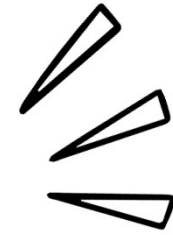
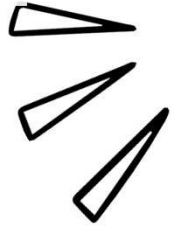




Child Friendly Sandwell



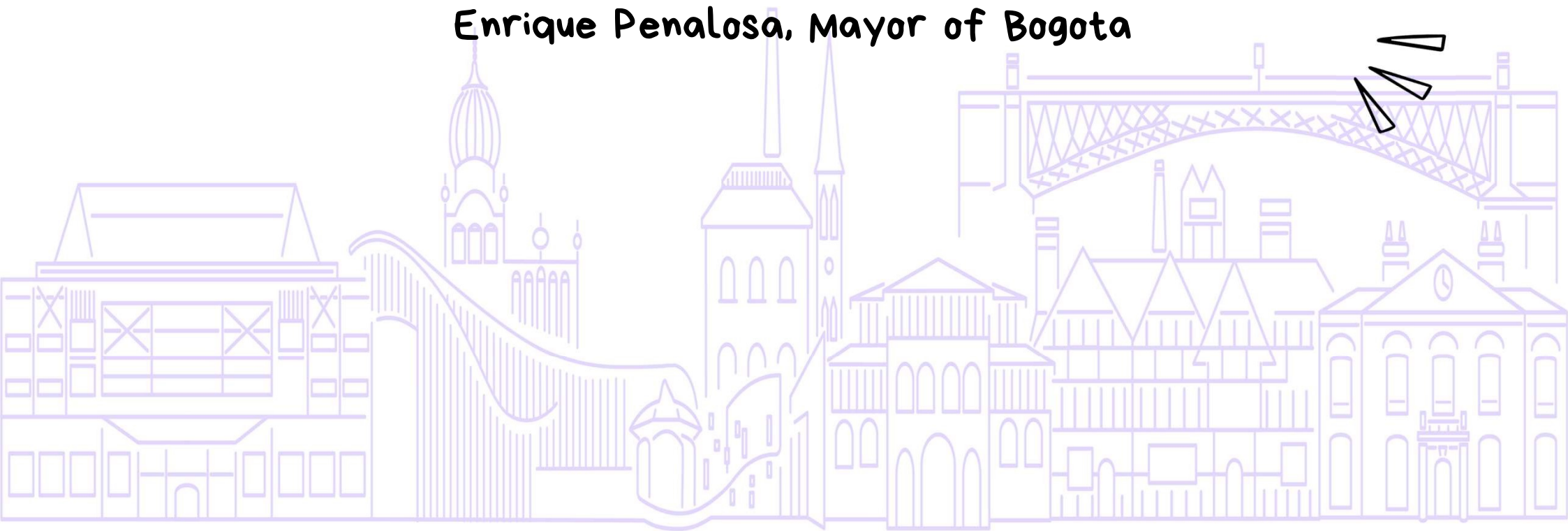
Option Appraisal





Children are a kind of indicator species. If we build a successful city for children, we will have a successful city for all people”

Enrique Penalosa, Mayor of Bogota



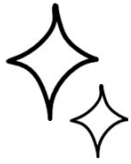


UN Convention on the Rights of the Child

The Convention says childhood is separate from adulthood, and lasts until 18; it is a special, protected time, in which children must be allowed to grow, learn, play, develop and flourish with dignity. The Convention went on to become the most widely ratified human rights treaty in history and has helped transform children's lives.



1 ARTICLE 1 CHILD	2 ARTICLE 2 NON-DISCRIMINATION	3 ARTICLE 3 BEST INTERESTS OF THE CHILD	4 ARTICLE 4 MAY BE APPLIED TO ALL	5 ARTICLE 5 CHILD'S INTERESTS TO BE CONSIDERED	6 ARTICLE 6 LIFE, PHYSICAL AND MENTAL DEVELOPMENT	7 ARTICLE 7 CHILD'S NAME AND NATIONALITY
8 ARTICLE 8 IDENTITY	9 ARTICLE 9 SEPARATION FROM PARENTS	10 ARTICLE 10 CHILD'S BEST INTERESTS	11 ARTICLE 11 PROTECTION FROM ABUSE AND EXPLOITATION	12 ARTICLE 12 CHILD'S VIEW TO BE HEARD	13 ARTICLE 13 CHILD'S PRIVACY	14 ARTICLE 14 CHILD'S FREEDOM OF THOUGHT, CONSCIENCE AND RELIGION
15 ARTICLE 15 CHILD'S CULTURE	16 ARTICLE 16 CHILD'S PRIVACY	17 ARTICLE 17 CHILD'S INFORMATION	18 ARTICLE 18 RESPONSIBILITY OF PARENTS	19 ARTICLE 19 CHILD PROTECTION	20 ARTICLE 20 CHILD'S INTERESTS	21 ARTICLE 21 CHILD'S BEST INTERESTS
22 ARTICLE 22 CHILD'S PROTECTION	23 ARTICLE 23 CHILDREN WITH DISABILITIES	24 ARTICLE 24 CHILD'S HEALTH	25 ARTICLE 25 CHILD'S INTERESTS	26 ARTICLE 26 CHILD'S PROTECTION	27 ARTICLE 27 CHILD'S WELL-BEING	28 ARTICLE 28 CHILD'S EDUCATION
29 ARTICLE 29 CHILD'S EDUCATION	30 ARTICLE 30 CHILDREN FROM INDIGENOUS PEOPLES AND TRIBES	31 ARTICLE 31 CHILD'S PLAY, RECREATION, CULTURE AND LEISURE	32 ARTICLE 32 CHILD PROTECTION FROM HAZARDOUS WORK	33 ARTICLE 33 CHILD PROTECTION FROM TRAFFIC	34 ARTICLE 34 CHILD PROTECTION FROM SEXUAL ABUSE AND EXPLOITATION	35 ARTICLE 35 CHILD PROTECTION FROM SALE AND TRAFFICKING
36 ARTICLE 36 CHILD PROTECTION FROM EXPLOITATION	37 ARTICLE 37 CHILD PROTECTION	38 ARTICLE 38 CHILD PROTECTION	39 ARTICLE 39 CHILD PROTECTION	40 ARTICLE 40 CHILD PROTECTION	41 ARTICLE 41 CHILD PROTECTION	42 ARTICLE 42 CHILD PROTECTION
43-54 ARTICLE 43-54 CHILD PROTECTION	CONVENTION ON THE RIGHTS OF THE CHILD					



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](#) – RCPC

[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

Why become child friendly

Child-friendly interventions offer an opportunity to improve a city's level of child-friendliness. The ideas presented here include small actions that can add up to high-impact change as part of a children's infrastructure network.



Intergenerational spaces
can become community hubs that increase interaction and exchange between the young and the old.



Traffic measures
such as colourful crossings or shared spaces redefine use and aid driver awareness of pedestrians and street activities.



Pedestrian priority
removes or calms traffic to create a safe environment for everyday street play and socialising.



Community gardens
provide opportunities for intergenerational activities, socialising, skills development and outdoor physical activity.



Neighbourhood mapping
led by children, provides deeper insights into an area's issues and opportunities.



Play streets
temporarily closed to through traffic allow communities to use the space while reducing air pollution and traffic danger.



Playable spaces
look beyond basic design functions, take a balanced approach to risk and provide facilities for families to spend time together for longer.



Multifunctional green infrastructure
caters for multiple purposes, such as stormwater parks that enable play in both flooded and dry conditions.



Sense of ownership
of public space through co-creation and increased activity can help to decrease vandalism and maintenance costs.



Playful encounters
such as public art or creative bus or tram stop designs invite playful interaction as part of everyday journeys and activities.



Cultural and heritage spaces
can become assets for inclusive and playful city life when combined with sensitive conservation.



Wild spaces
are flexible and adaptable areas that reactivate vacant or underused plots and bring nature back into the community.



Construction sites
can become engaging places and educational assets for the local community, e.g. by hoarding design that makes works visible.

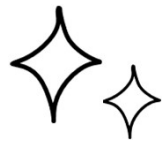


Multi-use community spaces
make smart use of space around schools, and other community facilities and enable out of hours use.

Options

UNICEF Child Friendly Cities
Programme

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



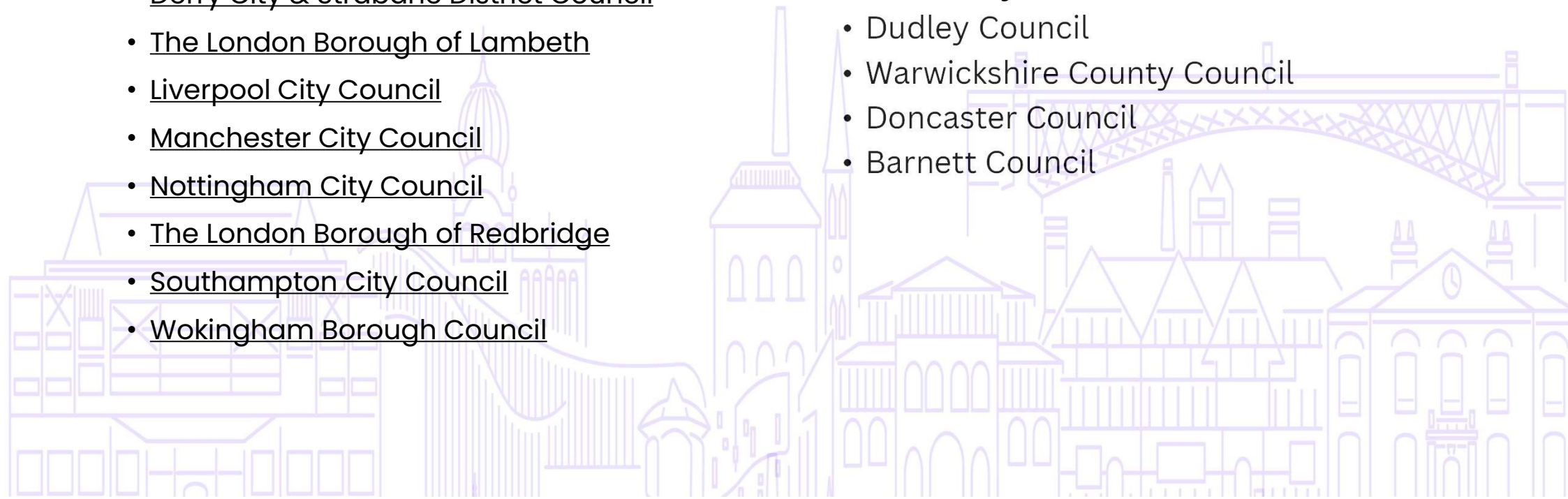
Who can we learn from...

UNICEF Programme

- Cardiff Council
- Derry City & Strabane District Council
- The London Borough of Lambeth
- Liverpool City Council
- Manchester City Council
- Nottingham City Council
- The London Borough of Redbridge
- Southampton City Council
- Wokingham Borough Council

Bespoke Framework

- Coventry City Council
- Leeds City Council
- Dudley Council
- Warwickshire County Council
- Doncaster Council
- Barnett Council



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

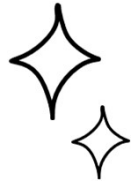


1. Discovery

The Child Friendly Cities and Communities team (at UNICEF) begins to deliver expert training to council staff, politicians and local partners on children's rights and how to use a **child rights based approach** as well as how to meaningfully engage with children and young people.

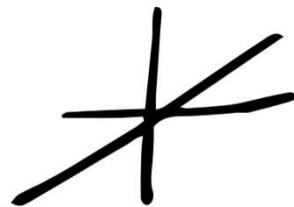
The Council meets with children and young people, as well as local partners to decide which six areas (or badges) to prioritise during their Child Friendly Cities & Communities journey.





2. Development

The Council drafts and presents an Action Plan setting out how it will achieve progress in the borough's six priority areas by using a **child rights based approach** to weave children's rights into policy and practice.



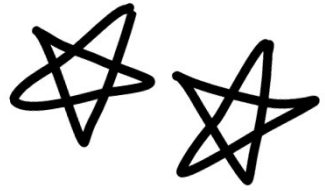
3. Delivery

The Council, local partners and children and young people work together to carry out the Action Plan. The Child Friendly Cities and Communities team (UNICEF) continues to run training and offer support at every step of the way.

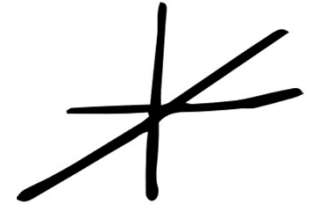
4. Recognition

After a minimum of three years an independent panel of experts on human rights, child wellbeing and public services – as well as local children and young people – decide whether to recognise the borough as a UNICEF UK Child Friendly City or Community. Recognition lasts for up to three years.





UNICEF Recognition



Criteria

- Demonstrated results for children within the scope of several goal areas to ensure a comprehensive child rights approach
- Meaningful and inclusive child and youth participation
- Demonstrated dedication to eliminating discrimination against children in policies and actions by the local government, including in the CFCI

Key Indicators

- Steering committee and coordinating unit established and operational
- Child rights situation analysis/assessment
- Action Plan developed
- Training rolled out
- Child and youth council meet regularly
- Communication strategy developed
- Annual Report

UNICEF Expression of Interest

Evidence

- Motivation and readiness
- Clear vision
- Robust governance and coordination
- Place based approach
- Costs and resourcing

Commitment to:

- Child centred practice
- Meaningful participation
- Reflective practice and learning
- Cross council buy in
- Improving local standards and outcomes

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.

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

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

Cons

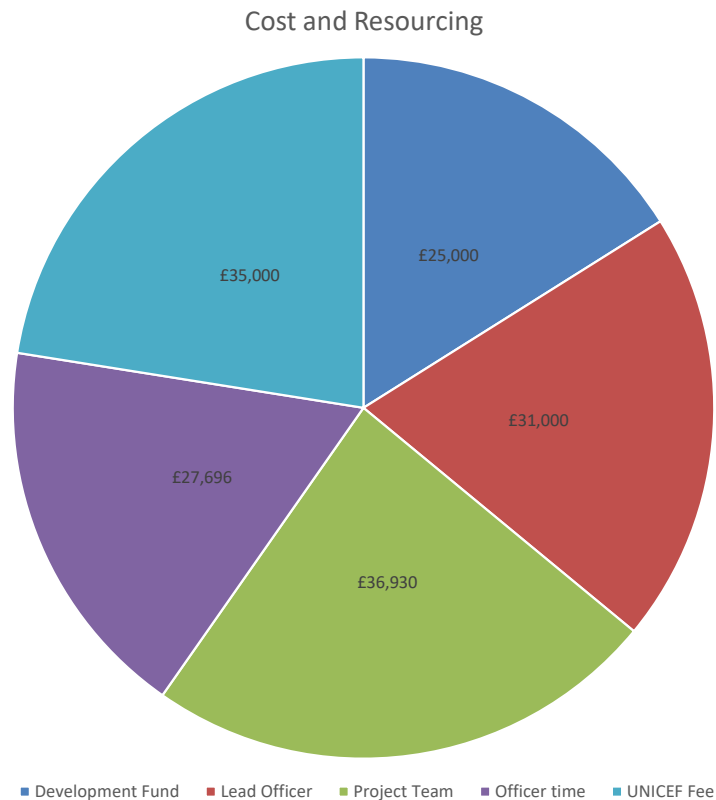
- Limited flexibility within the parameters of the programme
- Cost
- Timescales - defined by UNICEF It could take longer

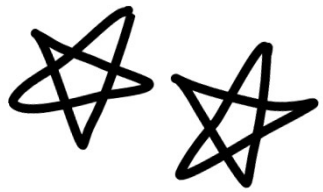
UNICEF Programme



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**





Case Study - UNICEF Lambeth Council Timeline



March 2021

Partnership Away day to consider UNICEF journey. Questions considered:

- Is this the right journey at this time?
- What are the opportunities in engaging with UNICEF?
- What are we already doing and where are our strengths?
- What are our concerns and challenges that we need to consider?
- How can we best work together as a partnership to support this work?

February - August 2022

- Eight months speaking to over 1500 children and young people aged two - 25
- Children and young people produced a film and a music track called 'Future' which talks about children's rights
- To ensure full buy in, officers delivered over 100 presentation to different stakeholders

November 2021

- Embarked on Child Friendly Lambeth (CFL) journey
- Launched a competition across Lambeth schools to design official logo
- Baseline staff survey to understand colleagues current knowledge and understanding of children's rights

October 2022

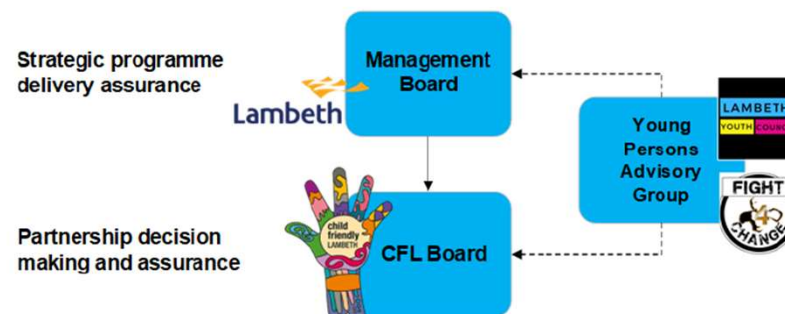
- Published Discovery Phase Report providing an overview of engagement exercise and initial findings
- In person launch event
- UNICEF UK facilitated virtual training - training continues throughout the lifetime of the programme

Case Study - UNICEF

Child Friendly Lambeth Governance Structure

Priorities and Action Plan

- Launched co-facilitated Discovery Moments with UNICEF to agree priority 'badges' to focus on based on consultation results.
- The three chosen priority badges, in addition to the compulsory three priorities; Culture, Communication and Co-operation and Leadership formed the foundation of CFL Action Plan.



Source: Lambeth Council, 2022. Child Friendly Lambeth Discovery Phase Report



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

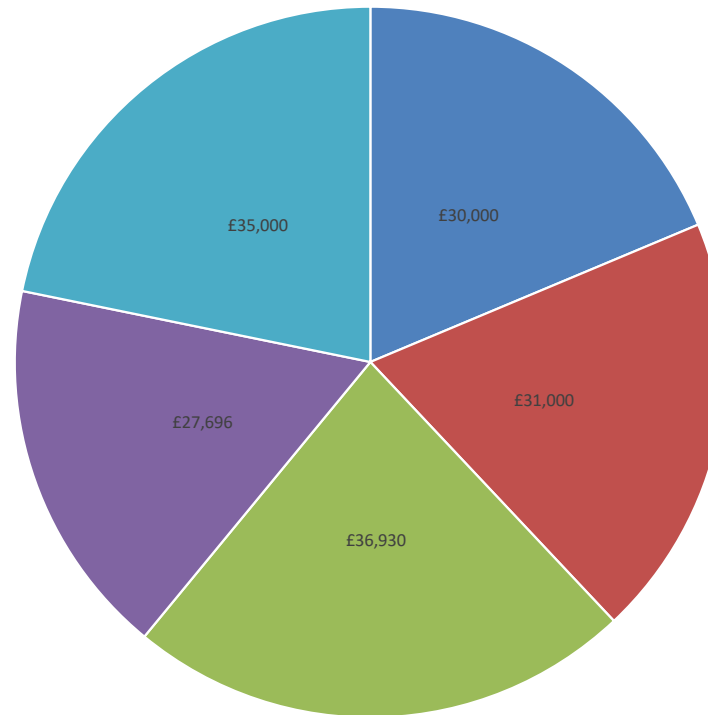


Cost

- 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



■ Development fund ■ Lead Officer ■ Project Team ■ Officer time ■ Research





Case Study - Bespoke model



Doncaster Council

- Local services and organisations can sign up to receive Child Friendly Status, which is awarded by the council. The completion of training and submission of evidence is required to be considered for an award.
- **Initiative is led by Young Advisor Board.** Focus on co-design and co-production.
- Budget to recruit **Young Advisors**, providing paid employment for those aged between 16 to 24 (43k allocated in 2020-2021).
- The Children and Young People's Plan 2022-2025 was developed by Young Advisors. The ambition is to make Doncaster **the most Child Friendly Borough in the Country.**

Benefits to services who sign up: receive a certificate and use of child friendly logo. Service rating is stored on a council database. The council also provides a detailed report reviewing strengths and next steps for improvement.

Council resource: Participation and Engagement Team lead on the delivery of: Young Advisors, Youth Council, Junior Civic Mayor, and Young Commissioners. Exploring Young Ward Members.

Monitoring:

- Audit of implementations by Young Inspectors
- Targets outlined in The Participation Principles
- Outcome included as a key priority in Borough Strategy

Governance:

- Young Advisor Board
- Participation and Engagement sub group of Children's and Families executive board

Governance!

This page tells us who is responsible for making sure we do what we say we will do!

Children & Families Executive Board

The purpose of the Board is to provide Senior Strategic Leadership to the partnership's Children and Families portfolio, to guide, advise and oversee delivery of the Children and Young People's Plan, championing the voice of children and families and to hold the partnership to account for its delivery.

Joint Commissioning Resource Group

Manage the Children's Commissioning dashboard. Oversee the Starting Well Joint Commissioning Plan.

Youth Advisors Forum

Hold the Children and Families Board to account, coordinate Young People shining a light on specific themes/topics.

Workforce Development & Practice Group

Leadership Charter
Partnership learning framework.

Adolescents Group

Oversee delivery of the Adolescents Strategy.

Joint Strategic Performance & Improvement Group

Develop and implement single quality and performance framework. Manage the performance dashboard/compliance of the C&YP Plan. Continuous improvement framework.

Children & Family Cell

Partnership response to response and recovery. Oversight of operational challenges and finding solutions.

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Governance

The Participation Principles!

To make sure Doncaster delivers the Child Friendly Ambitions there are targets we need to hit to make this happen and we call these The Participation Principles. They are looked at every year to make sure we are all doing our best for you and every Child and Young Person in Doncaster!



Inform

Children & Young People are able to make informed decisions with information tailored to them. ✓

Involve

Children & Young People are encouraged to be involved and share their opinions on services. ✓

Include

Children & Young People from all backgrounds and circumstances are made to feel welcome and included. ✓

Inspire

Children & Young People are given opportunities to develop skills, experience and to participate. ✓

Impact

Children & Young People shape services and initiatives and are told about their impact on them. ✓

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The Participation Principles

Managing the Process proposal

