

Play Providers Association launches new website to benefit members

The Play Providers Association (PPA) has launched a brand new website to act as an information portal for indoor play operators. The new site, still hosted at www.playproviders.org.uk provides the 100+ PPA members with a site that enhances their membership and the administrative support provided to members.

Users will immediately notice that the site has a new layout and design which seeks to represent and promote indoor

play provision to the leisure sector and related organisations. Information is grouped so that the site is easy to navigate and will be updated regularly with industry news, members and supplier news and the projects undertaken by the PPA itself.

The CMS and CRM systems that underpin the site will mean that it is easier to communicate with PPA members and now members will uniquely have access to a private area of the site where they can find out confidential information, input into industry statistics and have access to an online forum, building on the vital networking opportunities provided by the PPA.

Speaking about the new site Association Manager



Kate Costin commented that she is delighted with the final outcome of the facility "The new PPA website will make a real difference to communication with the PPA members. Not only is it a time saving tool for example whereby members can enter our upcoming ASPIRE awards online, but it will also allow us to communicate news with our members more effectively. The site will also be an important source of industry news and will also provide companies looking to start up a play centre with assistance."

"We welcome feedback on the site and hope that it will prompt operators who have been considering PPA membership recently, to apply so that they too can receive the full benefits of the system"

PPA member customers will benefit from a redesigned find a member "locator" which will go live towards the end of August. The locator will become an important marketing tool for the association as it seeks to raise the awareness of the standards reached by PPA members.

The PPA's Leisure Industry Week Preview

The Play Providers Association (PPA) will be supporting LIW for the fourth consecutive year in September 2008. Do come and visit us on our stand (5040) situated in the middle of the Attractions and Family Entertainment

section of the show and utilise our mini lounge area to meet up with other FEC operators. After the success of our seminar programs in the past 2 years, the PPA has again been involved with creating sessions to educate PPA members and



play providers. This year the Play Providers Forum will be taking place on Tuesday 23rd September to include the PPA AGM. These Tuesday sessions will be an extension of the PPA regional meetings and will allow operators to discuss prevalent issues and share ideas and best practice with other operators. PPA members have commented that this is the most beneficial aspect of the association and have devised 2 important topics for this year of "State of the Industry" and "Parties" to discuss in a workshop style, interactive format with other play operators. The PPA forums will only be

open to PPA members who have an operational site and non members who register beforehand directly with the PPA. To do this please ring **Kate Costin on 02476 414999 (205)** or email kate@sportsandplay.com Wednesday 24th will be the Play Industry Forum in association with the API. The program is listed on the PPA website and you can register online there or at www.liw.co.uk for the open sessions. Speakers include Tony Sefton and Nick Balmforth and sessions will run for approximately 45 minutes. For more information about the sessions and full program list please visit www.playproviders.org.uk