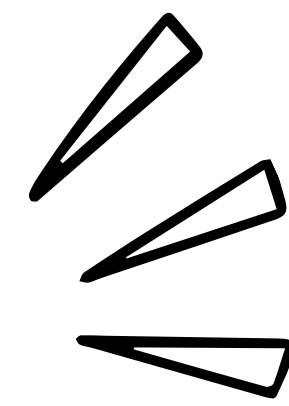
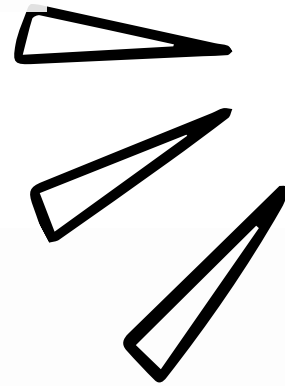


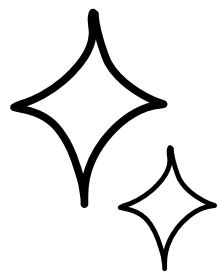


Child Friendly Sandwell



Option Appraisal





Why become child friendly



Since 2018 children and young people have been telling us what is like to grow up in Sandwell. SHAPE surveys, Make your Mark and Play Sufficiency Assessments all have recurring themes – they may be using different phrases but the messages are the same.

UK research highlights the real difficulties currently faced by children and young people and the impact the wider public realm has on their lived experiences.

[State of the Nation Report 2022](#) – Central Government

[The Good Childhood Report 2023](#) – The Children's Society

[Mental Health of Children and Young People in England](#) – NHS Digital


[Child Health Inequalities driven by Child Poverty in the UK](#) – RCPCH

[Childhood Obesity is Where You Live Important ?](#) – Nuffield Trust

[Cities Alive – Designing for Urban Childhoods](#) – ARUP

['Young People Ditching Ambitions over UK Cost of Living'](#) – The Guardian

['Poor housing a growing barrier to school attendance'](#) – The Guardian

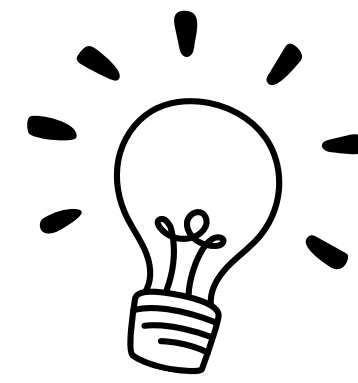


Options



UNICEF Child Friendly Cities
Programme

Go it alone and develop our own bespoke
Child Friendly Borough Programme



UNICEF Programme

It takes between three to five years for a city or community to be recognised as a UNICEF UK Child Friendly City or Community. The framework is split into four distinctive phases:

1 **Discovery**

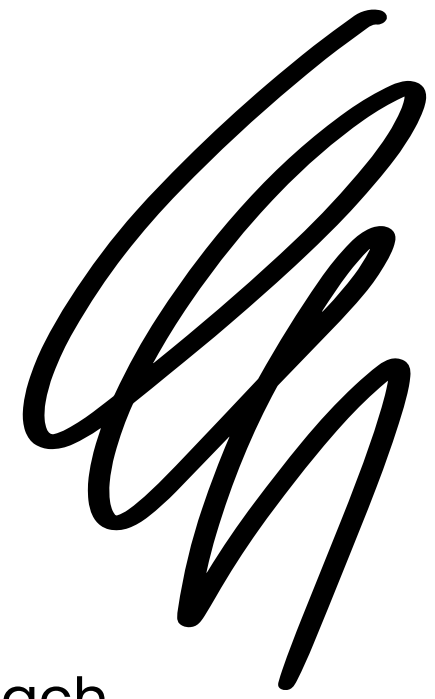
2. **Development**

3. **Delivery**

4. **Recognition**



UNICEF Programme



Cost

- £35,000 direct costs to UNICEF pa minimum of 3 years as a council wide commitment.
- Indirect costs associated with the coordination of the programme.

Pros

- Globally recognised
- Structured framework
- Requires a top down approach
- Cabinet Members support for the UNICEF model
- Support and training provided
- Access to other support networks

Resource

- CE or Director to Champion the programme
- Lead Member
- Lead identified in Children's Services
- Establish Local Steering Committee
- Corporate Support Identified
- Project management/support?
- Directorate leads to be identified

Cons

- Limited flexibility within the parameters of the programme
- Cost
- Timescales - defined by UNICEF It could take longer

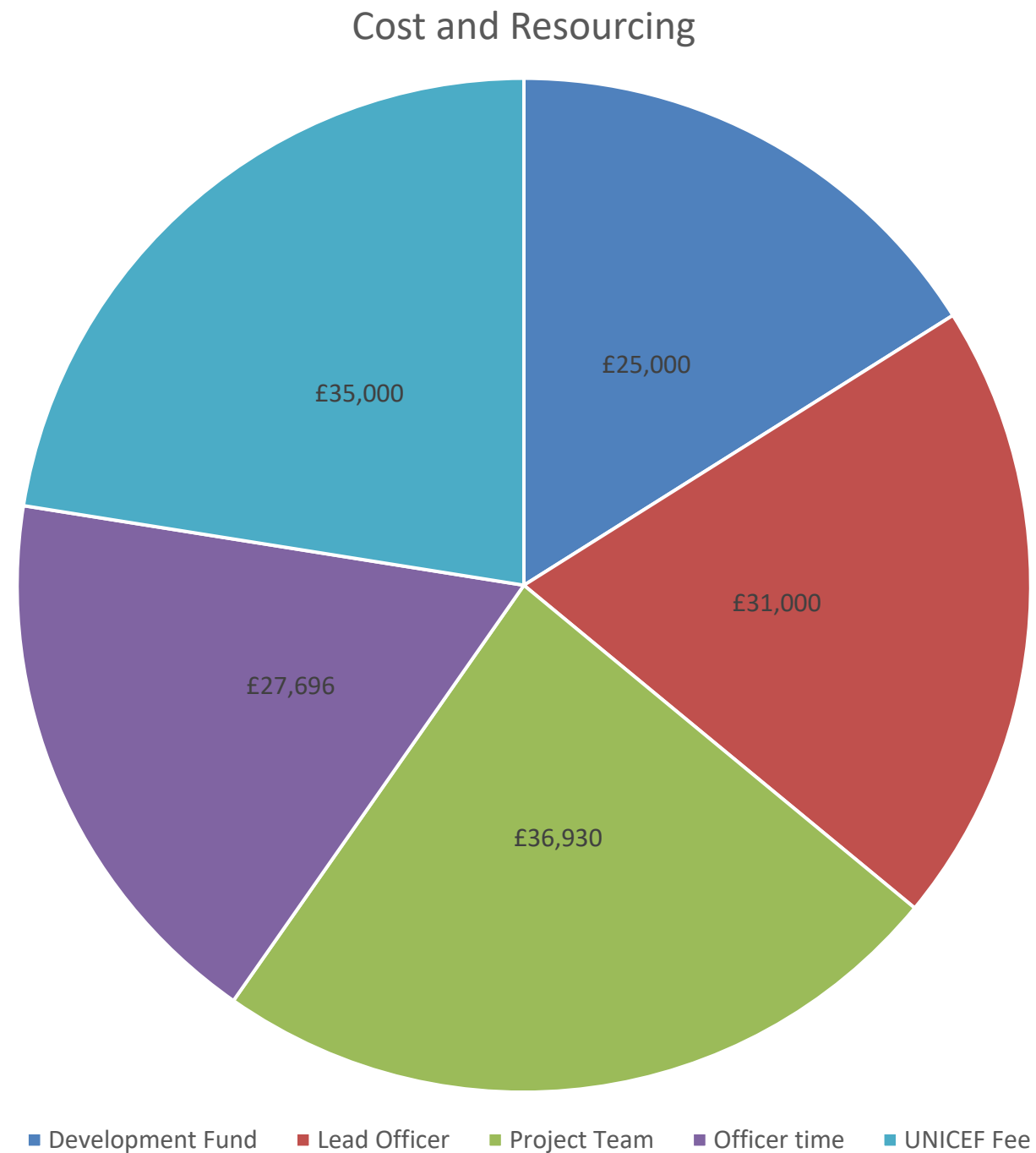


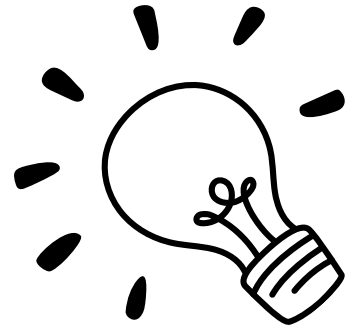
UNICEF Programme



Cost

- Development Fund
- Lead Officer 0.5 post
- Project Team – project officer and corporate support officer.
- Officer time allocation per directorate 0.25 x 3
- UNICEF annual fee
- **TOTAL £155,626**





Bespoke Model

High level commitment to embed a child rights approach

Staff resource to develop framework

Ongoing training and delivery support

Identify external evaluation partner

Bespoke model

Cost

- 35 to 40k pa for the duration of the programme for an evaluation partner as across directorate commitment
- Indirect costs to develop the framework and coordinate the programme
- Training costs

Resource

- CE or Director to Champion the programme
- Lead Member
- Lead identified in Children's Services
- Corporate Support Identified
- Project management/support?
- Directorate leads to be identified

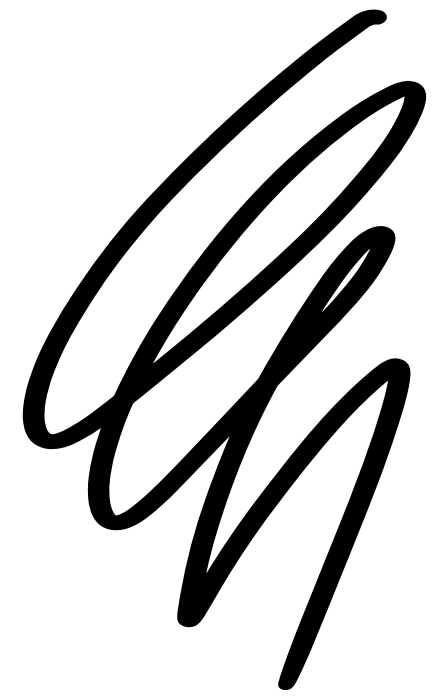
Pros

- Flexibility in the framework design
- Build on existing work
- Timescales

Cons

- Timescales
- Costs
- Identifying how outcomes are evaluated
- Local recognition only
- Potential for the programme to not succeed
- Bottom up approach

Bespoke Programme



Cost

- Development Fund
- Lead Officer 0.5 post
- Project Team – project officer and corporate support officer.
- Officer time allocation per directorate 0.25 x 3
- Research, evaluation partner

TOTAL £160,626

Cost and Resourcing

