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## **“Let play lead the day” new animation film to inspire families**

Tapestry, the childhood education platform, and Amber Ogunsanya-William, aka *Playworkeramber*, have joined forces to launch an animated film called [Let Play Lead the Day](#) aimed at families and an accompanying resource pack. The film celebrates the joy and importance of children’s play, as well as telling the story of Amber Ogunsanya-William’s own experience of growing up in an adventure playground.

Amber Ogunsanya-William’s childhood was spent in Tower Hamlets in London which had very limited access to parks and green spaces. However, her father managed an adventure playground and this gave her an imaginative wonderland in which she thrived: *“I literally grew up in the adventure playground. My father was a magician of imagination and a storyteller who transformed ordinary space into extraordinary adventures. I took it for granted but now I realise my experience of play was quite different to my peers.”*

Play is under threat and [figures from Play England](#) highlight the issues. They have found dramatic drops in children’s access to play compared to previous generations. 80% of 55 to 66 year olds were able to play on the street as children, compared with around a quarter today.

Tapestry collaborated on the animation to help champion children’s freedom to play. The company works extensively within early years and with primary schools. And Dr Helen Edwards, co-founder of Tapestry and a former nursery owner, said: *“We hope all the settings and schools that use Tapestry will share the animation with the families in their learning communities, helping to spread the message about the essential role of play.”*

A recent survey by Tapestry showed that early years settings are using a variety of ways to share ideas and resources for play at home, Dr Helen Edwards explained: *“We found they were providing newsletters with ideas for play at home, modelling play in class and using tools like Tapestry to share ideas.”*

Angela Carter, Head of Community Services at Lloyds Park Children Charity which runs a nursery in Walthamstow, London, highlights the central role of play in children’s development and in creating community: *“At LPCC, we know play is more than fun—it’s how*



*children learn, connect, and grow. Through play, families build understanding, empathy, and stronger bonds. It's a shared language that brings us together across generations and cultures."*

Amber has created an accompanying free resource for families which encourages families to repurpose materials for play and to think about play in the everyday.

To watch the animated film visit: <https://www.youtube.com/watch?v=zZ618-TJAYo>

To download the accompanying resource pack visit: <https://tapestry.info/let-play-lead-the-day/>

ENDS

**For more information:** Anna Pedroza, [anna@pedrozacommunications.co.uk](mailto:anna@pedrozacommunications.co.uk) 07813 938 020

### **About Amber Ogunsanya-William, aka *Playworkeramber***

Amber is an award-winning international Inclusive Play Worker, Consultant, and Advocate who believes that play is a universal superpower, and she's reshaped how the world sees it. As a pioneer in her field, Amber has redefined the role of play in education, wellbeing, and community development, driving positive behaviour change and elevating performance through purpose-driven solutions.

Her innovative approach transcends boundaries, empowering individuals across diverse contexts, from grassroots initiatives to global platforms. Amber's groundbreaking work has earned her international recognition, including the honour of being named the first-ever NSPCC Champion of Childhood.

With a career spanning both charitable and commercial sectors, she has left a lasting imprint on organisational culture, championing inclusive, imaginative environments that foster resilience and spark creativity. Her interdisciplinary methods ensure holistic outcomes that resonate far beyond the playground.

As a trailblazer in inclusive play, Amber has influenced initiatives worldwide, ensuring that children of all abilities and backgrounds can participate fully. Her legacy continues to shape how communities and organisations embrace play, not just as an activity, but as a transformative force for connection, learning, and joy.

### **About Tapestry**

Tapestry is the original, and leading, childhood education platform, providing an online learning journal and management system for early years settings and primary schools. It helps educators to celebrate children and engage families in mainstream and SEND provision. Tapestry keeps parents and carers in touch with how their child is doing, enables educators to build a picture of each child's development and interests, and provides the tools for the daily running of a setting.

Tapestry is used in more than 40 countries and supports over 14,000 schools and settings - more than any other platform. It was launched in 2012 by the edtech company Foundation Stage Forum and is based in Lewes, UK.

Tapestry is the brainchild of husband and wife team, technologist Steve Edwards and educator Dr Helen Edwards. Both regularly write and speak about education and technology, and they continue to support initiatives like the APPG for Childcare and Early Education.

Tapestry has been shortlisted for the Bett Awards and TeachPrimary Awards and most recently was ranked number 3 in Business Cloud's EdTech 50.

For more information visit: <https://tapestry.info>