



BRITISH CYCLING AND PLAYING OUT COLLABORATION SUPPORTER TOOLKIT

Playing Out is a UK-wide, parent-led movement aimed at restoring children's freedom to play out in the streets and spaces where they live through resident-led, regular play street sessions.

Many parents are actively discouraging their children from cycling and some are not teaching their children to ride altogether due to a lack of safe, local streets. The UK is set to host one of the biggest sporting events of 2019 – the UCI Road World Championships – and to really make a difference for communities we are encouraging families to arrange a closure on their local street or urge their council to join the 63 local authorities that have already put supportive street play policies in place. We believe this is one of the most simple and tangible ways to enable more children across the country to ride a bike.

To date, over 900 street communities around the UK have run regular sessions and 27,000 children have reaped the benefits by playing out regularly. By expanding this movement, we have the potential to allow thousands more children to discover the joy of riding a bike.

HOW CAN YOU HELP?

On Thursday 12 September we will be publicly launching this collaboration with the intention of spreading mass awareness about the play streets initiative.

We need as many supportive voices as possible, so whether you're a play street organiser or simply an advocate of protecting children's right to cycle and play out – please help us to amplify our message!

SUGGESTED SOCIAL MEDIA POSTS

We will be sharing content over our social media channels from Thursday 12 September, helping to drive as much traffic to the Playing Out website as possible so that parents and local authorities can access the resources they need. Do share, like, post or regram and help us amplify our message over your own social media channels, using the #PlayingOut hashtag (and tagging us in your posts @BritishCycling and @PlayingOut).

- A quarter of parents whose children can ride a bike discourage them from cycling due to safety fears. Create a safe community space on your street with @PlayingOut, who are working with @BritishCycling to restore children's right to play. #PlayingOut
- 92% of parents used to ride their bikes on local streets as children but over three quarters feel it's now less safe for their own child to ride. Reclaim your road for play with @PlayingOut who are working with @BritishCycling to enable more children to ride a bike. #PlayingOut
- 1 in 4 children can't ride a bike. Make your street the ideal place to learn with @PlayingOut, who are working with @BritishCycling to give kids the opportunity to play and ride a bike. #PlayingOut
- We're joining 900 street communities across the UK and closing our road to traffic, restoring kids' right to play out and ride their bikes. Be part of the @PlayingOut @BritishCycling movement and create safe spaces on your doorstep. #PlayingOut

To bring your posts to life, please feel free to use one of our bright and colourful GIFs. [\[Access files\]](#)



If you've organised or taken part in a play street before, we'd love to see you sharing pictures or video to promote the benefits of Playing Out.

And if you're a Local Authority which already supports Play Streets, we'd love to see you championing the initiative and sharing all the benefits this has brought to your local community.

You can direct people to find out more at: <https://playingout.net/>

WRITE TO YOUR LOCAL AUTHORITY

63 local authorities across the UK have already put supportive street play policies in place however we want every council to enable their residents to create safe places to play and ride. You can view the full list of [active local authorities](#) and if yours isn't on the list, why not use the below letter or social media to get in touch and give them a nudge in the right direction?

Dear [insert name],

I am writing to you regarding 'Playing Out' or 'Play Streets' – short, resident-led, temporary road closures which enable children to play safely outside their own front doors on a regular basis. As well as giving children the opportunity to be more physically active, play freely, learn vital skills and make friends on their street, this model is proving an effective way of increasing community cohesion and combatting loneliness.

So far, 63 councils across the UK have put a 'Temporary Play Street' policy in place, allowing residents to apply for a weekly or monthly play street session, organised and stewarded by neighbours themselves. The Transport Minister Michael Ellis recently wrote to the Chief Executives of all English councils, encouraging them to put a 'Temporary Play Street' in place and confirming the legal basis for doing so.

British Cycling is currently working alongside Playing Out (the not-for-profit organisation providing free support and information about play streets for parents, residents, councils and community organisations across the UK) to promote play streets as an effective way for children to learn to cycle safely on their doorstep and to help create a cultural shift towards more people-friendly streets.

Please can you tell me whether [insert council] has considered implementing its own play street policy, and if so what stage is this currently at? There is a wealth of information for councils on the Playing Out website, as well as being a free resource that councils can signpost residents to for guidance and support.

It would be wonderful to see more children playing out in the streets of [insert location] again, building on the great success seen in many other areas of the country, and I look forward to hearing back from you shortly on your own plans for our area.

Yours,

[Insert name]