Leeds
CITY COUNCIL

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Report of the Director of Children and Families

Report to Executive Board

Date: 17 July 2017

Subject: Celebrating 5 years of Child Friendly Leeds

Are specific electoral wards affected? If yes, name(s) of ward(s):	☐ Yes	☒ No
Are there implications for equality and diversity and cohesion and integration?	☐ Yes	☒ No
Is the decision eligible for call-in?	☒ Yes	☐ No
Does the report contain confidential or exempt information? If relevant, access to information procedure rule number: Appendix number:	☐ Yes	☒ No

Summary of main issues

1. In 2012 Children's Services embarked on its mission to make Leeds the best city for children and young people to grow up in. Building on UNICEF's child friendly city programme Leeds took the decision to work towards becoming a child friendly city along with other cities around the world including: Rotterdam, Chicago, Toronto, Regensburg, London, Glasgow and many others.

2. As Child Friendly Leeds celebrates its 5th birthday, the purpose of this report is to share with members of executive board some of the key achievements and to remind the board of the value that the Child Friendly Leeds ambition provides to the city by describing some of the key outcomes it has enabled us to achieve.

Recommendations

3. Executive Board is asked to endorse:

- The contribution Child Friendly Leeds makes to improving outcomes for children and young people, particularly the most vulnerable in our city

- The variety and breadth of activities which now comprise our Child Friendly Leeds offer (How much do we do - appendix 2)

- The feedback we are receiving on this in terms of the value it represents for those involved (How well do we do it? - appendix 3)

- The contribution Child Friendly Leeds has made to improving outcomes for children and young people in the city (Has it made a difference? - appendix 4)

- Impact as further demonstrated by the January – March 2017 Child Friendly Leeds report card (appendix 5)

- Key information which demonstrates the ambition is enabling us to make a difference to the lives of children, young people and families in the city including partner offers (appendix 6) and enrichment projects (appendix 7)

Executive Board is also asked to support:

- The various activities planned to celebrate the 5th birthday

- Our plans to further embed our ambitions for Leeds to be a child friendly city under the banner of Child Friendly Leeds II.

- The social media campaign on Facebook and Twitter by posting and tweeting themselves and also be liking and reposting posts and tweets made by other organisations and individuals.

1. Purpose of this report

1.1 To update Executive Board on the development of Child Friendly Leeds (CFL) over the last 5 years since it was launched by HRH The Queen on 19 July 2012.

1.2 To share some of the major developments and achievements and to describe the outcome of this collective effort.

1.3 To update members on plans to celebrate the 5th birthday of CFL thereby further embedding brand impact and awareness.

1.4 To update members on the impact of the CFL ambition on addressing our obsessions of safely reducing the number of children in care, improving attendance and reducing the number of young people not in education, employment or training (Appendix 1)

1.5 To update members on the range of activities and projects that have been undertaken under the banner of Child Friendly Leeds (see Appendix 2 – how much have we done?).

1.6 To update members on the feedback we have received in relation to the above activities and projects (see Appendix 3 – how well have we done it?).

1.7 To demonstrate the impact Child Friendly Leeds is having on the outcomes for children and young people in Leeds, especially the most vulnerable (see infographic at Appendix 4 and appendices 5,6 and 7).

1.8 To demonstrate to Executive Board the many ways in which the Child Friendly Leeds ambition enables Leeds to differentiate its offer to children, young people and families.

1.9 To demonstrate the way in which Child Friendly Leeds enables us to engage and work with a wide range of partners across the city for the benefit of children, young people and families.

2 Background information

2.1 Executive Board will be aware of the improvement journey that the city council and children's and families services directorate has been on since the inadequate Ofsted inspections of 2009 and 2010.

2.2 A key part of that journey has been about how we answer one simple but central question: 'What is it like to be a child growing up in Leeds and how do we make it better?' We believe that this is a question that can only be answered through the collaboration of the widest partnership of public, private and third sector bodies across the city. Therefore, since 2012 Leeds has been on a mission to become a child friendly city in line with the principles of the rights of the child set out by UNICEF.

2.3 The central concept behind Child Friendly Leeds is to put children and young people at the heart of the growth strategy for Leeds. This means that through our collective efforts we are trying to ensure that children and young people have access to the best social and educational opportunities and choices. Working with our education, business and third sector partners, we hope to grow a skilled workforce capable of ensuring that Leeds continues to develop a strong economy.

2.4 Ensuring that the voice of the child is a central behaviour that runs through all our work is paramount. This can be demonstrated both in terms of the variety of wide ranging consultations we undertake, through the involvement of children and young people in the children and families trust board, through the youth council and the Leeds Youth Parliament, through the Have a Voice council and through projects lead by the Child Friendly Leeds team all of which serve to increase the engagement, involvement and understanding of young people in the democratic process. Listening to the voice of the child is also central to our front line services and our practice with children and young people.

2.5 Recent examples of ensuring that children and young people have voice and influence includes the Children's mayor, Grace Branford who has been promoting her manifesto 'be a good citizen, love thy neighbour'. A further example is the work of the representatives from the Leeds Youth Parliament who have organised a #letstackleit campaign in response to the national 'make your mark' ballot. The ballot identified that it was a priority for young people to tackle hate crime. At a recent event 50 young people attended along with religious leaders to undertake a range of activities focused on drawing attention to this issue.

2.6 Central to our mission to be a child friendly city has also been the introduction of restorative practice. The approach of working **with** children and their families rather than doing things **for** or **to** them permeates all aspects of the way children's and families services functions and has underpinned significant changes in the way we work with them. This way of working has become 'the way we do things' and has changed the culture of children' services over the past 5 years. Along with introduction of Family Group Conferencing, the restorative way of working has enabled us to improve outcomes for children, young people and their families as demonstrated elsewhere in this reports. It has also radically improved the way we deal with complaints by enabling us to resolve issues quickly thereby preventing escalation and creating savings.

2.7 Led and supported by the children and families trust board our Child Friendly ambitions is expressed in the Leeds Children and Young People's Plan 2015 – 2019. The 5 outcomes in the plan have not changed over the past 5 years enabling a clarity and focus on what we need to do to, working with our partners to improve the lives of children in the city.

2.8 They are:

- All children and young people are safe from harm
- All children and young people do well at all levels of learning and have skills for life
- All children and young people enjoy healthy lifestyles
- All children and young people have fun growing up
- All children and young people are active citizens who have a voice and influence

2.9 The obsessions identified in 2012 of safely reducing the number of looked after children, reducing the number of young people not in education, training or employment and improving attendance at school continue to be a focus of everything we do,.

2.10 Our relentless focus on the obsessions has been supported through the use of the outcomes based accountability methodology which has supported us to 'turn the curve' on the 3 obsessions. Along with the development our key performance

dashboards we are clear about the improvements that have been made but we are also able to identify where we need to intensify our efforts particularly in terms of improving outcomes for the most vulnerable – see graphs at appendix 1.

2.11 The following section outlines the highlights of the last 5 years.

3 Main Issues

3.1 Highlights of our child friendly journey

3.1.1 On July 19 2012 Her Majesty the Queen came to Leeds as part of her Golden Jubilee celebrations. Whilst she was here she launched Child Friendly Leeds at the City Varieties.

3.1.2 Other significant events during the course of the last five years include:

- The CBBC Live event that took place in Leeds in July 2013. The three day event was hugely popular and was attended by 38,500 people in total. The Council's Economic Programmes and Policy Team confidently estimated that the event attracted £1.25m of spend in the city and the BBC itself invested approximately £100k in the city, using local suppliers, services and accommodation over the three days.

- The involvement of young reporters at Sports Personality of the Year in November 2013 at Leeds First Direct Arena. The young people had the opportunity to interview sporting heroes who gave advice to young people taking their exams. The footage was made into a short film that is shared annually with pupils in school and can be viewed here. The film also compliments our dressing of the city where we put up 'Good Luck' and 'Well Done' lamppost banners to encourage and support our young people revising, taking exams and receiving their results.

- The first Child Friendly Leeds awards took place in January 2014 and involved a partnership with City Varieties, British Gas and First Direct Arena. It was a landmark in that it was different to any other awards ceremony, in that children and young people were recruited to plan, design and deliver them! This partnership has gone from strength to strength and has adopted additional partners including: Trinity Leeds, The Works and M&S over the last few years. Four award ceremonies have taken place, organised by over 35 young people, with 150 young people performing individually or as a group during the awards and 22 people, places and organisations have been 'crowned' winners.

- We have held twelve themed ambassador events which have been attended by almost 1,000 ambassadors in twelve different ambassador venues and locations. The themes of these meetings have included: domestic violence; children's voice; play; social, emotional and mental health; vulnerable learners and children who are looked after.

- The Child Friendly Leeds ambition has become embedded in Children's Services and has contributed to the service and Leeds City Council being recognised in the following awards:

- MJ Achievement Awards 2016: Innovation and Impact in Children's Services.
- RPA Restorative Practice Awards. RPAs 2016. Cutting Edge Award.
- LGC Awards 2016 (20th Anniversary). Children's Services Winner.

- Child Friendly Leeds has also supported the following internal awards:

  - The STARS Awards, which have taken place annually since 2013 and recognise children and young people whom are looked after from 0 – 18 years (and 25 years with additional needs). STARS stands for Sharing Talent and Recognising Success and young people are invited to attend with their foster families. There are two events each year for younger and older young people and each event is attended by 250 people. To date, over 40 young people have been announced as 'winners'.

  - The Care Leaver's Celebration has run for two years in its current format and is for young people who have left care in Leeds. They are invited to attend the celebration with a guest and it includes a sit down meal, entertainment and presenting of awards. Over 80 young people are nominated each year, 200 + people attend and there have been ten winners to date.

  - The Foster Carer Awards take place every other year and recognises the amazing contribution and difference that foster carers make to the lives of young people. These have been sponsored in the past by British Gas.

3.2 The role and value of partnership

3.2.1 From the start of CFL, working in partnership with other organisations and individuals has been fundamental to our approach. Consequently early on in the programme an ambassador network was established. Now with over 700 ambassadors signed up from organisations as diverse as Marks and Spencer, British Gas and First Direct to Think Like A Pony and MOD Pizza we have representatives from many sectors in the city who are signed up to expanding the child friendly ethos and message, not only across their organisations, but also with the people they work with and their customers.

3.2.2 In addition to this there are currently 100 schools including primary schools, secondary schools and academies who are also engaged at different levels with Child Friendly Leeds both as ambassadors and as supporters.

3.3.2 Key relationships that have developed over the last five years include the City Varieties, Leeds Rhinos, the YEP, First Direct Arena, British Gas, Trinity Leeds, Marks and Spencer, The Works Skate Park and many organisations within the arts and leisure sectors.

3.3.3 CFL offers ambassadors:

- Networking opportunities and events where new partnerships can be made
- A social media platform on which positive actions can be shared with a large audience
- An opportunity to fulfil their corporate social responsibility (CSR) commitments
- Information about events taking place across the city

- Permission to use the recognised CFL branding
- Potential city wide recognition via the annual Child Friendly Leeds awards.

3.3.4 In return ambassadors undertake to:

- Understand the CFL vision and promote it within their networks via social media
- Listen to the voice of young people and where possible make changes based on what they say
- Attend and take part in CFL events, activities and projects
- Use and promote the CFL brand within their organisation to support the overall ambition.

3.4 Supporting the most vulnerable

3.4.2 Detail of the effort and impact of Child Friendly Leeds is included in the Child Friendly Leeds report card January – March 2017 which is attached as **appendix 5**. As a result of this activity one of the most important things this partnership gives us is access to is a range of 'offers' of in kind support and cash donations through which we can help to support the most vulnerable young people within the city, including children and young people in care and those with special or additional needs. Further detail of these offers can be found at **appendices 6 and 7** (partner offers and enrichment projects respectively).

3.4.3 One particular impact of this approach is that through harnessing this support we are better able to undertake our role as corporate parent. Thus, our relationships with our partners and ambassadors enable us to develop an offer which supports:

- opportunities to enrich the lives of children in care
- foster carer retention by supporting foster carers in their role and
- opportunities to enrich the lives of young people who have left care including specific activities for those who now have children themselves.

CASE STUDY: Think Like a Pony working with care leavers who are parents and their children

'Think Like a Pony' (TLAP) is a youth development centre which offers therapeutic horse riding and horsemanship experiences for vulnerable children and young people. They are also a CFL ambassador. TLAP secured a bid to work with care leavers who are young parents. After hearing about our new belongings program, they got in touch and successfully delivered a project between May – July 2016 over an 8 week period for young parent care leavers and their children.

By learning to communicate effectively with horses through the TLAP approach, parents were exposed to positive experiences, which had a sustainable impact on each individual's personal development and self-esteem.

Feedback from parents has been hugely positive; they reported that this is an experience they and their children would never have had, had it not been for TLAP funding and the LCC support. We have since then planned a second project with care leavers who are parents.

Kiya, (one young parent said):
"Young people and young parents don't often have the opportunity to do something as awesome as this. It gives adults time to breathe and do something for them, time away to think about other opportunities for the future, careers with horses and volunteering. It's been a good experience, once in a life-time. I'm not going to get it again".

Toni (young parent):

"It helps build confidence which young parents often lack. Lack of enthusiasm can be what parents feel, so this gets you out of the house and makes you realise you can overcome fears. It has helped me to get more confidence. Calming staff let you go at your own pace and are understanding. It helps you learn to take control of things, learn new ways to stay calm"

3.4.4 Overall, the focus is on supporting children to thrive whilst they are in care and not merely survive. By this we mean, giving them access to a range of ordinary opportunities for participation and engagement that many families would undertake as a matter of course with their children.

3.4.5 For example, many of our ambassador partners offer tickets for foster families to go to sporting events (Leeds Rhinos and Leeds United Football Club), theatre performances (West Yorkshire Playhouse and the Carriageworks) and events at the first direct arena. Part of Leeds City Council's 'offer' is free gym and swim sessions for foster families at the Leisure Centres across the city. See **appendix 6** for further details of the in kind offer and **appendix 7** for further information about enrichment projects.

CASE STUDY: developing an offer from hotels in Leeds
Alla Langford from Holiday Inn Express at the Royal Armouries contacted us through the Child Friendly Leeds inbox in 2016. We met with her and her colleagues from Crowne Plaza Hotel to talk about CFL. After the initial meeting, they were passionate about being involved and since then they have used our 12 wishes poster which summarises the key wishes of young people following consultation in 2012. They also play our CFL 'Play your part' video on their screens in public areas of their hotels and have offered us free use of meeting rooms which we have used for several events.

In addition to this Holiday Inn Express was the first hotel to offer free overnight stays for foster families and kinship carers; these have been scheduled in monthly. Alla Langford (Sales Executive) said,

"We have offered complimentary room hire with refreshments, accommodation and wine for the foster parents as a reward. It feels rewarding!"

They have also supported toy collections in the city for Christmas and Syrian refugees. In the last year, by sharing these stories with their hotel contacts, we have met with managers from Ibis Styles hotel to discuss ways they too can help and support Child Friendly Leeds and help us to sign up new hotel ambassadors including the Hilton and more recently The Queens Hotel on City Square where the ambassador event on 3 July will be taking place.

3.5 Child Friendly Leeds 5th birthday highlights

3.4.1 As mentioned earlier in this paper the Child Friendly Leeds project is 5 years old this year. Members will be aware that there is a wide range of events and projects

planned to celebrate this mile stone and further embed awareness of the Child Friendly Leeds brand. The main period over which events will run is between June 2017 and February 2018, culminating with the 5th CFL awards.

3.5.2 Highlights of the CFL 5th birthday celebrations include:

- **18 June** – Dadstastic event in partnership with Leeds Dads and Leeds City Museum. Last year, over 1900 people attended this fun and free family event with dance, music, sports and arts and crafts for children up to 11 years old.

- **3 July** – Child Friendly Leeds Ambassador event focusing on making Leeds city centre more child and family friendly. This included looking at the winning entries in the Leeds City Centre competition and engaging ambassadors in how they will support making some of the projects a reality. This is a partnership between city development and children and families services and has the potential to support the transformation of the city centre in to a far more child friendly destination. Further information about this is provided at **appendix 8**.

- **4 – 19 July** – City of Learning - with the focus on vulnerable learners and how we as a local authority can best support children, young people and adults.

- **17 July** – report to executive board.

- **17 July** – Civic reception to celebrate the CFL 5th birthday including launch of the CFL fund (in conjunction with Leeds Community Foundation), launch of the golden pin award and opening of the nominations for the 5th CFL awards in February 2018.

- **19 July** – the actual birthday, including the 5th birthday CFL flag being raised on the Civic (pending approval) and the lighting up in orange of key and iconic buildings in Leeds (including The Civic, Leeds Town Hall, First Direct Arena and Bridgewater Place)

- **22 - 23 July** – Child Friendly weekend of activities for children and families taking place across key sites in Leeds city centre including the provision of free transport from local bus companies.

- **11 - 16 September** Baby Week Leeds, an early years initiative aimed at raising awareness in the critical growth stages of a baby's life will be a week focused on celebrating and bringing together the public, private and the third sector to provide the best start for all families including a launch ceremony, conference, promoting children centres and a family focused day.

- **October Half-Term** – Working with Leeds Enterprise Partnership (LEP), IBM, Telephonica, AQL and several other partners to set a new world record around "most children and young people undertaking coding/digital activity at the same place at the same time"**.**

- **1 February 2018** – 5th CFL Awards.

3.4.5 In addition to this a range of events are being organised and hosted by partner organisations in support of the birthday and will be badged up with the CFL 5th Birthday logo. These include: Leeds Rhinos annual Children's Day, the Yorkshire Scouts Association celebration of 110 years of scouting at Challenge 17 Camp and Park Here and Play.

3.4.6 Running alongside the program of events is a major press and social media campaign aimed at maximising engagement in activities and brand awareness. In particular we have invited ambassadors to share with us their favourite child friendly idea, moment or photo along with a caption that can be shared via Twitter using the #CFLis5.

3.4.7 Members of executive board are also requested to support the CFL social media campaign by retweeting CFL tweets and through tweeting about their own CFL experiences via their personal social media accounts.

3.5 Child Friendly Leeds II

3.5.1 This report has set out the original vision and ambition to make Leeds a child friendly city and presents much evidence in terms of what has been achieved.

3.5.2 However, we are not complacent and we know there is still more to do. Whilst retaining the original obsessions we know that there is still a need to achieve more with our most vulnerable children and young people. Consequently we will be expanding our ambitions around improving school attendance to incorporate the '3As' of attendance as well as attainment and achievement.

4 Corporate considerations

4.1 Consultation and Engagement

4.1.1 Child Friendly Leeds is central to the council's ambition to be the best city – a compassionate city with a strong economy. CFL is helping to make this a reality for more children, young people and their families across Leeds, particularly the most vulnerable. The program very much represents a council wide commitment involving other directorate e.g. City Development running the city centre design competition which will be judged at the ambassador event on 3 July and ensuing that the needs and views of children and young people are represented in current work to master plan the development of key areas of the city.

4.2 Equality and diversity / cohesion and integration

4.2.1 The Child Friendly Leeds brand is synonymous with ensuring that Leeds is a great place for children and young people to grow up in. This is particularly the case for those most vulnerable and at risk of exclusion, including children and young people from minority ethnic backgrounds, those with disabilities and special educational needs, those living in poverty and those children who are unaccompanied asylum seekers now living in Leeds.

4.3 Council policies and best council plan

4.3.1 This report will assist in achieving outcomes and priorities as defined in The Best Council Plan 2013-2017, The Children and Young People's Plan 2015-19, The Best City for Learning 2016-2020, The Best Start in Life Strategy, and the Leeds SEND Strategy 2014-17.

4.4 Resources and value for money

4.4.1 As a result of our child friendly ambitions, our obsessions and the service changes and developments this has enabled, Children's Services has achieved budget savings of approximately £20m in relation to looked after children at a time when other local authorities have seen numbers in care and the associated costs increase. Legal implications, access to information, and call-in

4.5 Legal implications, access to information and call in

4.5.1 This report is subject to call in.

4.6 Risk management

4.6.1 There are two main aspects in terms of risk:

- Mitigation of reputational risk: Child Friendly Leeds enables us to develop positive relationships with other sectors and to spread the child friendly message as widely as possible.

- Physical risk: with the array of activities that will be on offer over the summer, particularly the celebrations of CFL's 5th birthday, additional advice and guidance will be sought from experts including city centre management, in order to ensure that events are run as safely as possible.

5 Conclusions

5.1 Over the last five years the Child Friendly Leeds brand and ethos have gone from strength to strength, enabling the council to develop a city wide network of supporters who are also committed to carrying forward the CFL brand and message. This means that putting children at the heart of our growth strategy, the central aim of the CFL, is an ambition shared by many organisations across the city both large and small. As such CFL is playing a major role in both making Leeds the best city to grow up in and in enabling Leeds to achieve its overall mission of developing a strong economy within a compassionate city.

6. Recommendations

6.1 Executive Board is asked to endorse:

- The contribution Child Friendly Leeds makes to improving outcomes for children and young people, particularly the most vulnerable in our city

- The variety and breadth of activities which now comprise our Child Friendly Leeds offer (appendix 2)

- The feedback we are receiving on this in terms of the value it represents for those involved (appendix 3)

- The contribution Child Friendly Leeds has made to improving outcomes for children and young people in the city (appendix 4)

- Impact as further demonstrated by the January – March 2017 Child Friendly Leeds report card (appendix 5)

- Key information which demonstrates the ambition is enabling us to make a difference to the lives of children, young people and families in the city including partner offers (appendix 6) and enrichment projects (appendix 7)

Executive Board is also asked to support:

- The various activities planned to celebrate the 5th birthday and

- Our plans to further embed our ambitions for Leeds to be a child friendly city under the banner of Child Friendly Leeds II.

- the social media campaign on Facebook and Twitter by posting and tweeting themselves and also be liking and reposting posts and tweets made by other organisations and individuals.

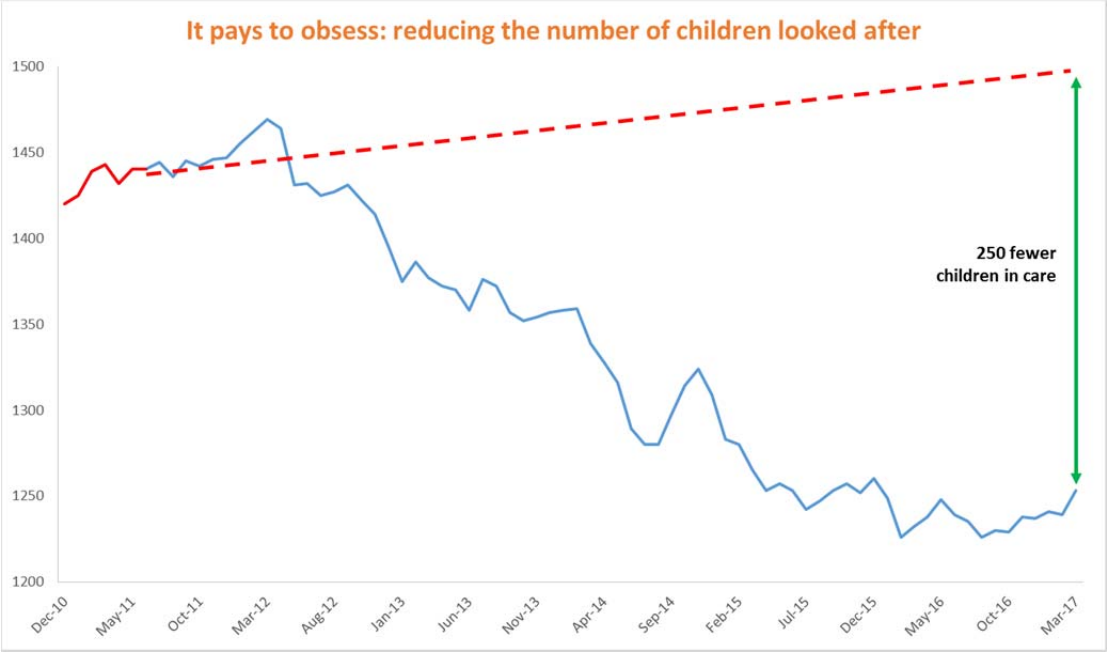
7. Background documents[1]

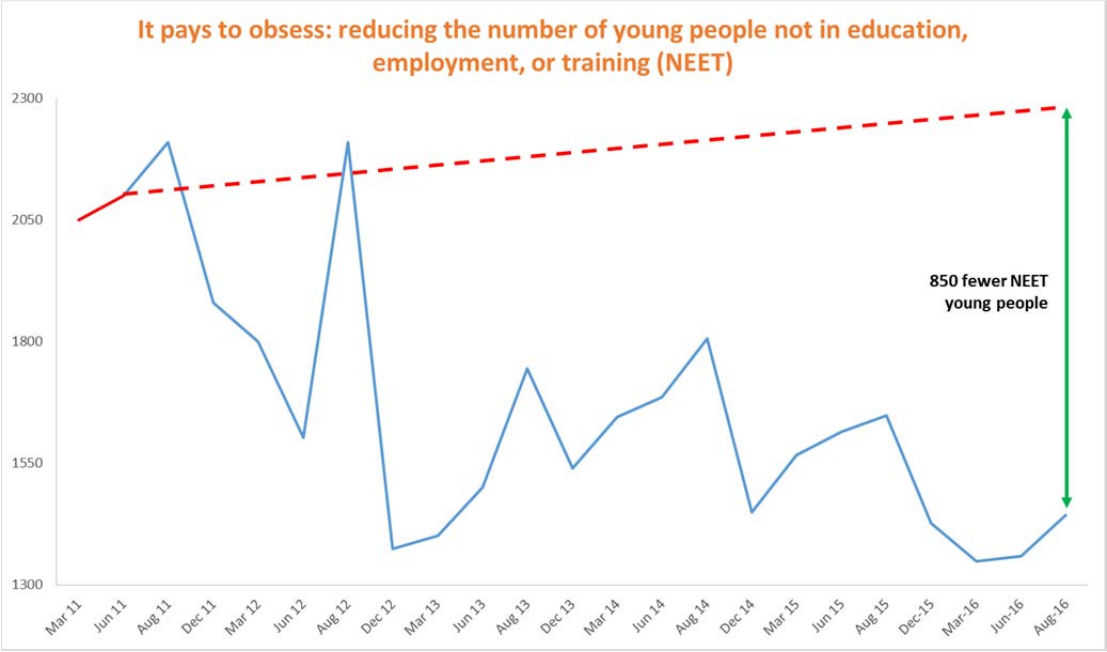
7.1 None

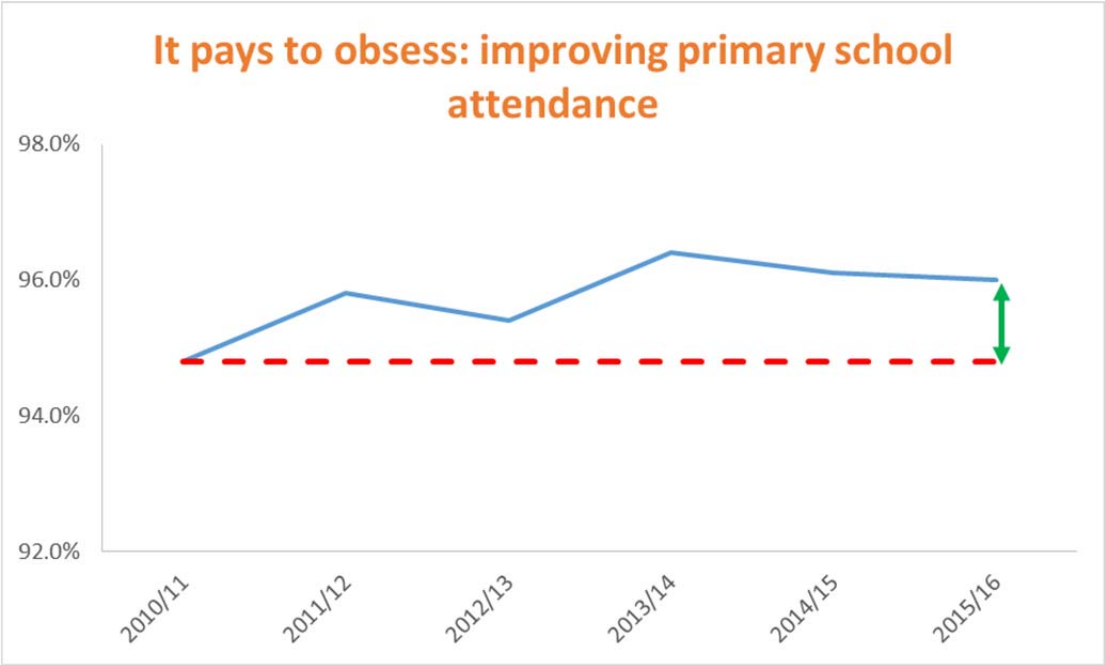
[1] The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

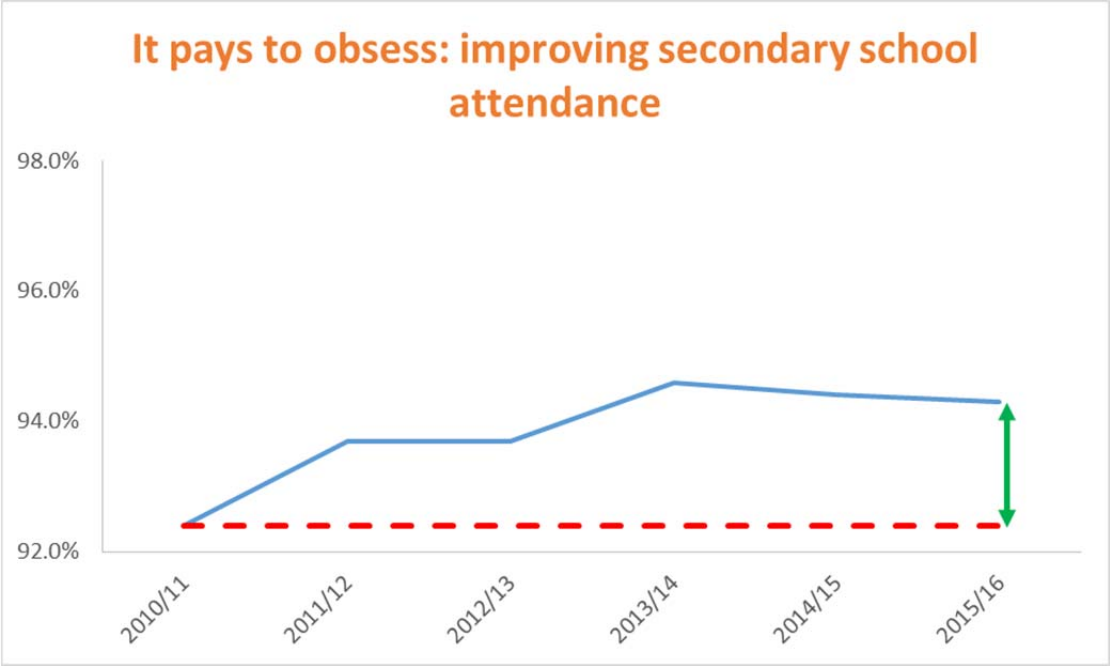
APPENDIX 1

Graphs demonstrating the impact of the OBA methodology on turning our obsession curves






It pays to obsess: improving primary school attendance
98.0%
96.0%
94.0%
92.0%
2010/11
2011/12
2012/13
2013/14
2014/15
2015/16


It pays to obsess: improving secondary school attendance
98.0%
96.0%
94.0%
92.0%
2010/11
2011/12
2012/13
2013/14
2014/15
2015/16

Appendix 2

How much have we done?

Listed below is a sample of the projects and opportunities that have taken place over the last five years involving some of our main CFL partners.

- Last summer IBM invited us to do a podcast that went out to thousands of their staff world wide – promoting fostering, adoption, independent visitors and the wider work of children and families services. IBM also worked with Education Business Partnership, to give young people skills essential to the workplace and in securing a job.

- Screen Anywhere and Vue cinema worked together to organise a free film screening for looked after children last Christmas.

- The kinship carers 'house make over' programme started by Waitrose is now being picked up and developed by Aviva. Aviva are also offering kinship families free insurance for their children.

- Leeds Beckett University are hosting our care leavers' celebration for free.

- Trinity Leeds and The Works Skate Park joined British Gas in sponsoring the CFL Awards

- M&S continue to support with foster care recruitment events, supporting a charity they met through the ambassadors' events, offering meeting space and prizes, and refreshments at key events.

- In October, Northern School of Contemporary Dance are running a free dance course for foster children.

- AQL will host the next CFL business networking event.

- British Gas offer financial support to vulnerable families, who are having trouble paying their bills; as well as apprenticeships and sponsorship of awards.

- Leeds United Football Club and Leeds Rhinos support with tickets for sporting events and the Carriageworks, West Yorkshire Playhouse and First Direct Arena also offer free tickets to shows.

- Within the council, other directorates are actively involved with supporting CFL, including: libraries, museums, parks (adopt a park), highways (20 mph zones outside all schools in next 3 years) and city development (city centre visioning and public realm to create a more child friendly environment) as well as mentoring opportunities

APPENDIX 3

How well have we done it?

The feedback we receive for the work carried out under the Child Friendly Leeds banner is incredible important to us. It helps us to monitor the value and impact our partners attribute to their involvement in the project and to improve what we are doing. It is therefore something we can use to demonstrate the value and impact of involvement and is therefore central to attracting more ambassadors.

Social media presence

- We began raising awareness on Facebook and Twitter in 2013. Since then we have over 9400 followers on twitter and over 3500 on Facebook. We have used social media to engage with ambassadors, share news, events and our key priorities from the council. This has also been a great tool to get support in our campaigns. Faye Kenny (director of BoomChikkaBoom) shared what she has gained from being an ambassador:

  "A whole host of contacts, whether it be at events, via social media or by accident! But [that] have Child Friendly Leeds as a mutual connection. It's great to work with other individuals and organisations to develop ideas together as a team."

Setting up new Clu'd up Facebook site

- Local care leavers have consistently told us we need to get better at communication. Our response has been to work with them to create a new care leavers Facebook page and twitter account. The page is not only a useful resource for care leavers, it also enables key colleagues and city wide partners to stay 'Clu'd Up' about all the opportunities that exist to support care leavers in the city.

Brand awareness is growing within and beyond the council

- In addition to all the activities identified in the main body of this report we have also undertaken the following activities to further embed awareness of the brand:
  - Signing up 200 council officers as ambassadors
  - Working with city centre management to consult with children and young people about the design of the city centre culminating in the launch of a competition in which some ideas will be taken forward and city centre management will work with children services to help fund them
  - Working with the council events team to host a weekend of free family fun on 22 and 23 July
  - Working closely with the communities' team to support children arriving in to the city as refugees and asylum seekers
  - Working with the Youth Service - West Leeds Activity Centre to run regular activity sessions for children who are looked after aged 13-17. Developing our relationship and looking to see the current offer for children who are looked after and foster families.

- Voice Influence and Change Team: 378 young people were on the Leeds Youth Council network and between 1 April 2016 and 31March 2017 we shared 162 different voice and influence opportunities with them to have their voice and influence.

- Members of the Youth Parliament for Leeds said:

  ''there are so many opportunities for communities, schools, leaders and services to get involved in tackling issues that are important to children and young people in Leeds''. Charlotte, Liberty, Muzdalfa and Scarlet – members of Leeds Youth Parliament

Other feedback about CFL includes:

*"I've honestly **learnt loads** by being an Ambassador. Before I went into this I had no idea about the different array of charities and children's services available in Leeds..."*

*Lydia Hopkinson, Home Energy Care, **British Gas***

*"A warm welcome as a charity that is new to Leeds, a clear understanding of the city's vision and lots of great new contacts. The **Awards Ceremony was just fantastic!"***

*Nick Bent, Co-Founder and Director, **The Tutors Trust***

*"We have been able to take on young people, through attending job fairs and making contact with schools to give 6th form students work experience. On behalf of myself and my Manager, Paul Walsh, we are **proud to be ambassadors."***

*Martin Smith, **Marks & Spencer***

*"We have **contributed numerous activity sessions** and in excess of £5000 worth of kit and equipment, **provided match tickets** and supported events by giving gifts and prizes as rewards. We are looking forward to **continuing that relationship** and improving the quality and impact of our work."*

*Alan Scorfield, Senior Executive Officer **The Leeds United Foundation***

*"We have contributed to the social media and taking the **child friendly conversation** to marginalized and disadvantaged communities."*

*Marvina Newton, Founder & CEO, **Angel of Youths***

"We all thought the CFL Awards 2017 was such a wonderful evening and all the children were outstanding, from the presenters to all the individual acts! What a great event! You

should all give yourselves a big pat on the back! We are proud to support such a fantastic organisation and we look forward to working more with you in 2017."

Charlotte Daisy Ziff, ***Town Centre Securities***

Further feedback on Child Friendly Leeds can be found in the recent Child Friendly Leeds brochure which is attached to this report.