

**Press Release: Monday, 28 July 2006: For immediate use.**



**\*\*\* PRESS RELEASE\*\*\***

## **COME PLAY WITH US ON PLAYDAY**

**“Come and play with us”** is the message SkillsActive is giving to all youngsters across London as Victoria Park is transformed into a gigantic play area to celebrate this years Playday.

SkillsActive, as the Sector Skills Council for the active leisure and learning sector, encompassing playwork, is providing a range of activities for children to choose to participate in.

Director of the playwork unit, Paul Bonel said; “We are very excited to be taking part in this year’s Playday in Victoria Park, and whilst we may be offering children a range of activities, we are prepared for children that want to engage in ways we may never think of as that is the beauty of play.

“Children of all ages have a natural drive to play and traditionally, have enjoyed and benefited from playing in the natural environment. However, modern society has eroded these opportunities. Children living in both towns and countryside often cannot find places to play naturally.”

Highlights of the SkillsActive play area include a giant parachute, inflatable football games as well as the old time favourites such as egg and spoon race, sack race and hula hoops.

Now in its eighteenth year, Playday has evolved into Britain’s biggest annual play celebration, involving over 100,000 children every year. The theme for this year's Playday, is *Play, Naturally*.

The event takes place on Wednesday, 2 August 2006 from 12:00 – 16:00.

The event is free and everyone is welcome to come along and join in the fun.

**-ENDS-**

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**NOTES TO EDITORS**

1. SkillsActive is the Sector Skills Council (SSC) for Sport and Recreation, Health and Fitness, Playwork, The Outdoors and the Caravan industries.
2. SkillsActive's mission statement is: "To ensure best quality, best business and best value within the Sector to achieve its economic and social potential."
3. SSCs are employer-led organisations that aim to tackle the skills and productivity needs of their sector throughout the UK. SSCs provide employers with the opportunity to provide leadership to meet their sector's skills and business needs. In return they receive substantial public investment and greater dialogue with government departments across the UK.
4. For more information about SkillsActive, please visit our website @ [www.skillsactive.com](http://www.skillsactive.com)
5. SkillsActive is currently developing a Sector Skills Agreement for the Active Leisure and Learning Sector which will define the Sector's skills needs and ultimately form an agreement between employers, Government and funding partners to shape the workforce for the next ten years.
6. SkillsActive is *Shaping Skills for the Future*, through...
  - PEOPLE...  
...ensuring all people in the sector are appropriately trained and qualified.
  - PRODUCTIVITY...  
...ensuring better performance through the professional development of the sector.
  - PROVISION...  
...ensuring the sector has accessible, relevant and funded training across the UK.
  - PROMOTION...  
...ensuring the contributions of the sector are recognised at a governmental level.