



**API**  
Supporting the  
UK Play Industry

**40**  
YEARS OF PLAY

# #PathwayToPlay

**Let's work together to get  
children outdoors again!**

**Every child deserves  
the right to play every day.**



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Join us in this vital campaign to get  
children outdoors again!





# #PathwayToPlay

API launches #PathwayToPlay urging UK government to invest in public playgrounds.

Outdoor play is vital for children's wellbeing amid rising health concerns.

## The Call

- Audit Playgrounds: Assess quantity, quality and accessibility
- Ensure Sustainability: Fund free-to-access play spaces
- Boost School Activity: Integrate outdoor learning and fund school play spaces

## Why it Matters

Prioritise outdoor play for children's health and happiness

## Join Us

Support the campaign for brighter futures



# Let's build the #PathwayToPlay

Playgrounds are the UK's top spot for outdoor play

## **BUT**

- The number and quality of public playgrounds is declining
- Playground deterioration is widespread due to budget constraints
- Families, particularly in low-income areas, face limited outdoor play options

## **Every Child's Right to Everyday Play**

- Support the #PathwayToPlay campaign to revitalise public playgrounds so that every child has safe, local & free spaces to play
- Prioritise outdoor play to counteract screen time and promote children's physical and mental wellbeing.