

Play Fair



The sun shone on Play Fair – in many ways. A play-focused show, jointly supported by three trade bodies, the Association of Play Industries (API), Sports and Fitness Equipment Association (SAFEA) and the Federation of Sports and Play Associations (FSPA) whose members worked together and with show organiser, Brintex.

Over 500 visitors from the public and private sectors attended over the two days to spend time with more than forty exhibitors and take in some of the twenty seminar sessions that ran over the course of the event.

Play Fair also included a purpose-built playground which formed the centrepiece of the event, designed to showcase the latest products covering natural play, techno play and three-generation play. The 700 sqm, became a live demonstration area for invited children from local schools where interaction was encouraged.

Designed by Mel Nicholas Playground Design, the feature gave the children play experiences which included:

- Sensory stimulation and activity from a sound track with musical instruments and a scented circle and planted areas.
- Role play to inspire children's imaginations in the themed area
- Sand play to encourage creativity, experimentation, co-operation
- Quiet in a storytellers garden where children sit and let their imaginations travel far and wide
- Nature in a sensory garden with wild flowers and beeshives
- Sport represented by a skateboarders' half-pipe



Mrs Parfitt and her team

enjoyment and huge bubble of happy fun brought extra life to an already lively and welcoming event.

James Fisher, Service Development Officer, Huntingdonshire District Council said

"I found the Play Fair enlightening it and has totally changed my perspective on how children play, interact and what they would be most interested in. The inclusion of children



Liz Phillips and Corrine Thomas

Liz Phillips head teacher and Corrine Thomas, St Nicholas School, Kenilworth, said, "The children really enjoyed it. The event has been really well organised. We are going back with a shopping list." That was typical of comments from teachers. Some brought groups of school children. Their excited

was an excellent decision, as visitors could see firsthand the equipment and displays that were most engaging and attractive to young children. I would highly recommend the Play Fair to Local Authorities, especially ones who are looking to provide more inspiring and creative play areas."

"Superb! Breath of fresh air to have a show that concentrates on play," Paul Duncan, Angus Council Landscape Technician, with 115 playgrounds.

Play Fair was a well-deserved success for its participants. To visitors and stakeholders the industry showed a cohesive approach and willingness to cooperate and work together to build fantastic facilities. Dates for Play Fair 2009 have yet to be set but full details will be available on the Play Fair website very soon. www.playfairuk.com



Paul Duncan



For more information please visit the API's website at www.api-play.org