



vlaamse dienst
speelpleinwerk

About us

juli 2019



WHAT WE DO

VDS (Flemish Playground Service) is an NGO that informs and supports all playgrounds in Flanders and Brussels. We organise trainings for young people and organisers, regional gatherings and trainings on the spot. We advise or actively join a supervision, taking into account the actual playground. On the Flemish and federal level, VDS defends the rights of the playing child and playgrounds as a youthwork form. To do this, we have the support of about 296 playground organisers who are a member of the organisation. In diverse work cells, we are appreciated for our strong vision on playing and wide knowledge on youthwork. We are constantly looking out for interesting collaborations and actions. We develop useful products that make sure that local playgrounds grow into even stronger playgrounds that benefit everyone.

**“OUR GOAL: MORE AND BETTER
PLAYING OPPORTUNITIES FOR EVERY
CHILD ON EVERY PLAYGROUND.”**

WHO WE ARE?

VDS WIE ZIJN WIJ 2019

EEN VRIJWILLIGERSORGANISATIE 'AU FOND' + 320 VRIJWILLIGERS

DE KOEPEL VOOR SPEELPLEINWERK
Maakt ons reguliere aanbod van diensten en producten voor de basis vormt van ons werk, willen we in 2019 focus leggen op:

- een Dink brochure over zorgaanbod binnen een gemeente
- een dossier over 'spelen met leerzame partners'
- een projectje met Focus over Eltern, activiteiten over de zomer voor verpleging
- een instrument over het uitvoeren van een kindvriendelijke omgeving activiteiten
- informatie gesprekken voor medewerkers

JOUW BIJDRAGE MAAKT EEN VERSCHIL

Sieberts NV van onze totale inkomsten halen we uit lijfged, nl. €75000. Toch maakt dit bedrag een wezenlijk verschil in ons streven om zo dicht mogelijk bij jouw werking te staan. We betalen hemmen het best van bijna 2 lokale ondersteuners die voltrijds aan de slag gaan. Het verschil tussen bij een algemeen advies aan de telefoon of een advies ter plaatse, op maat, door iemand die je werking van dichtbij kent.

STAF CENTRAAL

COÖRDINATOREN
WIM, PIETER

COÖRDINATOREN
MARJAN, BERT, MARILJEN

ENDECTE
LIESBET, JO

ADMINISTRATIE
THOMAS, EVELYN

STAF REGIONAAL

KANTOREN
Dink Gint, Handikort, Dink Hasselt

W-VL
JONATHAN, DAISY

O-VL
ASTRID, SYLVIA

ANT
JEREN, KIM

LIM
RITGER, ANNE

VL-BR
WALTER, PHILIPPE

MATERIAALMAGAZIJN
EMMANUEL, MATTHIAS

TAAKVERDELING BINNEN DE vlaamse dienst speelpleinwerk

- HR**: "Hilfen en verzuim zijn ons menselijk kapitaal, daar dragen we zorg voor."
- FINANCIËN**: "Dat elke euro het speelpleinwerk kan goed doen, is onze prioriteit."
- ADMINISTRATIE**: "De velen aan die velden, die diensten, die mensen, die manier helpen..."
- INCLUSIE**: "Dat iedereen leeft en kan deelnemen, inclusief die 'vermoederlijk zwak'."
- PLEEGCOACHING**: "Het veld is altijd daar met raad en daad om onze vrijwilligers..."
- LOKALE ONDERSTEUNING**: "Elke werking samen aan het werk is belangrijk, daar ondersteunen we de vrijwilligers!"
- PRODUCTEN**: "Onze producten en diensten maken een bijdrage aan het speelpleinwerk, dat is onze missie!"
- COMMUNICATIE**: "Duidelijk, betrouwbaar en toegankelijk is met wie we samen de wereld bouwen!"
- VIDE**: "Een strategie voor onze velden, zijn velden..."

A volunteer organisation since the beginning.

In 2019, we have 329 volunteers ready every day to accomplish our goal. We do not want to "use" volunteers, but we let them participate, they receive large responsibilities and they steer the organisation both on central as well as regional level. [Our management board](#), as well as the general meeting, consist of mostly volunteers. In 2015, [a volunteer book](#) became the leading document for the entire organisation.

Practise what you preach! We want to give young people the best chances they can get. Chances to take initiative, to have fun, to take responsibility and to make mistakes in safe contexts. In this way, they improve the playing chances of thousands of children and they become the best possible version of themselves.

"VDS IS AN EXPERT IN VACATION."

Working locally is our strength

In every province, VDS works with [a regional volunteer group](#). The daily operational work VDS has, is done by a group of 22 employees. Every region has two employees to guide the different volunteer groups and keep contact with the playgrounds. Together they create our offer

(trainings, gatherings, advise, etc.) and make sure it reaches the playgrounds. The head office is in Mechelen, while we also have offices in Ghent and Hasselt.



WE ARE HERE FOR PLAYGROUNDS IN THE FIRST PLACE!

A definition on playground work as the base limit

Since September 2015, VDS has [a definition of playground work](#). This definition grasps the base of playground work. Playgrounds that do not fulfil this definition, are no playgrounds to VDS. We are constantly looking for new ways to give more and better playing opportunities to children in their free time. Our view on playing is what VDS is striving to spread to all playgrounds.

Difference is okay

A definition and view on playgrounds is not strict and narrow. Organisers determine for themselves their policy and structure. It's possible that their view on playing differs slightly (or largely) from the view of VDS. Some playgrounds agree with some parts of our view, but disagree with other parts. No problem!

As a broad organisation, we are here for all playgrounds and they can always ask for advice or help. The offer we have in goods and services is specifically aimed at playgrounds and is usable by every playground: for those who share our view and for those who don't.

Know that:

- Everything we say, make or do was inspired by our view and the different view texts.
- VDS does not regard playgrounds with different views as less qualitative. The reverse is also true: playgrounds that do follow our view are not necessarily qualitative either. Quality is bound to context.

GOALS FOR 2018-2021



Every four years, VDS writes a General Policy Note. It shows our structural choices and strategic lines and describes the means with which we want to realise our goals. Through this note, we receive funds by the Flemish government. Our organisation receives about €886.000 yearly and this money is half of the funds VDS needs.

[Policy note 2018 - 2021](#)

**“VDS HAS TWO TASKS: TO CONVINC
EVERYONE THAT PLAYGROUND WORK
IS A STRONG FORM OF YOUTHWOR
AND TO MAKE SURE THAT THEIR VIEW
ON PLAYING AND PLAYGROUND WORK
STICKS!”**

Guy Redig (Prof. VUB, former chief of cabinet of Youth and ex-principal VVJ)

HISTORY OF VDS

Since 1994 with a pre-history

This organisation started in 1970 as a fusion of existing regional and provincial training centres where youthworkers were trained.

Since 1974, NDO had profiled itself as the representative of playgrounds

Acknowledged and subsidised as a national youth organisation, NDO has profiled itself in 1974 as the representative of playgrounds and at the end of the '70's, they also profiled themselves as experts in living environments and creating playing environments. In the 1980's, NDO actualises its policy to meet the playgrounds more, which leads to the "playful decree" of 1984. At the start of the next decennium, NDO watches the problems rising with daycare closely, which forms the third pillar of the organisation.

In 1992, it changes name into "National Service and Research Centre for the Playing Child". This organisation is structured with three autonomous pillars:

- Research Centre Child and Society
- Flemish Daycare Service
- Flemish Playground Service

The three services get more and more autonomy and changed into three NGO's, with the birth of VDS on the 24th of June 1994. The logical next step was to create three completely different organisations, which happens in 2002. NDO ceases to exist in 2003.

Since 1993, from a fragmented unity to one VDS

Since 1993, the relevance and the future of playground work is being guarded, with two main points of attention: services and training. At the end of the 1990's and in the early 2000's, the training courses (which were fragmented into 13 different centres) get a provincial focus.

- In 1998, the Brabant centres become united under VDS Flemish-Brabant. That same year, the same happens in East-Flanders. A year later, West-Flanders follows suit.
- Other training centres that do not follow VDS in its playground mentality either quit or find shelter with other organisations. Some vie for recognition by the government themselves.
- Limburg finally follows in 2002.
- In Antwerp, we already have VDS structures, but within the province, there are three different VDS groups. When one of these groups decide to go autonomous in 2006, the other two merge and in 2008, they become VDS Antwerp.

We now have five provincial points of service which, at this point, are seen as different organisations with their own managements. The national management consists of the chiefs of regional managements and in the General Meeting, they are joined by several regional board members. In 2004, a sixth point of service arises in the heart of Belgium. VDS Brussels joins the fray.

At this point, it becomes clear that the fragmented organisation needs a central policy. One unified VDS will provide more quality and impact than the fragmented regional points. External signals from partners and the governments function as an extra push.

In 2005, the fusion is officially shaped and carried out. There is, from then on, one policy for all employees and volunteers. The different regions have their own say in what they focus in their policy, but they seek out common focus points with other provinces and VDS gains common views throughout the organisation. In 2012, VDS gains a new and fresh make over, and we remember the old differences only in anecdotes.

2007, VDS gains its own professional organisation model

At the end of 2007, VDS starts a thorough reorganisation process called "Blik Vooruit!" (Look forward!). Work organisations and structures that grew organically get analysed and redirected. VDS gains a professional organisation model without losing its historical power: for and with playground workers, thanks to a guiding and inspiring volunteer frame and through a strong regional dynamic.

The professionalisation shows in structures, conclusion forming, communication, work organisation, financial policy and location policy: VDS - finally! - buys its own office in Mechelen which, next to it being the head office, will function as one out of two functional secretariats (next to a hired location in Ghent) instead of the seven different points of service. Regionally, we do have antenna points or meeting locations to provide for local volunteers.

The Look Forward process becomes a guiding light in the limited yearly adjustments of the internal organisation, but also when a new structure is needed. In 2012, such a process was started to create a VDS that has an effective organisation which aims to improve its efficiency permanently. That way, every volunteer and employee remains committed to the internal organisation.



MEET THE FAMILY



Materiaal
Magazijn



kind & samenleving



MateriaalMagazijn is an initiative by VDS

[MateriaalMagazijn BVBA](#) was created in 2002.

The different regions of VDS often bought their materials together, which led to a structure which allowed this to happen on a larger scale.

This bvba has a link in all aspects to VDS, as we are the only shareholder. Our financial director, Jo, is co-owner of the bvba. Next to that, there is close contact between VDS employees and the people at MateriaalMagazijn. We work together to reach common goals: more and better playing opportunities for all children (out of quality materials). Financially, the bvba is autonomous and its employees are formally separate from VDS.

Child and Society: from the same nest, living together

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Child and Society stick together in the same hired building in Meise until VDS moves out to Mechelen. Child and Society moves to Brussels for a while, but rejoins VDS at their building in Mechelen in 2017. Up until today, they work together strongly.

Speelmakers, born from VDS

[Speelmakers](#) (Gamemakers) cvba strives, together with VDS, for more and better playing for each child. Speelmakers is a separate organisation, which burst forth from VDS and works together with it. We share a conviction about playing and want to spread it as wide as possible. Through that, we want to offer children as many playing opportunities as possible.

VDS focuses on playgrounds mainly, while Speelmakers offer support in other sectors. We're talking about daycare, education, wider youthwork, travel organisations, welfare, etc. VDS forwards questions that are not playground related to Speelmakers.