

Fife Play Practice Development Team

Annual Service Report 2023-24 & Workstream Priorities 2024-25





Fife Play Practice Development Team

The Play Practice Development Team is based within the Early Years Team, Education Directorate. Established in 2012, our primary focus is to support play development across Fife to improve children's outcomes through play. This recognises the role play has in child development and in the development of physical and mental health and wellbeing.

Scotland's National Play Strategy (2013) acknowledges that children's play is crucial to Scotland's wellbeing and that play is an essential part of a happy, healthy childhood and fundamental to children and young people's quality of life.

Contributing to this by supporting play development across Fife, we promote and develop play opportunities based on Playwork practice that is focussed on free play, outdoor play, and the play process, underpinned by the Playwork Principles and the child's right to play, enshrined in the United Nations Convention of the Rights of the Child.

Fife Play Practice Development Team web page:
[Fife Play Practice Development Team | Fife Council](#)

Vision

To enhance children's health & wellbeing and quality of life through play

Values

- Valuing child-led free play
- Inspiring outdoor play in nature
- Belief in and promotion of the Playwork Principles
- Promoting rights-based practice
- Providing nurturing and inclusive play
- Supporting and appreciating families
- Imparting knowledge and developing skills

Aims

- Promoting high quality care, play and learning opportunities to children and families in Fife through joint working and creative collaboration across public, voluntary, and independent sectors
- Promoting and supporting good practice, training, and development opportunities by empowering others, increasing knowledge, and understanding, to embed a play ethos throughout settings
- Creating high quality play experiences and stimulating environments for children, that are fun, free, and flexible, where children are valued as individuals, respected and in which they are involved
- Raising the profile and celebrating the value of play through engaging with the public and families, increasing knowledge and understanding around play throughout Fife
- Providing high quality information services to families in relation to Early Learning and Childcare, play and learning opportunities, including news, events, and information led by the needs of children, their families, and carers throughout Fife, utilising social and digital media platforms

Play Practice Development Team Workstream Overview

Free Range Project

The Free Range Project is a targeted, referral based outdoor play project based at Falkland Estate. The aim of the project is to improve children's quality of life through outdoor play. It is an entirely outdoor free play experience for children aged 4-10 years and aims to increase children's confidence and resilience by providing challenge and adventurous play for vulnerable children from identified areas of Fife during school holiday periods. Over 1600 children have attended the project since 2012.

For more information about the Free Range Project:

Link: [Free Range Project | Fife Council](#)

Promoting and Celebrating Play

50 Things to do before you're 5

50 Things to do before you're 5 in Fife is a local offer featuring a menu of 50 exciting activities for families in Fife with young children, giving them great suggestions for how to have fun and learn at the same time, which will support the improvement of children's development, skills, and knowledge. All activities are presented and packaged through a website and mobile app:

Link: [50 Things to do before you're 5 | Fife](#)

Playday Roadshow Week

Playday is a national campaign that celebrates the child's right to play across the UK each year. Fife's National Play Day event has been celebrated in various parks across Fife since 2013. We celebrate Fife's National Playday with a roadshow week in partnership with other Fife Council teams and external partners.

Link: [Promoting & Celebrating Play | Fife Council](#)

We raise awareness and promote the value of play by engaging with practitioners and organisations through our Facebook page Fife Play Resource.

Fife Play Resource Facebook page:

Link: [Fife Play Resource | Facebook](#)

Play in the Community

Play Ranger Sessions take place after school and holiday periods in a local park or greenspace and are free play sessions for children of all ages and their families. This supports communities' understanding of the importance of play for children's wellbeing and supporting family bonds.

Link: [Play in the Community | Fife Council](#)

Play Training & Development Support

The Play Practice Development Team offer training and play development support to nurseries, schools, out of school clubs and community groups and the wider play sector to enrich learning experiences, support creativity and active learning based on free play and outdoor play. Examples of training courses; Nature Kindergarten, Inspiring Outdoor Play, and Loose Parts Play and Fire Training. Play development support is available on request.

Link: [Training & Development Support | Fife Council](#)

Link: [Fife Council Early Years | Training Sway](#)

Family Information Service

Fife Families Information Service is a free and impartial service providing information on a full range of services led by the needs of children, their families, and carers. We provide news, events and information for parents, families, and children throughout Fife. The 50 things to do Fife website and App is promoted via the Fife Families Facebook and Twitter pages.

Fife Families Information Service Facebook page:

Link: [Fife Families Information Service | Facebook](#)

Fife Families Information Service Twitter page:

Link: [Fife families Information Service \(@FifeFamilies\) | Twitter](#)



Free Range Project

Work Undertaken

- Delivered 7 weeks with children attending from all 7 committee areas in Fife
- Summer 2023 – Cowdenbeath, Glenrothes, Leven, North East Fife, South West Fife
- October 2023 - Kirkcaldy
- Easter 2024 – Dunfermline



- Development of Free Range Children's Video

Impact

Referrals – 170

- Education - **93**
- Social Work - **33**
- Other - **8**

Places allocated – 134 out of 140

- Boys - **81**
- Girls - **46**
- Pre-school - **29**
- Age 5-8 - **73**
- Age 9-10 - **25**

Overall attendance rate **87%**

Parent/Carer Questionnaire:

Child experience - Excellent **71%** Very Good **27%** Good **2%**

Parent/Carer feedback on what the children gained:

Increase in confidence, social relationships and making friendships with others, positive outdoor experiences, and life skills.

Referrer Questionnaire:

Child experience – Excellent **73%** Very Good **27%**

Child outcomes met – Excellent **64%** Very good **27%** Good **9%**

Referrer Feedback on what the child gained:

Increased confidence, made new friendships and develop social skills. Develop resilience through outdoor learning experiences, improved mental health.

Aid children's transition from nursery & school setting to holiday provision

Link: [Free Range Children's Video](#)

What the children said...



'Summer camp is so much fun!'

'Being here is just like being on holiday'



'My favourite thing was lighting my own fire in a fire bowl!'



'The best thing about Free Range is making three new friends'



'I love being in the hammock, it makes me feel relaxed'



'My favourite thing to do was making new friends, climbing big trees and walking on logs'

What the parent/carers said...

'He has had the best time ever and was sad that it was the last day today but he has made more memories to cherish and also made a wee pal as well, thank you all so much for letting him be a part of the project, he's loved every single day'

'Thank you to all of you, probably don't speak for just only myself when saying thank you. My son said that he had a great time everyday. So good to give all the kids opportunities, such a great project, thank you once again'

'Mine came home covered, it was great! They had an amazing time, thanks very much they loved their week with you all'

'He gained confidence in meeting new people and making friendships, he loved telling me about how to make a den and lighting a fire'

'My daughter loved the experience and the freedom to play as she wished. She gained in confidence and made new friends. She overcame her initial anxiety about going and was able to have fun and enjoy herself. She was filled with excitement and enthusiasm at the end of the day and was very animated in relating what she had done during her day'

'The project has been a great help to my child. The team did amazing job at showing them all new things and building on his confidence. I am Thouroughly impressed and thankful for all the hard work'

'A massive thank you to all you guys again for such an exciting and inspiring adventure. My son has had so much fun and gained so much from this experience. It's been a pleasure listening to his stories and seeing all the pics. You guys do an amazing job'

'He had a great time and was so proud with his certificate, thank you so much'

What the referrers said...



'The child gained objectives which we set out - gaining confidence. Having an experience free from the anxieties which were happening at home at the time'

'I was very grateful to your staff for taking the time to visit a pupil we referred and meet her at school before the project. This was so helpful, as without this I think this pupil would have been too anxious to attend. By meeting a member of staff from Free Range first, she already had a familiar face and good understanding of what to expect. Thank you for arranging this.'



'I think this is a fantastic project and can't think of any way for it to be improved. I hope that it will continue for many years, to give children these wonderful experiences'



'I feel the referral process works well, was smooth and communication was good. Families have the necessary information needed when their child is attending'



'The children we refer always have very positive feedback about attending Free Range. Most enjoyable and really helps our families during summer holidays by keeping children active'



'The children gained life skills - team work, resilience, confidence, sharing through the outdoor learning experiences they received. These outdoor activities enhanced these life skills'

Promoting & Celebrating Play

National Playday Roadshow Week



Work Undertaken

- National Playday Roadshow Week took place in various destination parks across Fife between 31st July – 4th August at Beveridge Park, Riverside Park, Pittencrieff Park, Letham Glen and Lochore Meadows
- Wide range of partners involved included Scottish Government's PlayTalkRead bus, Smart Play Network, Active Schools, Active Fife, Early Years and the Play Practice Development Team
- Event shared via Fife Families social media platforms
- Fife Play Resource social media page – increase in promotion of play related information for the wider play sector

Impact

Playday 2023

Great attendance and family involvement in activities at each park

Event Evaluation:

Positive feedback received from children and families
Enjoyed the variety of activities available for all ages, friendly staff, had lots of fun and enjoyment
Positive feedback received from partners

Event rating - **96** responses, Excellent **86%** Very Good **14%**

National Playday Roadshow 2023:

Fife Families FB page:

Increased by **138** new followers

91,927 social media reach

Increased Fife Families Twitter reach **4,375**

Fife Play Resource Facebook Page

Increased Facebook page reach – **199,735**

Increased new followers – **262**

50 Things to do before you're 5 daily posts total reach – **43,080**

National Playday Roadshow Week 2023

'A great experience for children of all ages! Very informative with lots of great play ideas'



Riverside Park

"Brilliant that there are things for all ages especially kids with additional needs"

Lochore Meadows



'Amazing day, kids loved it. They thought it was the best day of the holidays'

Pittencrieff Park



'Had a great time making a rocket launcher, the whole house has now had a go including adults, look forward to the one next year'

Letham Glen



'Excellent, diverse activities that cater to all interests. My boys thoroughly enjoyed themselves!'

Letham Glen



'Brilliant event, plenty to do for our age 3 & 6 year olds. Activities/crafts with story was great. Den building was a favourite'

Lochore Meadows



'Amazing event & loads to do for all ages, can't believe it's free'

'We had great fun, the kids loved it all! Home now, all dried off, and excited to make our own bubbles again. Thanks for a fun morning!'



Beveridge Park

Promoting & Celebrating Play

50 Things to do before you're 5



Work Undertaken

- Launch event took place on 2nd August on National Playday as part of our Playday Roadshow week 2023 across 5 destination parks in Fife
- 50 Things to do before you're 5 public questionnaire promoted on Fife Families social media to gain feedback on the use of the App and website



Impact

Raised awareness & promoted of 50 Things App & Website promoted as part of the Playday Roadshow week across Fife

85 – App downloads at launch

App/Website Rating
Excellent **67%** Very Good **33%**

Reasons why Use the App/Website:

Low cost or no cost activities **100%**

Events section **56%**

Printable Resources **22%**

Yearly app downloads **1422**

Dunfermline and South West Fife: **35%**

Kirkcaldy: **16%**

North East Fife: **12%**

Cowdenbeath: **10%**

Levenmouth: **10%**

Glenrothes: **9%**

Undisclosed postcodes: **8%**

Public Questionnaire



'I personally have found the activities to do at home helpful. Also a quick and easy way to find out what's going on in the local area'



'Our favourite has been looking at the activities section for ideas - we liked number 17 the best!'

'My kids love the creative play and experiments and all things outdoors'



'Fab app, lots to do all over and that suit a good range of ages and stages'



'Great service, keep up the good work'

Promoting & Celebrating Play

50 Things to do before you're 5 - Yearly Data



Work Undertaken

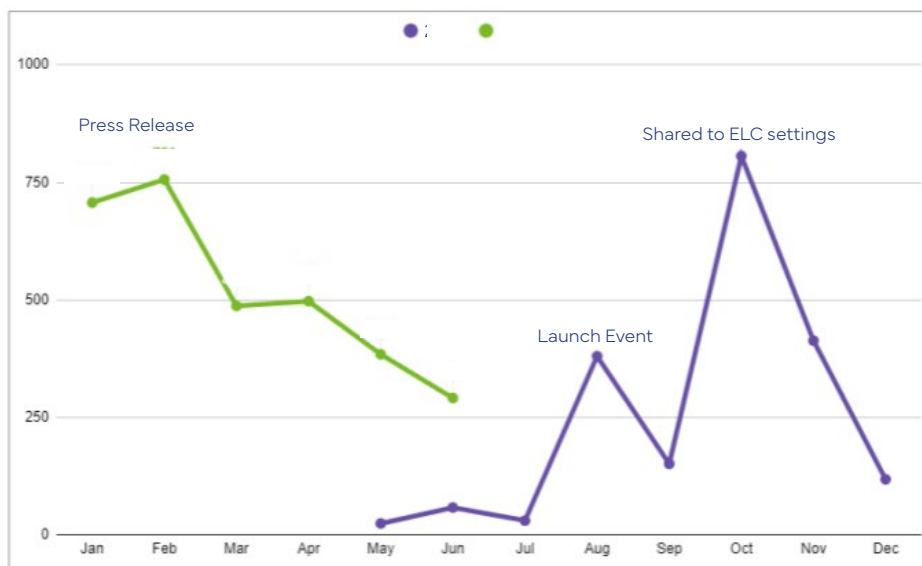
- Participation in monthly national partnership meetings to gain insight and share ideas for embedding 50 Things across Fife.
- Sharing of monthly Fife google analytics report by national team.

Impact

Monthly Google Analytics Data Report – Web & App info
Wide range of partners promoted the App & website across their areas of work

Yearly Web hits 2023/24

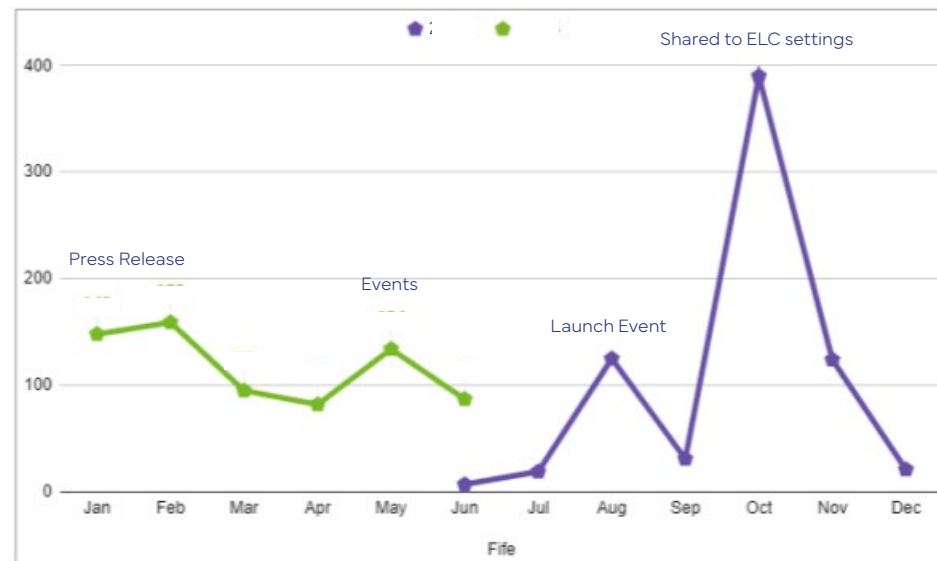
Total Web Hits – **5278**
Unique Web Hits – **4635**



Yearly App Downloads 2023/24

Total Unique devices – **1422**

Partner Joined	Under 5 Population	Total Unique Devices	Unique devices as a % of Under 5 population
June 2023	17,838	1,422	7.96%



Average monthly downloads in 2023 - 102, 2024 - 118

50 Things to do before you're 5

50 Things to do before you're 5 - Events and Wider Promotion



Work Undertaken

- Following on from the launch event as part of the National Playday Roadshow Week, raised awareness and promoted the website and App at key events and across a wide range of community groups and organisations within Fife:
 - **Scottish Childminding Week Teddy Bear's Picnic, Dunfermline**
 - **Tree in the Park – Dunfermline Wellbeing Festival**
 - **Rothes Halls Library – 50 Things Family Event**
 - **Scottish Book Trust, Bookbug Week – Adam Smith Theatre**
- Wider promotion of 50 Things via Poster & Leaflet drops
- Promotion at Kingsgate & Mercat Shopping Centres, press release issued promoting the launch of the App & website.

Impact

Attendance: Childminders – **23**, Children – **50**
Event rating: Excellent **69%**, Very Good **31%**

Children – **18**, adults – **10**

Visitors – **107**, App Downloads – **23**

All Fife GP Surgeries, Foodbanks, Community Centres & Toddler Groups.

60 shops & organisations in Dunfermline, Kirkcaldy and Glenrothes.

Press release shared increased awareness across Fife and App Downloads was picked up by local press

Link: [Fife.gov.uk](https://www.fife.gov.uk) | 50 things to do in Fife before you are 5



Tree in the Park, Dunfermline's Wellbeing Festival

"I'm a full time dad, so it's helpful knowing I can have an affordable day out using 50 Things with my daughter"

'It was a lovely opportunity to meet other childminders and the children enjoyed taking part in different activities'



Teddybear's Picnic, Dunfermline

Events & Wider Promotion

'Amazing event - myself and the children had a blast.'

'A fantastic idea and opportunity to bring childminders together. Maybe consider doing things like this on a regular basis.'

Scottish Childminding week, Teddybears Picnic



Bookbug Week, Adam Smith Theatre



Teddybear's Picnic, Dunfermline

'Great to have a childminder specific event to bring us all together, thanks for organising'



Teddybear's Picnic, Dunfermline

50 Things to do before you're 5

50 Things to do before you're 5 - Partnership Working



Work Undertaken

- Established a multi-agency steering group – Active Fife, Community Use, Active Schools, Whole Family Wellbeing Team, OnFife Libraries & Museums, Early Years, NHS Health Promotion & Health Visiting to promote and raise awareness of the App & website
- Successful pilot in partnership with Active Fife & Community Use in Dunfermline area has taken place to promote 50 Things via free Family Fun Sessions taking place at Community Use venues during in-service and school holiday periods at Woodmill HS, Queen Anne HS, Dell Farquharson Centre and Valleyfield Centre.
- 50 Things highlighted on NHS Fife Food and Health online resources – as a recommended App and website
- Promotion across all Fife Libraries and highlighted at Bookbug sessions for families

Impact

App and website highlighted on training courses – PEEP, HENRY, NHS Fife Health Promotion play@home, Playaway 1,2, & 3 books and Early Years play based training courses

4 – Family Fun sessions delivered
98 – children, **51** – adults attended

Event Rating:
Excellent – **93%** Good – **7%**

50 Things App rating:
Excellent – **79%** Very Good – **14%** Good – **7%**

Link: [NHS Fife | Online Resources and Apps](#)

Link: [OnFife | Bookbug Sessions](#)

50 Things Family Fun Sessions

Dell Farquharson Community Centre



'My kids have attended these events before and always enjoy them. There is always plenty activities for the children to explore and it's all child led excellent opportunities for all ages'

'Sessions were very well planned and both boys really enjoyed it. Thank you!'

'I hadn't heard of 50 Things until this event, I now know about it and plan to download and use it. Thank you'

Queen Anne High School



Woodmill High School



'Such a wonderful initiative'

'The fun session's were great for all ages my kids had a wonderful time. They were stimulated and got to use their imagination plenty room to run about for the younger kids and are asking to go again so that says a lot Thank you'

'I am a childminder so the app is very useful for my business and I will use it a lot Thank you'

Queen Anne High School

Woodmill High School



'The range of activities is brilliant. It's very enjoyable and gives lots of ideas to use at home/outside. Plenty of staff to support'



Valleyfield Community Centre



50 Things to do before you're 5

50 Things to do before you're 5 - ELC Promotion

Work Undertaken

- 50 Things to do before you're 5 resources are available on the Early Learning in Fife website for promotion and use within settings and family learning opportunities
- Initial 2 week Facebook campaign on the Early Learning in Fife private facebook page for ELC professionals to raise awareness and promote the key features of the 50 Things website & App for use with families and professionals
- Weekly 50 Things Friday posts sharing 50 Things activity ideas
- Highlighted and promoted 50 Things related events that would be beneficial to the ELC sector in Fife

Impact

Shared online resources with all ELC settings in Fife – LA nurseries, PVI settings and Childminders in partnership with FC

Resources on Early Learning in Fife website

Link: [Early Learning in Fife | 50 Things to do before you're 5 Fife](#)

Methilhaven Nursery Case Study

Link: [Methilhaven Nursery Case Study: 50 Things to do Fife](#)

50 Things to do before you're 5 Promoted On Early Learning in Fife Facebook Group

Posts reach – **31,166**

Likes – **189**

Link clicks – **187**

Video/photo views – **1638**

50 Things to do before you're 5

50 Things to do before you're 5 - ELC Questionnaire



Work Undertaken and Impact

• ELC Questionnaire issued to gain feedback on the use of the App and website, to identify good practice and further support needed

44 responses to the ELC questionnaire were received

Type of ELC Setting:

Private Nursery	6
Local Authority Nursery	30
Playgroup	3
Childminder	5



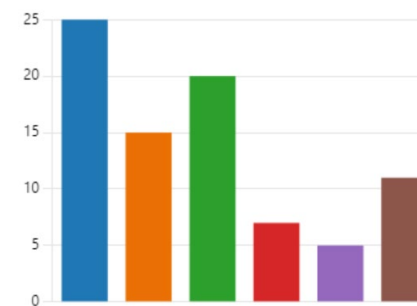
Do you use the "50 Things to do before you're 5" website or app with families in your setting?

Yes	26
No	18



Do you promote "50 things to do before you're 5" with families in your setting? Please select all that apply below.

Display Poster	25
Social Media	15
Seesaw	20
Family Learning Opportunities	7
Not promoted/Not used	5
Other	11



ELC Questionnaire Feedback



Promotion of Website and App

- 'We have promoted the app through newsletters. Beginning to think about how we can incorporate this app into welcome sessions for parents and embed as a focus across our service'
- 'We have discussed and demonstrated with families at all family learning opportunities this session'
- 'We are looking to increase parental engagement with playgroup and this could be used'
- 'Activity cards have been given out to all room teams within the building as part of their monthly monitoring'
- 'We have promoted the "50 Things" app in our family group "Playroom Patter". We supported families to download the app and encouraged them to share photos and learning through the Seesaw app'
- 'There is a poster displayed in the welcome area for parents to access and see. I will be promoting it in PEEP sessions and linking it within PEEP stay and play's also'



A4 Poster



Activity Cards



Flyer

ELC Questionnaire Feedback



Promoting Learning at Home

'I use it when looking for just some basic learning activities within in my setting, the app is full of simple, free and low cost activities. A favourite we done lately was bubble play and washing all our animals'

'We link the 50 things activities to our weekly planning and promote activities based on the children's interests, learning and stage of development'

'We try and co-ordinate activities around what the children are currently learning in the playroom or making links to activities within the local community, such as our new railway link'

'We promote and link to PEEP themes'

Engaging Families

'Simple, interactive activities where the resources are easily accessed at home. From verbal feedback the families enjoyed "Hocus Pocus Potions"'

'Many of my families have more than 1 child, they like the activities that are age appropriate for both their children'

'It does not only promote all areas of the curriculum but also promotes community cohesion at the same time'

'Almost all our families have downloaded the app now and have been very interested in how it works. From our Seesaw initiative we have had around 30% of families participate in the activities shared. These have been added into their child's PLJ. Play Away 2 group was a success with families keen to try different activities with their child each week to add to their memory box'

'We evidence our learning and co-correspondence from children and families in a floor book to describe engagement and learning experience'

ELC Questionnaire Feedback



Further Suggestions

'Love the memory section of the app. The app has been very well thought through and user friendly. We hope to promote the app in our other family learning groups next term'

'It would be good to see a 50 things family group on family learning timetables'

'Money is always tight for some families and tight for settings so a budget or resources that can be collected and handed out to families would support participants'

'We need a training session around the rationale behind the project and what is expected from EYO's and settings in regards to sharing and promoting/ facilitating the messages within it'

'Having 50 things attend our market day/family learning or to do a block as part of our family learning timetable'

'Online promotion on teams so that all practitioners can be familiar with it and talk about it's benefits for children and families they work with'

'We would like printable resources with information of each activity for families who don't have access to app or Internet'

'It would be nice to have some ideas of how to promote it with families through engagement opportunities'

'Tracker page for each child that can be completed with parents. Something like the Summer Reading Challenge where families try to complete as many activities as possible for a small 'reward'.

Play Training & Development Support

Work Undertaken

- Delivered a variety of outdoor play based training courses



- Development of Nature Kindergarten resource document for ELC sector

Impact

Nature Kindergarten:

7 courses delivered
134 attendees including
47 Apprentices

Improved confidence
Excellent **93%** Very Good **9%**

Developed skills & knowledge
Excellent **94%** Very Good **6%**

Inspiring Outdoor Play:

3 courses delivered
60 attendees

Improved confidence
Excellent **100%**

Developed skills & knowledge
Excellent **100%**

Introduction to Fire:

7 courses delivered,
66 attendees

Improved confidence
Excellent **84%** Very Good **16%**

Developed skills & knowledge
Excellent **89%** Very Good **11%**

Loose Parts Play Training:

1 workshop delivered
12 attendees

Improved confidence
Excellent **100%**

Developed skills & knowledge
Excellent **100%**

Positive feedback received from ELC practitioners
Access available learning on professional learning section of Early Learning in Fife website

Link: [Nature Kindergarten Resource Document](#)



'As an Early Years Officer working in an outdoor setting, the course offered the opportunity for me to develop my practice and confidence in my daily role outdoors. The delivery of the course was fun and at the same time very informative. Having the chance to meet other practitioners and share good practice was very beneficial'

Nature Kindergarten



'I feel a lot more confident delivering nature play based sessions within my setting and providing the opportunity for the children to experience the firebowl and all the learning that goes with it. I'm also feeling more confident about encouraging the children to explore loose parts play.'

Inspiring Outdoor Play

Training Feedback

'A great fun, hands on training course. Had a great time in the woods. Very inspiring and experienced instructors. Everyone in education/ childcare/elc should do this training.'

Inspiring Outdoor Play



'The training was delivered in a professional, fun and interactive way. I feel much more confident in supporting fire in my setting and how to do this safely. EYO'

Fire Training

Training Feedback

'The staff are feeling much more confident to have a go after the training and we've now bought our own fire pit and equipment. We've had a great time making fires with the children, and plan to make a fire on the beach on our beach kindergarten next week.'

Fire Training



'I found this very educational. We have a big shed for play in a pod and it has made me think of what resources we can use and how we can use the loose parts. It has given me different ideas to try and allowing the children to use loose parts as free play experiences'

Loose Parts Play Training



Thank you for the amazing atmosphere you created during the training. It enabled the staff to open up to each other and just "have a go." We felt like it was a team building experience as well as a development session to learn about ways to support learning in nature. The team were raving about it when we got back to the setting, so a very special thank you from us! Westfield FNC/ St.Andrew's Nursery'

Inspiring Outdoor Play



'I have gained so much more confidence and skills that I can implement and extend in my practice for outdoor learning. I have never experienced beach kindergarten so it was a good opportunity to learn all about this and skills that I can take forward and begin to share with other staff. I feel I would now be confident at leading fires both in the forest and at the beach! Thank you!'

Nature Kindergarten



Play in the Community

Work Undertaken

- Increased Play Ranger programme - carried out **34** weekly play sessions at Valley Gardens, Kirkcaldy and Warout, Glenrothes from February to June 2024



Impact

Valley Gardens, Kirkcaldy:

300 children, young people and adults attended **18** sessions:

Adults – **90**
0 - 4 years – **41**
5 -12 years – **179**
13+ years – **7**

Warout Community Learning Space, Glenrothes:

146 children, young people and adults attended **16** sessions:

Adults – **58**
0 - 4 years – **27**
5 -12 years – **54**
13+ years – **1**



What the children have said...



'You can play or do anything you want to'



'This is the best day ever'



'This is my best day when I come here'



'This is great fun!'



'I want to come here every day'



'I like coming here and I make friends'

What parents/carers have said...



'I take my grandson to Play Planet and other structured activities but he enjoys this set up better as he can choose how he plays and what he plays with'



'All the kids seemed to be really enjoying it'



'He enjoys being here as he only has me at home'

'It's a fantastic thing for the kids'



'It's the highlight of her week'



'She will just talk about being here all night'



'I have been up from 4am but I was making sure the kids did not miss this'

Family Information Service



Work Undertaken

- Improved monitoring of Facebook and Twitter pages to increase followers and reach through evaluating how users engage with each page

- Raised awareness of the 50 Things to do before you're 5 App and website with daily posts, sharing events and promotion

Impact

Fife Families Facebook Page:

Increased reach **865,218**
Increased new Followers by **620**

Fife families Twitter:

Reach **119,273**

50 Things to do before you're 5 daily posts total reach:

Fife Families Facebook page **178,256**

Fife Families Twitter **15, 437**

Workstream Priorities 2024-25

Things we will do to improve

How we will measure it

Free Range Project

- Collate using digital technology children's views on Free Range to support new children attending
- Gather emotional check out of children to ascertain views
- Free Range referral information on Early Learning in Fife website

- Child & referrer feedback
- Child experience & feedback
- Referrer feedback

Promoting and Celebrating Play

- Spread 50 Things to do with partners in community use facilities
- Create 50 Things to do Play Bites videos to exemplify practical application for families
- Continue to share 50 Things good practice case studies across ELC sector and invested partners

- Attendance no's
- No. of community use venues used
- Engagement no's/views on social media
- Practitioner & partner feedback

Play in the Community

- Increase venues that Play Ranger sessions can take place, targeting childminding population and areas of deprivation

- Attendance no's
- Child feedback
- Parent/Carer feedback

Things we will do to improve

How we will measure it

Play Training & Development Support

- Development of Loose Parts Resource
- Create Loose Parts Resource page on Early Learning in Fife website

- Practitioner feedback

Family Information Service

- Use of Canva app to improve quality of social media engagement

- Engagement no's/view on social media



Report Contact:

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