

Helping Out in the Home Corner - Casdon

Enhancing the 'home corners' of 100 UK primary schools in time for the new term

As part of Casdon's 75th anniversary celebrations, we created "Helping Out in the Home Corner", an interactive and resource-led initiative designed to enhance the 'home corner' areas of 100 UK classrooms.

Playtime's bespoke recruitment drive successfully attracted more than the target number of classrooms, each receiving a collection of child-sized home corner role-play toys including Henry and Hetty Vacuum Cleaners, Cleaning Trolleys, mini Morphy Richards Microwaves, Kitchen Sets, Pans, Play Food, Electronic Washers and Wash Day Sets.

We also developed and delivered curriculum-linked resources for the teachers and children, to further enhance role-play activities in the classroom. And children took home branded certificates and stickers to further extend the reach of the campaign.

Evaluating the success of the initiative included surveying the participating schools, who felt that Casdon's toys and the Helping Out in the Home Corner resources/initiative:

- Helped children settle into their new classroom surroundings at the start of term, and provided an opportunity for them to engage with their new classmates through play (98%)
- Helped the class follow the EYFS areas of learning (93%)
- Helped their class engage more actively in role-play (95%)
- Helped the children evolve their imagination, express their feelings and improve their communication skills (95%)