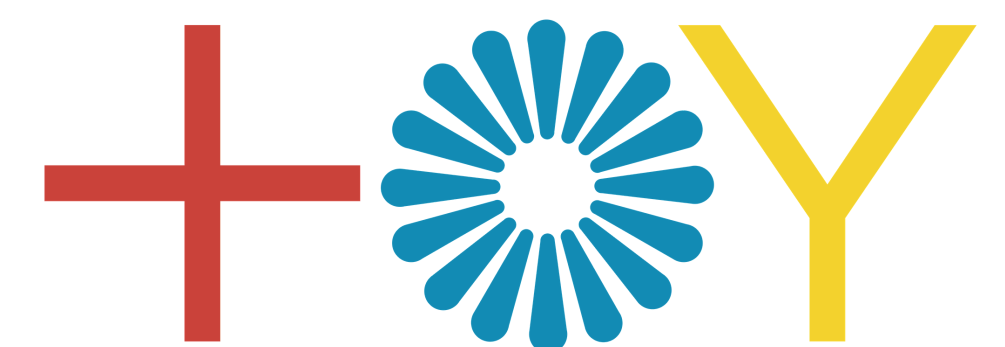




Community Play Hubs: a cost assessment



FOR INCLUSION

toys to share play to care

AIM

The aim of this document is to provide an overview of the costs and resources to set up and run a TOY for Inclusion Play Hub.

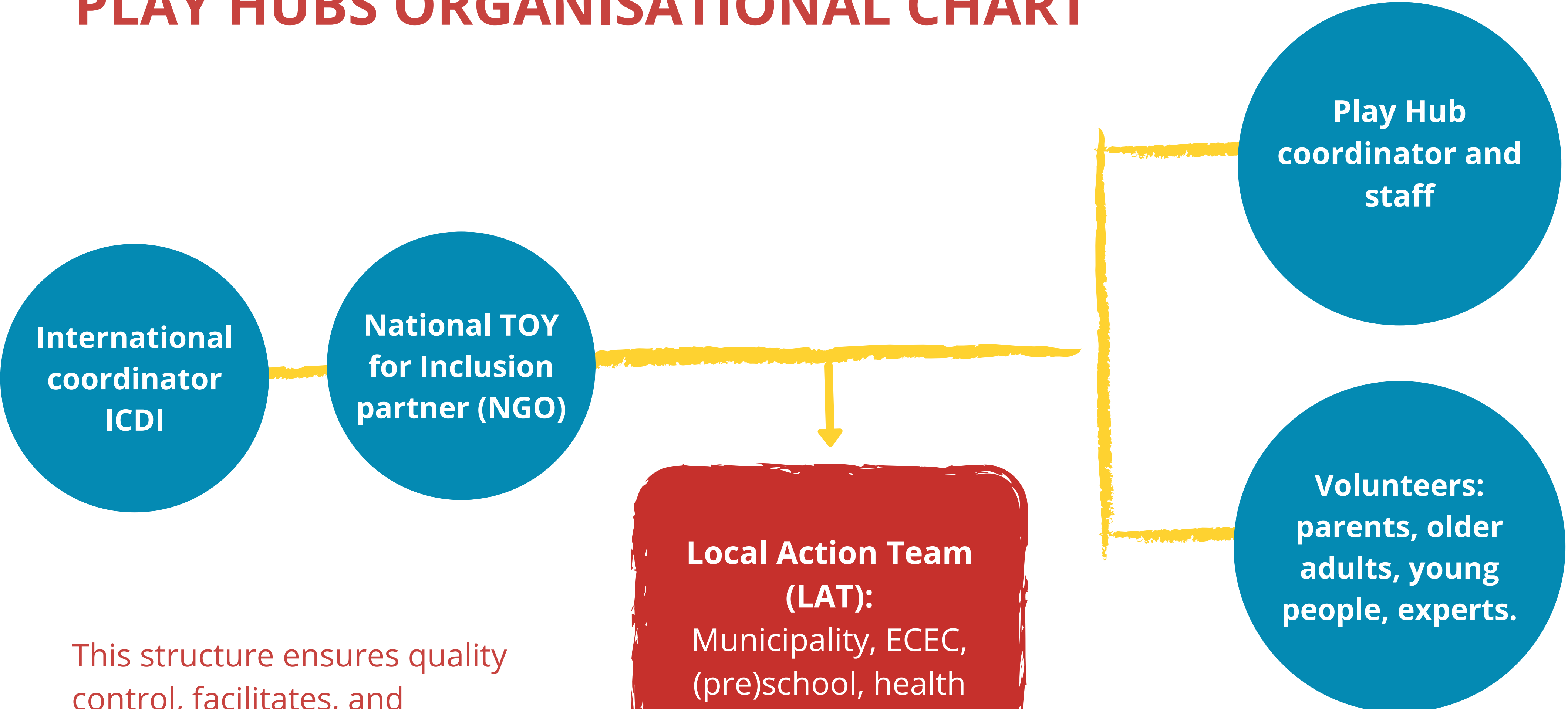
Financial figures are not provided, because costs vary considerably between one country and another, and because costs and resources are not necessarily identified with “money”.

Contributions in kind such as infrastructure, labour force, donations of toys and books may represent a large part of the “income” budget of a Play Hub.

For more information about Play Hubs, [read our FAQs.](#)



PLAY HUBS ORGANISATIONAL CHART



Local Action Team (LAT):
 Municipality, ECEC, (pre)school, health services, social services, parents, etc.

This structure ensures quality control, facilitates, and supports cross-sectoral cooperation between different services, enhance local ownership and stimulates local fundraising for financial and in-kind resources and sustainability.



THE PROCESS OF ESTABLISHING A PLAY HUB

1

COMMUNITY MAPPING

Understand who is doing what in relation to young children's education, health and well-being in your community and form your Local Action Team (LAT).

2

TRAINING

A special training for the members of the LAT on the approach and the practicalities of designing and running a Play Hub.

3

NEED ASSESSMENT

Research the needs and desires of families with young children in your community, giving special attention to the most vulnerable ones.

4

PREPARATION

Select a location, do the necessary renovation and furnishing of the space, purchase toys & educational materials. Connect with services in the community, agree on opening times, promote the Hub to families.

5

OPEN THE PLAY HUB

Welcome children and families for Play Hub services and workshops every week.

6

(ONGOING) MONITORING AND EVALUATION

Collect data on activities and reflect on their results and users' experiences. Introduce changes if needed.



Get in contact with the national TOY for Inclusion partner organisation, or, in case there isn't one yet in your country, get in contact with the international coordinator, International Child Development Initiatives - ICDI.

They will guide you through the process and can also help you find financial support if needed.

COST CATEGORIES

Each Play Hub is designed and run by a Local Action Team (LAT) and aims to respond to the specific local needs of young children and families. Different Play Hubs choose different locations, have different furniture, toys and materials and offer different workshops and activities. However, all Play Hubs have common costs. These can be organised in four categories:

STAFF



PROMOTION



INFRASTRUCTURE



ACTIVITIES



STAFF



COORDINATING ORGANISATION

NGO in charge of the national coordination of all Play Hubs.

One project officer who:

- coordinates all Play Hubs at national level
- collects regular monitoring data
- provides training and mentoring to LAT
- facilitates quality assessment
- raises funds at national and local level



PLAY HUB STAFF/LAT COORDINATOR

At least **2 staff** with ECEC training who:

- ensure smooth running of regular Play Hub activities
- plan and organize other activities such as workshops or outings
- support fundraising

Additional tasks

- Admin associated with membership records, toy lending
- Clean the Play Hub premises
- Management of website/social media

Additional tasks can be performed by the two staff in charge of Play Hub or by additional staff.

Refer to the [TOY for Inclusion Toolkit](#) for a more detailed description of what the Play Hub staff do.

Staff costs should be budgeted. They can also be sponsored by a stakeholder or local authority. Some costs can be in-kind as for example cleaning staff if the Play Hub is located in a school and some non essential activities can be performed by volunteers.



INFRASTRUCTURES

ESSENTIAL SPACE

At least 1 room:

- equipped with washroom facilities
- big enough to host shelving units to store toys
- ideally on ground floor for easy access and with a garden for outdoor activities
- responding to all safety standards

EXTRA (OPTIONAL)

An additional room for administration, toy lending and for the LAT to meet.



Costs of electricity , water , taxes must be also taken into account.

Third party liability and other insurances are also necessary, according to national or local rules. If premises are offered by a supporter, insurance is normally included.

The premises can be rented (and of course in that case, financial resources are needed) or it can be offered by a stakeholder or local authority in-kind. Play Hubs can, for instance, be located in one or more free classrooms in a school or in a community centre. If activities take place outside regular hours additional costs may incur.

PLAY MATERIALS

A) Purchase of furniture such as shelves, cabinets, tables, chairs, sofas... Safety standards must be ensured!

B) At least one computer including scanner, printer, etc.

Costs A) and B) could be already in place in the premises if offered by a supporter, stakeholder or local authority. Donations could be considered (e.g. for computers, printers, furniture, etc.), otherwise alternative sources of funds to purchase these items, and those mentioned below need to be found.

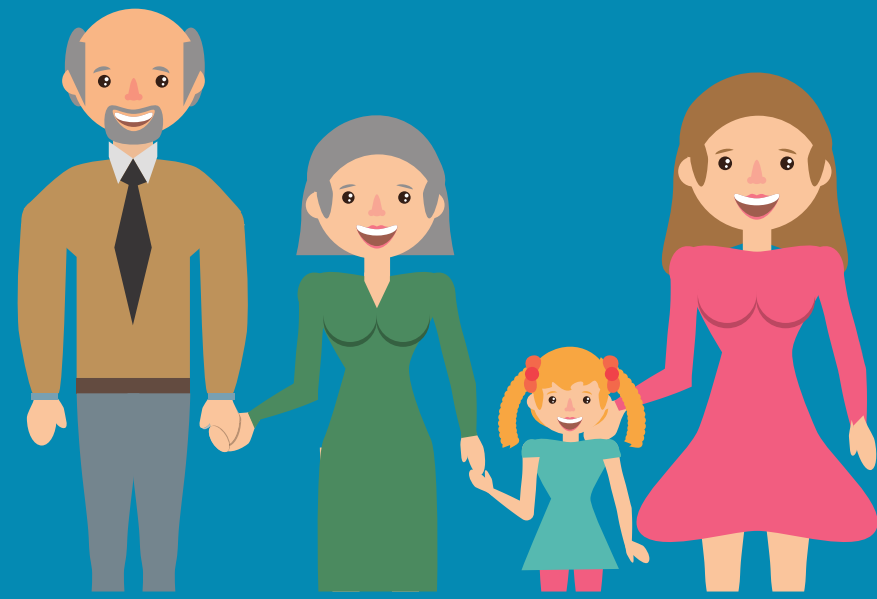
C) Purchase of toys/educational materials/books

D) Purchase of stationery, toiletries, etc.

Cost C) is the one for which donations are most likely to be received. If not, it is essential that funds are found for first time purchase of toys and books, and for their replacement in case they are lost, damaged and unrepairable.

Cost D) can be either offered by a supporter or financial resources must be available.





PROMOTION

PROMOTION OF THE PLAY HUB AND ITS ACTIVITIES

- Design and printing of promotional material, e.g. leaflets and posters
- Creation of promotional video
- Maintenance of a website or social media page (optional)



Design work could be performed by a volunteer or offered in-kind by a supporter. In most cases financial resources need to be available for printing and costs associated with the website.



ACTIVITIES



REGULAR WORKSHOPS AND ONE-OFF EVENTS

A) Play Hub staff should be able to run many types of workshops, but in some cases it may be necessary to hire an external professional

B) Specific materials related to the workshop

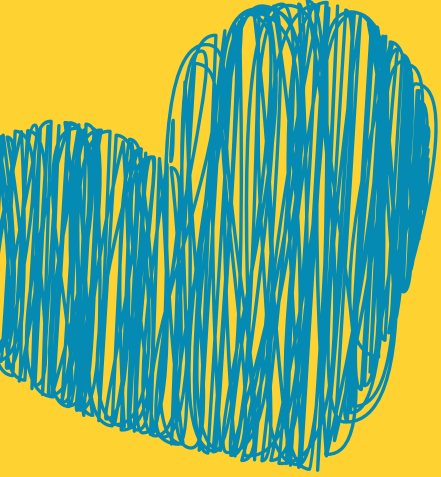
Cost A) can be constituted by volunteers such as grandparents or other older adults in the community, parents, local artists or professionals employed by other services; rarely is this cost covered by a supporter.

Cost B) might not be necessary or might be included in the Play Hub; otherwise financial resources are necessary.

C) Additional time of the Admin staff for collecting registrations to workshop, contacting facilitators and related paper work

D) Additional time for the cleaning staff





OUTINGS (E.G. VISITS TO MUSEUMS, CONCERTS, SPORT EVENTS, PARKS, ETC.)

Outings are an opportunity to discover the community environment and can be organised at no cost most of the time. However, in some case some expenses may arise:

A) Rent of vehicles (e.g. bus or minivan) and associated insurance costs, or purchase of bus/train tickets.

B) Entry tickets for museums, concerts, shows, etc.

Costs A) and B) can be offered by a supporter. Participants might be asked to contribute for a share of the costs; otherwise financial resources need to be available.

C) Hire of tour guides

D) Extra staff or volunteers, especially if young children are involved

E) Additional time to the Admin staff for collecting registrations, making reservations, buying tickets etc.

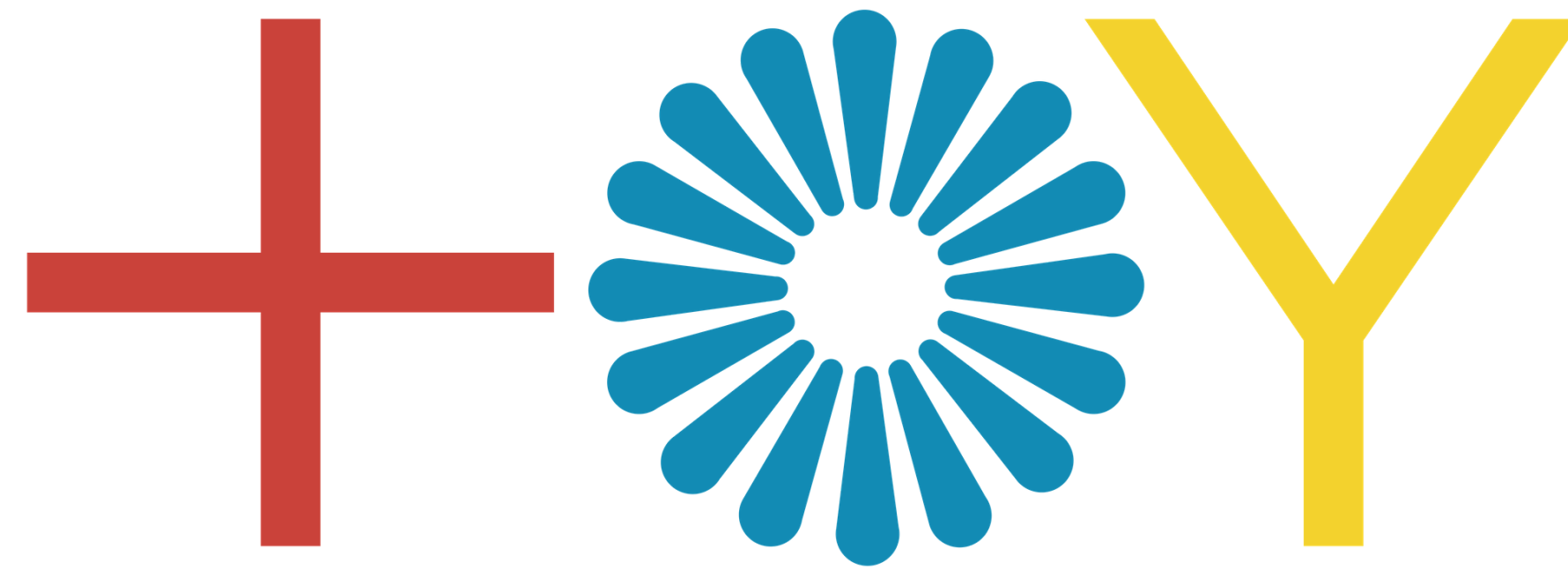
Cost C) is optional and can also be covered by a volunteer.

Cost D) can be optional if parents/carers are always present.

Cost E) might not be necessary, as regular Admin time could be enough to cover this work.

Outings should be viewed very much as an optional extra and only when resources permit.





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