

Project No : 0116-02
Project Title : Play in the Public Park
Name of Organisation : Playright Children's Play Association
Grant Approved : HK\$250,000.00

Project Highlights :

Playright's mission is to advocate the value of play to enrich the quality of life throughout the community. In order to develop the social capital and enrich the quality of life in Shatin district, Ma On Shan Park will be selected as a symbolic landmark for this project to outreach to all small communities in Shatin. Through the power of play process happening in and out of the playpark, the stakeholders including children & adolescents, families, elderly people, corporations and/or government can enjoy the bonding and cohesion among each other; enjoy the development of mutual care and trust, and also share the positive play value towards building the community.

Brief Description of Programmes to be organized :

- a. *Weekly Play Activities* will be organized in the park with the support from the Playright Play Specialist and a group of play volunteers from the community. The participants can know each other and share with each other on play ideas and skills.
- b. *Play Volunteers Training: Multi-level Play Training Modules* will be developed for the volunteers from all different backgrounds. They can share resources and skills together with our Play Specialist. The training activities will also bring the power of play outreach to the community from the park.
- c. *Community Small Play Festivals* will be organized by the Play Specialist and volunteers for different communities in Shatin to share play with 1200 families throughout the project period.
- d. *Community Education Activities* will be arranged to promote the value of play in building social capital.

Unique Features of the Project:

- a. The strength of play park as a landmark for social solidarity is evident in a wide range of play related activities in and out of the park which encourage the cooperation among participants in a naturalist way.
- b. Play orchestrates positive interactions of residents of local community in shared contexts. It serves as one of the effective platforms for social participation and inclusion.
- c. Play Specialist plays a key role in the project from beginning, and offers creative solutions to link the different sectors together beyond this 2-year project with the commitments from volunteers. A systematic volunteer training model will be developed.

Project Duration: 12 months (from 11 / 2003 – 11 / 2004)

Target Groups: Paents and children, couples, youth and children, elderly and different social groups in Shatin District

Location of the Project: Shatin District

Expected outputs and outcomes :

1. Indicators for Building Social Captial (Immediate Program Result)

- Increase of community resources: Provide about 6000 manhour volunteer service to the community.
- Promote community participation: About 6,400 persons (& 7,600 youth and children) will participate into the weekend play in these 12 months in Ma On Shan Park. They can transfer their play knowledge and skills to strengthen the existing bonding and cohesion amongst their own families and relatives network. 200 frequent users will be invited to serve the community as play volunteers. 20 to 30 of them will be recruited as Play Ambassadors to share the vision to build social capital through play in their own community.
- Promote social solidarity: Ma On Shan Park will be selected as the landmark for the community in this project. Peoples from all walks of life will be attracted by the weekly play experience in order to enhance the sense of belonging of the residents.
- Promote cooperation and inclusion among different strata & social sectors: size and numbers of play sharing groups, nature and frequency of related activities.
- Promote collaborations among different organizations: With the outreach support from the volunteers, play ideas and skills will be shared throughout the community. More play resources and experience will be shared with the 24 play festival collaborations with different local organizations.

2. Indicators for Building Social Captial (Longer term impacts)

- Strengthen the parenting abilities of parents: with the tailor-made questionnaire surveys, the project can help understand the improvement of the mutual relationship within the families, parenting skills and the problem-solving ability of the whole families.
- Promote the personal growth of the volunteers: Under the pre-and-post measurement with the well-known tool “Self-Esteem Enhancement Measures with Children and Adolescents” (Pope, Mchalc, & Craighead, 1988), the development will be recorded in five different aspects, which include sense of belonging, sense of safety, personal value, sense of social participation, and sense of ability.
- Building social capital and solidarity with play: with the objective evaluation with the government park, the written feedback from the collaborating organizations and the play training model developed for volunteers, the project will help further to strengthen the existing social networks in the community and support other organizations to develop social network by using play and play provisions in the community.