

Foreword from our Chair

Pathway To Play

I am delighted to introduce you to #PathwayToPlay, a transformative campaign spearheaded by the Association of Play Industries (API) with a singular focus: putting play first in the lives of our children. In today's world, where screens often compete for attention and schedules overflow with commitments, the simple act of play can sometimes get overlooked. Yet play is not just a leisure activity—it is the foundation upon which healthy, happy childhoods are built.

#PathwayToPlay is more than just a campaign - it is a call to action and a call for change. With a clear vision of fostering children's well-being, we are urging the next UK government to prioritise outdoor play by investing significantly in the UK's most popular location for outdoor play - public playgrounds.

The statistics speak for themselves: childhood obesity rates are soaring, mental health issues are on the rise and sleep problems affect more and more young people. In the face of these challenges, it is imperative that we take decisive action to ensure that every child has access to safe, high-quality and local outdoor play spaces.

As Chair of API and a passionate advocate for children's play, I am deeply committed to this cause. I have seen first-hand the transformative power of play in enriching the lives of children and strengthening communities. It is time for us to come together - policymakers, educators, parents and advocates - to make play a priority in the lives of our children.

Our #PathwayToPlay manifesto outlines three key commitments that we are calling upon the next UK government to make. First, we urge the government to conduct a comprehensive national audit of public playgrounds to assess their quantity, quality and location. Second, we call for the allocation of dedicated government funding to ensure the long-term sustainability of public playgrounds, guaranteeing that every child has access to safe, free-to-use play spaces. And third, we advocate for increasing children's physical activity levels through outdoor play at school, integrating outdoor learning into the National Curriculum and providing funding for school outdoor play spaces and equipment.

But we cannot do this alone. We need your support. Together, we can make a difference in the lives of children across the UK. Together, we can ensure that every child has the opportunity for everyday, free-to-access outdoor play. Together, we can create a brighter, more playful future for generations to come.

Join us in this vital campaign. Together, let's forge a #PathwayToPlay

Dr. Amanda Gummer

Chair, Association of Play Industries



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API
Supporting the
UK Play Industry

40
YEARS OF PLAY