



Play, at the heart of your local authority

Bringing play into the everyday
places families already go





play is being crowded out
of childhood.

**As a local authority,
you can help change that.**



Play belongs at the heart of childhood. It is how children learn, grow and make sense of the world - building brains from the very beginning and laying the foundations for lifelong health, wellbeing and connection.

But today, play is being quietly crowded out.

Families are facing growing pressures on time, money and space. Safe, welcoming places to play are shrinking. Opportunities for everyday play are becoming harder to access - especially for those who would benefit most. With fewer alternatives, screens are increasingly filling the gap.

The result? Children missing out on the everyday experiences that set them up for life.



90% of the brain is formed by age five.
This early window is too important to
leave to chance.

**Play should not
be a luxury. But
built into the
spaces, systems
and experiences
that shape
childhood.**



What we know

 **1 in 4** families with children under 5 can't access local family services - rising to **1 in 3** in low-income families

 Children from low-income families are already almost **5 months behind** their peers in development by age 5

 The gap widens to almost **20 months for children with SEND and additional needs** by the Reception year

 **Two-fifths** of the disadvantage gap at age 16 is already present by the time children start school

 The **cognitive** and **emotional** gaps established by age 5 have a well-documented correlation, serving as a strong predictor for adult earnings and future academic success.

 The national target: **75% of children achieve a Good Level of Development (GLD) by 2028** - up from 68% today



Investing in play means
investing in the future of
children across your local
authority.



A Play Network for your whole Local Authority

Boromi enables local authorities to build a connected, community-wide Play Network, embedding simple, high-quality play opportunities into the everyday places families already go.

We provide expertly curated Play Libraries, offering portable and flexible collections of high-quality, evidence-informed play bags that families can borrow, take home or use on-site; making play visible, accessible and easy to begin.

By meeting families where they are, Boromi helps remove barriers to play and supports healthier, happier childhoods.

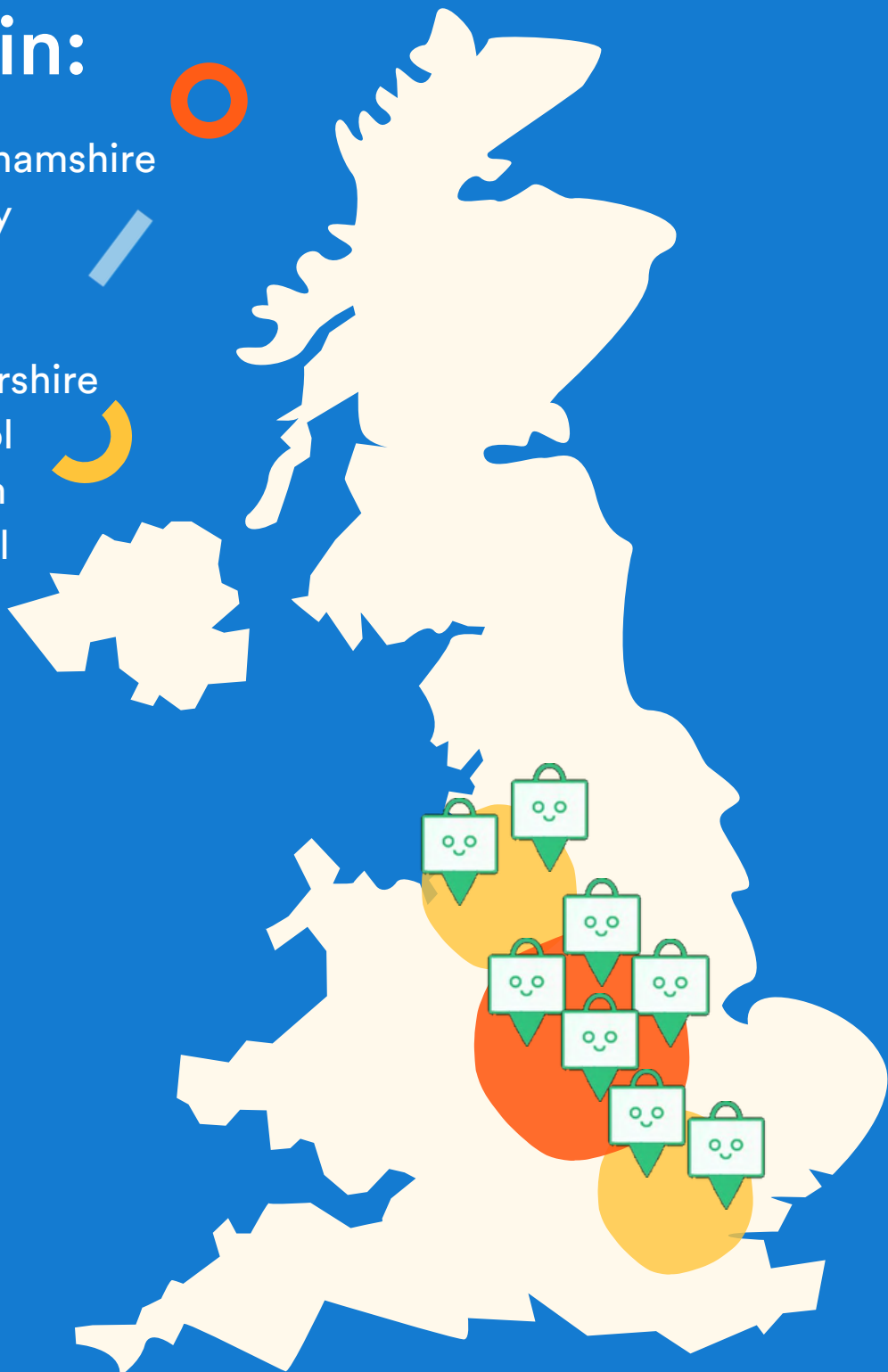
We activate and connect the spaces you already have - i.e. libraries, family hubs, schools, nurseries, leisure centres, community settings and religious centres - turning them into part of a joined-up, playful system that supports early learning across your local authority.



Because play shouldn't be somewhere families go. It should be everywhere they are.

Currently part of the LA offer in:

- Buckinghamshire
- Coventry
- Derby
- Kirklees
- Leicestershire
- Liverpool
- Newham
- Sandwell



No new buildings. No capital spend.
No additional staff.

We also offer Play Libraries in over 250
individual settings nationally



Play, in practice

**Play shouldn't be somewhere families have to go.
It should be everywhere families already are.**

Play Libraries work through the spaces families use every day - nurseries, schools, libraries, family hubs and community settings - connecting services with home life and making play easy to access in everyday environments.

Whether it's sent home from nursery, picked up at the library, or discovered in a leisure centre café, it creates opportunities for play within the moments that already exist.

No need to sign up, no app to download, no new place to find. Just simple, high-quality shared play, built into the rhythms and routines of everyday life.



Boromi, on tour

Play, beyond the building

Where families aren't reached through services and settings, the model goes further.



Some of the families who need play most are the least likely to walk through a service door. Boromi on Tour goes to them - taking play into parks, high streets, community events and places of worship. No registration. No referral. No threshold to cross.

Just a Boromi bag, open and ready. An open invitation to play.

Boromi, for professionals

A tool for people closest to families



For some families, play feels out of reach, not because they don't value it, but because life is complex and confidence is low. The professionals who support them see this every day. For these families, play might not arrive through a place. But instead through a trusted person.

Our play bags give professionals something simple and meaningful to bring into their work. It can be shared on home visits, introduced in clinics, or used in stay-and-play sessions - supporting connection, interaction and confidence in the moment it's needed. No training. No additional burden.

Just the right resource, at the right time, with the right family.



The LGA's own research says it clearly

Integrated services are the key to meeting the 2028 GLD target. Councils that join up health, education and community provision - and reach families where they already are - are the ones moving the dial. Boromi's local authority-wide Play Networks are built to enable this.

A single, coordinated play offer deployed across family hubs, libraries, leisure centres, schools, nurseries, community settings and more - connecting the dots between services, offering a safe space for families to play and making play visible, accessible and expected.

**Simple to implement. Low burden for staff.
High impact for families.**



“Child development is a health, care and education matter... joined-up working between councils and local services can help deliver the national ambition to give every child the best start in life.”

Cllr Amanda Hopgood
Chair, LGA Children, Young
People and Families Committee
February 2026

What the Boromi model delivers for your Local Authority

- ✓ A whole-LA solution that works across multiple settings simultaneously
- ✓ Directly aligned to your Best Start in Life Local Plan and the 2028 GLD target
- ✓ Strengthens the Home Learning Environment and builds parental confidence
- ✓ Reaches priority families - including those with EAL and families experiencing disadvantage
- ✓ Free at point of use for families
- ✓ Quick to deploy, simple to sustain
- ✓ Supports **joined-up delivery across services and partners**
- ✓ **+25 percentage point** increase in children's communication skills (ImpactEd, 2021–23)



A Play Network in action: Coventry City Council



In 2025, Boromi partnered with Coventry City Council to launch a **city-wide Play Network** across libraries, family hubs and community settings - embedding play into the places families already go.

In the first 12 months:

-  **3,744** family engagements across 6 settings
-  **394** bags loaned from libraries in the first 4 months
-  **100%** of families said they would come back to play again
-  **82%** said the Play Libraries gave them ideas for play at home

The network is now expanding with 17 settings hosting Play Libraries across the city, now including schools and nurseries.



Families are always drawn to the Play Libraries and keen to get involved. I recently spoke to a parent at a school readiness session who told me she and her child had borrowed every single bag from their local library – and how much it had enhanced their play at home. It's always lovely to hear feedback like this and to see the difference they're making for families.

Wendy Foxall

Home Learning Environment Co-ordinator
Coventry City Council

The Play Library has added significant value to our service, enabling parents to feel more confident in facilitating play and supporting their child's development.

Staff member,
Coffee Tots

We've started playing together more and using things differently at home.

Parent, Coventry

Great way to engage families on the importance of play. Lovely resources for parents to take home to enhance their home learning.

Staff member, Coventry Family Hubs



Together, we are building a
national Network of **play**.

Connecting more playful people, in
more playful places, across more playful
communities.

Partner with us. Start building your Play Network.

We're inviting Local Authorities to partner with us as part of their Best Start in Life initiative and become part of something that is already building more playful childhoods for children across the UK.

Getting started is simple

-  We work with you to map settings across your local authority
-  Play Libraries are placed and activated - no infrastructure required
-  We onboard your teams, track impact and support reporting
-  You deliver on your Best Start Local Plan. We make it simple.

Register your interest



Scan to complete our
Local Authority
enquiry form.



boromi

Because wherever families
go, play belongs there too.



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