

# API

Supporting the  
**UK Play** Industry



## API – At a Glance

*'more than just swings  
and roundabouts'*

**All our members  
are listed on our  
website...**

**[www.api-play.org](http://www.api-play.org)**



# Who we are....

*The Association of Play Industries (API) is the lead trade body within the UK play sector representing the interests of manufacturers, installers, designers and distributors of both indoor and outdoor children's play equipment and play area surfacing.*

Founded in 1984, the Association of Play Industries (API) is the lead trade body for the UK play sector and is known as the "voice of the play industry".

Play delivers well-documented physical, developmental, emotional, behavioural, social and environmental benefits and the API campaigns at the highest levels for policy recognition of the value of play.



## Play matters

Obesity and inactivity are rising and young people's relationship with the outdoors is dwindling. Adopting an active lifestyle early in life encourages healthy habits in adulthood which means providing children with time, space and facilities to enable their natural energy.

Provision of high-quality public play facilities has a vital contribution to make in tackling these challenges, whilst also addressing wider societal problems. Every child has a fundamental right to play (Article 31, United Nations Convention on the Rights of the Child), but there are many local communities for whom that right is under threat.

From sensory spaces for toddlers to skate parks, school playgrounds to Multi-Use Games Areas for local authorities, Parkour and social spaces for teenagers, the play spaces created by API members are engaging, flexible areas with fun, stimulating and challenging equipment that appeals to children of all ages and abilities. Adding a well-designed, well-maintained play area brings immeasurable benefits to local families.

## Our reputation

API member companies are the UK's leading experts in play provision. They design, create and install high-quality play equipment using certificated products and provide advice on inspection, maintenance and repair. They operate to the highest standards, abide by a strict Professional Code of Conduct, comply with BSEN 1176 and other relevant safety standards, and are rigorously and regularly monitored and credit-checked for financial security and stability.

## Our support

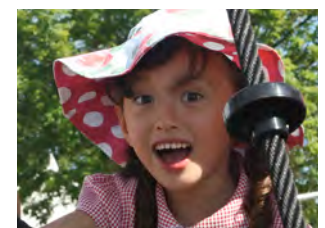
The API website [www.api-play.org](http://www.api-play.org) provides a wide range of resources, information and links about fundraising, planning and project guidance, design, safety and risk, with full member details including examples of recent work.

## Our members

The API membership represents approximately 85 per cent of UK play industry companies with a £166.8 million turnover in 2014. It operates under the umbrella of the Federation of Sports and Play Associations (FSPA), the national trade body responsible for representing 14 Associations in the UK's sport and play industries.

## In addition

The API is an active member of wide-ranging organisations which campaign to improve the health and well-being of children including the All Party Political Group for a Fit and Healthy Childhood, Children's Play Policy Forum, Children's Play Safety Forum, Sport and Recreation Alliance, The Register of Play Inspectors International Ltd (RPII) and the Federation of European Play Industry (FEPI)



# Customer Benefits

Here are 10 good reasons why it pays to choose an API member...  
***“more than just a logo”***

## 1 Reliability and reputation

API members are the UK's leading play companies. They are professional, trustworthy and operate to the highest standards. Choosing a cut-price operator faces the risk of inferior products, poor quality installation and service, over-sold guarantees and warranties, and financial uncertainty.

## 2 Financial stability

API members are financially sound. Their financial stability and security are monitored regularly, thoroughly and rigorously. Choosing a supplier with a poor financial record, credit score or trading history can cause major problems.

## 3 Credibility

API members abide by a strict Professional Code of Conduct and are committed to a high standard of customer service and business practice.

## 4 Experience

API members readily provide evidence of recent, relevant previous work, case studies and references.

## 5 Play value

API members believe the benefits of managed risk in play are indisputable. The API Charter ensures they design fun, high-quality play spaces with plenty of challenge built in.



*“We prefer to use API registered companies to supply and install the equipment within Thurrock Parks. This gives us extra peace of mind knowing they are part of the organisation. The companies will not take short cuts with the products or the installation as they do not want to be removed from the API.”* Andrea Winterflood, Thurrock Council.



## 6 Expertise

API members are play experts. They design, create and install high-quality play equipment, provide expert advice and have the knowledge and resources to carry out full consultations with all stakeholders involved in play projects.

## 7 Compliance

API members are committed to maintaining and promoting BSEN 1176 and other relevant safety standards, and provide evidence to demonstrate compliance.

## 8 Partnership

API member companies believe that investment in high-quality play equipment provides a lasting legacy for children and communities. As a result, they are committed to long-term service and support for customers.

## 9 Safety

API member companies recognise the importance of safety and provide expert advice on maintenance, repairs and inspection. They commission Post-Installation Inspections to ensure the safe operation of new play areas, undertaken by a registered and certificated annual outdoor inspector from the Register of Play Inspectors International (RPiI).

## 10 Technical Mediation

The API actively encourages customer feedback on member projects and offers a FREE mediation service for members and their customers to resolve any technical disputes.

# Membership Benefits

The API works within the auspices of the Federation of Sports and Play Associations (FSPA) to deliver a comprehensive package of benefits which include:

## Professional Code of Conduct

Adhering to a well-defined Code of Conduct adds tangible value and credibility to your business and is very important to your customers.

## API Logo

Use of API logo – API membership signifies professional competence and performance, adding value and credibility to your business. Many procurement departments require its suppliers to be part of a professional trade body.

## Statistical Industry Data

The API collates monthly order entry figures and distributes the figures in a report format giving members up to date market information and data analysis.

## Mediation

Buyers and members benefit from the API's Technical mediation service in the event of a dispute with an API member supplier. Available to API members and their clients.

## Dedicated Trade Event

The API and its event organisers host a trade event, PlayFair, for play buyers [www.playfairuk.com](http://www.playfairuk.com)

## Credit Information Service

Confidential monthly analysis of bad debtors distributed to contributing members.

## Industry News

The API produces a weekly newsletter which keeps members up-to-date with the latest business news, research and government initiatives relevant to the play industry.

## Networking Events

Invitation to attend various API events throughout the year including AGM Dinner, steering group meetings and members' meetings.

*"It's great to be part of an organisation that campaigns at the highest level for investment in children's play facilities and which aims to raise the standards of the entire industry. This is why I believe that any self-respecting company within the play industry should support the API and why customers should insist on API membership from their suppliers."*

Michael Hoenigmann, Jupiter Play



## Website

The API has a dedicated website providing an excellent information source, members' contact details, news items, case studies and job vacancies. Members also benefit from an exclusive members' area containing a range of information such as sales leads, standards updates and tender opportunities.

## Links with Governing Bodies and other related organisations

Regular information on matters affecting the play industry through the API's links including: RPII, Play England, Fields in Trust, Children's Play Policy Forum, British Standards Institute and Play Safety Forum.

## Lobbying

Links through the All Party Parliamentary Group: Fit and Healthy Childhood along with representation to the government on a variety of issues affecting the industry.

## BSI Committees

API has representation on various BSI and CEN product standard committees relating to play equipment and safety surfacing. Members can input into the creation and review of these documents.

## Legal, HR and H&S advice

The Federation of Sports and Play Associations (FSPA) offers free legal, HR and H&S advice for members via HR Dept. Access to the HR Advice line is unlimited.

## Disclosure and Barring Service

The Federation of Sports and Play Associations (FSPA) is a registered body for DBS checks and members can apply for DBS checks through them. DBS checking is a necessary procedure for organisations whose members of staff come into close contact with children or vulnerable adults. This service is offered by the FSPA at a cost with a small administrative charge.



*"PlaySmart UK believe in trusted companies who share the same desire to achieve best practice by offering the highest quality and standards within the play industry. Working together as a group of companies with the API creates a stronger voice for the play industry, its suppliers and customers."*

Anthony Johnston, PlaySmart UK

# API

Supporting the  
**UK Play** Industry

**The Association of Play Industries (API)**

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