

Press Release

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Building a Future of Play: Coram's Fields Launches Campaign for a New Play Tower with a Unique Twist

In the heart of London, a pioneering campaign is set not only to reshape the landscape of children's play but also to empower children by giving them the opportunity to choose the design themselves.

What: This campaign seeks to raise funds for the construction of a chosen play tower at Coram's Fields, providing a safe, stimulating, and accessible place for children under 16 to explore and enjoy. The design of the tower will be chosen through a democratic voting process, giving children a direct say in their play environment.

Who: Coram's Fields, a historic site dedicated exclusively to children and young people, is spearheading this initiative. With a legacy of almost 90 years, the charity continues to offer a unique space where no adult can enter without a child, emphasising its commitment to a child-focused environment.

Coram's Fields serves as a vital green space for local and visiting children, offering a range of services that support young people's physical and mental wellbeing.

Why: The new play tower aims to enrich the play experiences of countless children, fostering their imagination, problem-solving skills, and physical health. In an era where outdoor play is increasingly overlooked, this campaign champions the crucial role of play in childhood development.

The campaign draws inspiration from the joy and sense of discovery of children who have enjoyed the old play tower. Quotes from young patrons like C, 7 years old, who loves the view from the top, and D, 9 years old, who imagines time travel while sliding, illustrate the tower's impact on children's creativity.

Stuart Woods, CEO of Coram's Fields, commented: "We're absolutely thrilled to be launching our Play Tower campaign and to be giving children and young people the chance to decide what the future of play looks like at Coram's Fields, effectively giving them the power to decide how to spend £100K. We want to hear from as many young people as possible, so if you're a parent, carer, school, or play centre, encourage your young people to get involved. It only takes a second to vote!"

The campaign is set to go live in April, finalising on the national Play Day in August.



We invite everyone to contribute to making this dream a reality by voting and donating through the link below. Your support will not only help construct the new play tower but also ensure that the legacy of play at Coram's Fields continues to inspire children for decades to come.

Donate now and share this campaign: <https://coramsfields.org/play-tower-campaign/>

Coram's Fields is a children's only park and playground and is open all year round for children under 16 years old. Our charity also provides valuable services for all young people, both from the local community as well as for those visiting the area.

The park is steeped in history and for 80 years Coram's Fields has existed solely for children and young people as noted by our well-known policy that 'no adult can enter without a child'.

<https://www.coramsfields.org/>

CONTACTS - FOR FURTHER INQUIRIES

Comms Department and Fundraising

