Social Club  
31 Broomhouse Lane  
London  
SW6 3DP

Tel: 020 7736 3699  
Email: [info@playassociationhf.org.uk](mailto:info@playassociationhf.org.uk)

[www.playassociationhf.org.uk](http://www.playassociationhf.org.uk)

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Registered Company Limited by Guarantee: 5345096