

# CHILD FRIENDLY LEEDS 12 WISHES

## ACTION PLAN

## 2023 / 2024

Prepared By:

**Sadiya Salim**

### ANNUAL ACTION PLAN UPDATE

Approved By:

**Hannah Lamplugh**

The Child Friendly Leeds 12 Wishes were refreshed in 2022 as we marked the tenth anniversary of the initiative. For each wish, leads have developed some key goals working with the CFL team highlighted below.

Date:

**20/12/2023**

[childfriendlyleeds@leeds.gov.uk](mailto:childfriendlyleeds@leeds.gov.uk)



# Background to Child Friendly Leeds

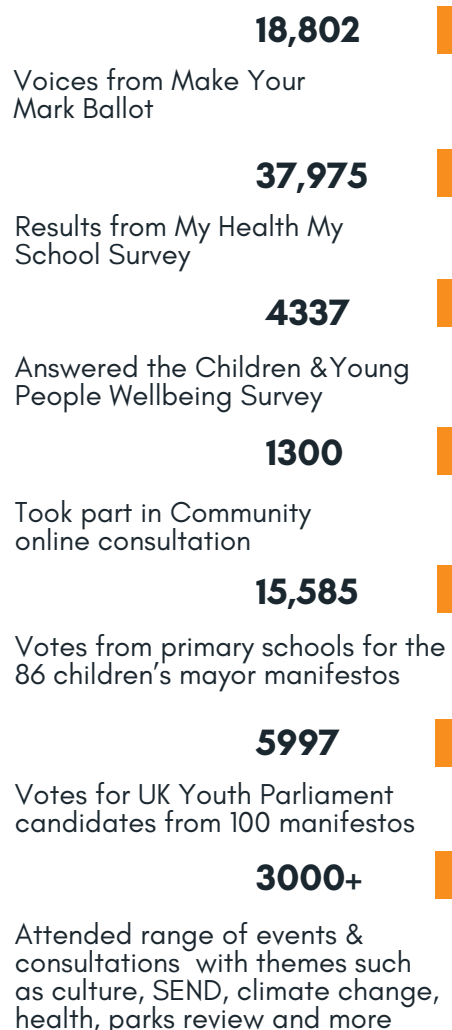


Since 2012, Leeds has had a vision to be a child friendly city, an approach underpinned by the UN Convention on the rights of the child and initiated by UNICEF. In undertaking this journey, we had a focus on one question: 'what is it like to be a child growing up in Leeds & how do we make it better?' We consulted children and young people to find out what would make Leeds a more child friendly city, which formed the wishes.

## What are we outlining?

Celebrating the tenth birthday from July 2022 - July 2023, we refreshed the CFL 12 wishes. The feedback from local and city-wide consultations, surveys, and ballots over a three year period (2018 - 2021) were reviewed, capturing the views of 80,000 children and young people to identify the top issues and priorities. The next step involved reviewing the draft wording with the CFL Forward Planning group, other key teams and then "checked back" with 68 children and young people from youth groups and schools to finalise and launch the new wishes.

The CFL 12 wishes action plan outlines the lead officers, supporting staff and teams for each wish along with the short and long-term goals which will help address the 12 wishes and raise awareness of the importance of them.



# An Introduction to the Leads

The voices and views of children and young people are at the heart of making Leeds a child friendly city. As a team we are raising awareness by prioritising these wishes in all our work. We believe everyone can use these to think about how they can make a difference. That is why we asked experts in work happening around the wishes from across different departments of the council to take a lead and champion them.



The aim is to work towards the short-term goals over a 12 month period and review and long-term goals over the next 5 years. The action plan is developed to highlight some of the key activities, and resources linked to the wish or things that have been developed in response to the wish. This plan does not describe all of the actions and work taking place across the city, which will potentially contribute towards the wishes. Through this, we aim to share and communicate back to children, young people and families of what actions are being taken to address the wishes.

## What is the role of a lead?

- > The role of a lead is to champion and raise awareness of the wish. They will work with colleagues from different teams and services that may work on a similar agenda to agree goals.
- > The lead will be responsible for coordinating updates from relevant teams on progress and identifying any challenges that may hinder progress against the goals.
- > Lead officers key role is to identify where they can add value in their current role and in partnership with the relevant teams and services. The CFL team will then work collaboratively to feedback and share updates with the city.
- > Leads are asked to provide a brief annual update at the 'CFL Forward Planning Group' meeting and for the annual communication in template provided. Ideally there would be regular communication between the lead officer and those supporting the wish in the form of a working group or email group.

## CFL 12 WISHES

# Measuring Success

The 12 Wishes shape the work we do here in Child Friendly Leeds and were also shared with HM King Charles during his visit to Leeds in 2022. For each wish, goals have been developed by the lead officers in partnership with relevant teams, services and in some cases strategic boards.

The wishes can be mapped against any data available to the leads and have already been mapped out against questions in the 'My Health My School Survey' - a citywide pupil perception survey completed anonymously in learning settings. This will provide a data source that can help track how children and young people's perceptions and behaviours change over time.

Other outcomes may include how the wishes have influenced or been incorporated into strategic priorities and plans and how they have been linked to / inspired projects and activities across the city as well as raising awareness through the 12 wishes communication campaign.



## How will we measure impact?

An annual update will be produced and shared via our blog in partnership with lead officers as well as a five year report in 2028. We will regularly communicate on social channels and will also be present updates to the Child Friendly Leeds Forward Planning Group, Children and Families Senior Leadership team and Children and Young People's Partnership.



### Strategic Commitment

Embedding these 12 wishes into city-wide strategies and plans



### Greater Awareness

Sharing the 12 wishes through a digital campaign and city-wide communication



### Annual Survey Data

Mapping against annual data sets i.e. 'My Health My School' Survey



### University Research

Working with local Universities on data, research and projects



### Achieving Goals

Regular progress updates by leads against their goals for each of the 12 wishes



# WISH 1

## MENTAL HEALTH

# 1

of 12  
CFL  
Wishes



**Children and young people know how and where to get support for their mental health and wellbeing if they need it.**

Children and young people have a greater understanding of their mental health and emotional wellbeing. They know where to get information and advice and who to speak to, to help them find services and support and it is available to them when they need it.

### Projects & Plans

- Future In Mind Strategy
- Leeds Mental Health Strategy 2020 - 2025
- Schools can access a variety of initiatives and support by LCC Health and Wellbeing Service including MindMate
- CYP Suicide Prevention work plan is in development
- Programme of work aiming to address inequalities

**Lead: Charlotte Hanson**

Advanced Health Improvement Specialist • Adults & Health  
[charlotte.hanson@leeds.gov.uk](mailto:charlotte.hanson@leeds.gov.uk)

### Short-term goals

1. To organise an ambassador event focussing on mental health in 2023 and encourage partners to promote MindMate and local services using existing assets as well as finding out how else they can support broader wish.
2. To deliver locality mental health promotion campaigns in Inner East Cluster in summer terms and 2 further clusters in Autumn and Spring terms. Ensuring schools and local community groups taking advantage of mental health promotion opportunities.
3. Promote Make Your Move campaign showing links between being active and positive mental health across social media platforms and targeted promotion.
4. To engage with Youth Council Campaign group to work in partnership with MindMate colleagues to improve the section of the website relating to getting help in schools.

### Long-term goals

1. Build in systems so that MindMate is promoted in schools and other settings automatically.
2. Reduce inequalities related to minority ethnic young people including reducing stigma about accessing support.
3. All staff working with children and young people in Leeds have good understanding of pathways and can advise families/young people effectively about how to get support.



## WISH 2

PLAY & SPACES



### Projects & Plans

- Physical Activity Ambition
- Children Young People's Plan
- Leeds Commitment to Play
- Play Sufficiency Partnership
- Leeds Parks and Green Spaces
- Play Streets
- Play Streets Enabling Project
- Playing Out
- Play Enabling Grant
- Play Sufficiency
- Urban95 Academy
- Love Exploring

### Lead: Jenny Rutherford

Play Strategy Officer • Children & Families  
jenny.rutherford@leeds.gov.uk

### Short-term goals

1. To increase the number of new and regular play streets in Leeds.
2. To influence key housing partners (Leeds City Council and external developers) to innovate new and existing developments in pilot areas of the city to make environments near to home more child friendly and playful.
3. To embed the voice of children into neighbourhood planning, ensuring the needs of children are considered and responded to in a meaningful and impactful way.

### Long-term goals

1. For all housing contractors (including private housing) to engage with Child Friendly Leeds design principles to make new developments more playful, including children's voice in planning and design.
2. To develop new spaces in the city centre that are safe, welcoming and child friendly, with a particular focus on creating places for older children/teenagers.
3. To have child friendly parks and green spaces - where we are making improvements and creating new play spaces and children involved in this process.



# WISH 3

YOUTH VOICE

**3** of 12 CFL Wishes

**Children and young people express their views, feel heard and are involved in decisions that affect their lives.**

Children and young people have a greater awareness of the different ways they can share their views and ideas. They know how to influence change within their school and community. They have access to support and training to develop their skills and confidence to enable them to have a voice and influence.

we are **child friendly Leeds**

## Projects & Plans

- Children & Young People’s Plan
- Children & Families Partnership Board
- Teams include VIC team, Communities Team and Youth Offer team
- Leeds youth voice programmes and youth voice groups
- Forums across the city (third sector, health, LCC etc.)

### Lead: Emily Alderson

Area Voice & Influence Coordinator • Children & Families  
emily.alderson@leeds.gov.uk

## Short-term goals

1. Increase the reach of the Leeds Youth Voice Instagram platform so that more children and young people know how they can have their say across the city (impact measured by number of followers and number of programme sign ups direct from Instagram).
2. Develop and share films produced by young people to promote Leeds Youth Voice programmes (impact measured by number of views on YouTube and number of programme sign ups referencing films).
3. Produce a ‘youth voice’ guide to be shared by Councillors explaining how young people can express their views / ideas / issues and influence change in their local community and city wide (impact measured by number of programme sign ups referencing guide).

## Long-term goals

1. An increase in children and young people reporting that they know how to share their ideas in their local area / city.
2. An increase in children and young people actively sharing their ideas in their local communities and city.



# WISH 4

## DIFFERENCES

# 4

of 12  
CFL  
Wishes

**Differences are celebrated in Leeds so children and young people feel accepted for who they are. They do not experience bullying and discrimination.**

People in Leeds have a better understanding of diversity and therefore celebrate differences in abilities, ethnicity, family background, language, religion, sex and opinions.

Children and young people feel accepted, included and valued. They have a greater awareness of their rights not to be bullied or discriminated against and know what to do if it happens.



### Projects & Plans

- Trauma informed vision
- Future in Mind Board
- SEND and Inclusion Strategy
- Cultural cohesion quality mark available to services and schools to complete
- Council-wide focus on Equality, Diversity and Inclusion
- Hate Crime Strategic Board - work being done across the city to address and reduce Hate crimes and Hate Incidents including those experienced by Children and Young People

### Leads: Saira Mumtaz & Joedy Greenhough

Health & Wellbeing Lead • Children & Families  
Policy, Planning & Procedures Officer • Children & Families  
saira.m.jones@leeds.gov.uk • joedy.greenhough@leeds.gov.uk

### Short-term goals

1. Establish and embed a Wish 4 planning and working groups to support with Anti-bullying & discrimination work. The group to include the following service areas: Early Help, C&FS Intelligence and Policy service, Youth Service, Learning Improvement, Vulnerable Learners, Learning Inclusion, Prevent.
2. The planning and working groups to carry out a consultation across the directorate to gather greater intelligence on bullying and discrimination. This consultation will extend to schools and settings and the findings will be analysed.
3. Determine a broad directorate definition of bullying.
4. Develop a 'Services and Resources Hub' of information for wish 4 on the School Wellbeing site.
5. Analyse the data from the My Health My School survey and identify questions which could be impact measures for this wish.

### Long-term goals

1. Bi-Annual consultation with services and schools to be in place along with arrangements to analyse the data/information gained and produce a report on the findings.
2. Reduction in number of children and young people reporting bullying incidents in schools and learning settings to be determined by the data from the My Health, My School Survey.
3. Work with young people to produce a video on bullying and discrimination that could be shared with schools and children and young people.





# WISH 5

CLIMATE CHANGE



## Projects & Plans

- Climate Action Plan
- Best city ambition
- Inclusive Growth
- Climate emergency advisory committee
- Scrutiny board
- Executive board
- Measure carbon footprint of the city
- YP Toolkit
- Leeds By Example
- engagement with Inner North-West Children & Young People's sub-group

### Leads: Chad Newton & Steve Ruse

Senior Policy & Comms Officer • Communities, Housing & Environment  
 Sustainable Schools Consultant • Children & Families  
 chad.newton@leeds.gov.uk • steven.ruse@leeds.gov.uk

## Short-term goals

1. Promote to schools: increase the awareness of the Climate Action Route Map, promote Eco/Green team training for pupils, increase third party provision in schools (e.g. Vital Energi Project) and teacher training on climate education.
2. Publish the climate action plan with a link to children and young people.
3. Introduce awards to celebrate the best climate action by young people.

## Long-term goals

1. Link in with Employment & Skills around green skills and opportunities. Work towards climate action plan delivery.
2. Establish targets for implementation of Climate Action Route Map and/or Eco/Green-Teams.
3. Identify and support best practice sharing between schools to amplify and accelerate school climate action.

# WISH 6

TRAVEL & SAFETY

6

of 12  
CFL  
Wishes

Children and young people  
can travel around the city  
safely and easily.

we are  
child  
friendly  
Leeds

Children and young people feel that public transport is safe, reliable and accessible. They will not experience rising costs.

## Projects & Plans

- Vision Zero
- Connecting Leeds Transport Strategy
- Road Safety training in Primary Schools across Leeds, inc. for children with SEND
- Road Safety assemblies
- Support the Independent Travel Team
- Bikeability offered by Cycle North to primary and secondary schools and family sessions
- Leeds Best City Ambition
- Children & Young Peoples Plan

### Lead: Rosie Revell

Team Leader Safe & Sustainable Travel • City Development  
[rosie.revell@leeds.gov.uk](mailto:rosie.revell@leeds.gov.uk)

### Short-term goals

1. Increase delivery of cycle lessons to adults and children.
2. Develop a new resource to support parents support the delivery of road safety messages at home.
3. Review and update existing class lesson plans.

### Long-term goals

1. Zero people killed or seriously injured on Leeds roads by 2040 (to view interim report due 2025).
2. Encourage and develop Behaviour Change so that more sustainable and active travel decisions are made.
3. Ensure that all schools receive road safety training every 2 years (yearly if within a priority area).



## Projects & Plans

- Leeds Best City Ambition
- Children and Young People's Plan
- 3 A's Learning Strategy
- Cultural Strategy
- Corporate Parenting Strategy

### Lead: Sarah Westaway

Head of Arts Development • Children & Families  
[sarah.westaway@leeds.gov.uk](mailto:sarah.westaway@leeds.gov.uk)

## Short-term goals

1. Engage with partners to ensure the offer for children and young people is visible and clearly communicated.
2. With partners, provide opportunities for children and young people to share their ideas in the design and delivery of activities.
3. Ensure care experienced children and young people, including those in residential settings, have opportunities to participate in leisure activities.

## Long-term goals

1. Understand the value and impact of the work delivered with and for children and young people during 2023 Year of Culture, to inform future working.
2. Work with the University of Leeds on the second phase of the Mapping Cultural Engagement with Schools research project.
3. Work with Leeds Cultural Education partnership, Leeds Music Education partnership, Breeze, Active Leeds, and other partners on a shared vision for work with and for children and young people in Leeds.



### Projects & Plans

- Child Poverty Strategy and Child Poverty Board
- Healthy Holidays and Healthy Holidays Steering Board
- Neighbourhood improvement board
- Youth Activity Fund
- School Uniform Exchange
- Digital inclusion
- Lord Mayor £2 bus travel
- Household support fund
- Cost of living silver group
- Local welfare support scheme
- Tacking Poverty Framework
- Workforce Development

### Lead: Julie Devonald

Head of Service Workforce Dev & Change • Children & Families  
[julie.devonald@leeds.gov.uk](mailto:julie.devonald@leeds.gov.uk)

### Short-term goals

1. To consult with young people across Leeds regarding the Child Poverty Strategy. refresh to ensure the refreshed strategy integrates their thoughts views and needs and to feedback to children and young people.
2. To engage ambassadors in the work of the council to mitigate the impact of poverty and how they can collaborate with projects initiatives and programmes.

### Long-term goals

1. To establish a mechanism to consolidate the support we offer CYP in Leeds in relation to poverty and to establish effective ways of communicating our offer to CYP and families in Leeds (CAN).
2. To work together as a city and support young people into adulthood - to thrive and succeed.



**9** of 12 CFL Wishes

*we are*  
**child friendly Leeds**

**Children and young people have the support and information needed to make healthy choices. They have opportunities for regular physical activity.**

Children and young people know about different opportunities to take part in physical activity and are supported and encouraged to join in. They have access to the information they need to make healthy choices and have healthy and safe relationships.

### Projects & Plans

- Future in Mind Strategy
- Health and wellbeing plan
- Physical Activity Ambition
- Children & Young People's plan
- Healthy Schools framework
- Play Sufficiency
- Leeds Girls Can
- School food ambassadors
- Active Schools
- Henry 5-12 programme
- Travel Behaviours
- Positive Futures
- Leeds Well Schools Partnerships
- Young Mind Get Active

### Lead: Jason Minott

Active Leeds Development Officer • City Development  
jason.minott@leeds.gov.uk

### Short-term goals

1. Make Your Move campaign (July 2023) - working with young people promoting importance of active lifestyles via a social media campaign.
2. Support schools with the implementation of the updated DfE Statutory Guidance for RSHE Relationships, Sex and Health Education.
3. Sharing information and promotion of resources available in the Public Health Resource Centre via blogs, Leeds for Learning article, social media to schools, healthy holidays providers and partners.
4. To promote movement opportunities, services and support available for expectant and current parents and carers to encourage and promote the 'Best Start' in life and the importance of the first 1001.

### Long-term goals

1. Open-access information about opportunities for children and young people to be active to be made available via an online portal which is well marketed and widely disseminated.
2. Focus on children accessing Free School Meals: Physical activity rates to increase (MHMS), access to programmes offering physical activity, healthy food and info over school holidays, reduce holiday hunger.
3. To provide enhanced mechanisms for children and young people with protected characteristics to access movement opportunities via Active Leeds.



# WISH 10

LEARNING SETTINGS



## Projects & Plans

- Children and Young people's plan
- SEND and inclusion strategy
- Future in Mind strategy
- Neurodiversity pathway work
- Compassionate Leeds: Trauma Informed City strategy
- SILC school Places

### Leads: Anna Turner & Lucy Taylor

Deputy Pr Educational Psychologist • Children & Families  
 Senior Educational Psychologist • Children & Families  
 anna.k.turner@leeds.gov.uk • lucy.taylor@leeds.gov.uk

## Short-term goals

1. Neurodiversity pathway work – To provide feedback/raise awareness in relation to the cluster-based pilot looking at: a) Whole-school understanding of neurodiversity – what's working well and how to further develop inclusive practice. b) Developing the use of profile tools to support a shared understanding of individual neurodiverse pupils.
2. Compassionate Leeds: Trauma Informed programme – To evaluate what is working well and further development for trauma-informed workforce development, looking at whole-school/setting understanding of the impact of trauma and adversity and what helps.

## Long-term goals

1. Neurodiversity pathway work – Schools will be able to clearly communicate their increased understanding of neurodiversity and how they meet the needs of neurodiverse young people.
2. Compassionate Leeds: Trauma Informed programme – Schools/settings will have an increased awareness of working in a trauma-informed, relational way. An increasing number of schools will have adopted a whole-school trauma-informed, relational approach.

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CFL  
Wishes



Young people have access to a wide range of work experience, employment and volunteering opportunities.

Young people know where to get information and advice and are supported to access a wide range of opportunities that meet their needs and aspirations. This includes work experience, employment, training and volunteering.



## Projects & Plans

- Children and Young People's plan
- Future talent plan
- Best city plan
- Careers Education Information, Advice and Guidance (CEIAG) network for careers practitioners
- CEIAG monthly newsletter
- Start in Leeds online careers guidance platform
- 14-19 strategic partnership
- Leeds SEND Employment Forum
- Leeds Apprenticeship Recruitment Fair
- SEND Next Choices Event
- Leeds Digital Careers Event
- Leeds Creative Skills Festival

### Lead: Tracey Greig

Employment & Skills Senior Manager • City Development  
[tracey.greig@leeds.gov.uk](mailto:tracey.greig@leeds.gov.uk)

## Short-term goals

1. To maximise attendance at the 4 careers fairs in the city. These include: Leeds Apprenticeship Recruitment Fair, SEND Next Choices - Getting ready for adult life, The Leeds Digital Careers Festival & The Leeds Creative Skills Festival.
2. To increase the uptake of careers resources in schools and support careers practitioners to deliver good quality careers advice.
3. To work with employers to promote employment and skills opportunities and maximise social value including offering experiences of the world of work.

## Long-term goals

1. Identify schools with highest levels of NEET and not known and encourage the take up of careers resources and programmes.
2. Increase the number of supported internships in the city so that young people with additional learning needs have access to sustainable jobs.
3. Target interventions for young people who require additional support including those who have additional learning needs, care experienced young people and those at risk of becoming NEET.
4. Continually evaluate and view careers offer including events.



# WISH 12

INCLUSIVE

# 12.

of 12  
CFL  
Wishes



**Leeds is an inclusive city for children and young people with special educational needs and disabilities.**

Children and young people feel there is more awareness and understanding of different disabilities and that there are more activities and places to go that are accessible to all.



## Projects & Plans

- SEND Inclusion Strategy
- Encouraging providers to achieve the Scope inclusivity award and the link to the Play enabling grant
  - Developing the Leeds Local Offer website and Facebook group
  - Developing resources with young people with SEND to raise awareness of disabilities
- Leeds Parent Carer Forum
- Commissioning short breaks and activities

### Leads: Kayleigh Thurlow & Natalie Samuel

SEND Voice and Influence Coordinator • Children & Families  
Best Practice Development Officer • Children & Families  
kayleigh.thurlow@leeds.gov.uk • natalie.samuel@leeds.gov.uk

## Short-term goals

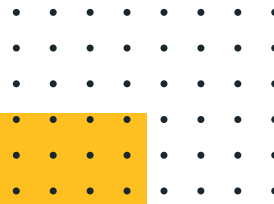
1. More awareness and understanding of different disabilities through developing the Local Offer, a project with the SEND Youth Forum, resources developed with the VIC team and a review of resources made by other services to raise awareness of disabilities.
2. More activities and places to go that are accessible to all through working with Breeze/Strategic Play Officer to host an SEND Activity day, an accessible play spaces information booklet and the VIC team Youth Groups achieving the Scope Award.

## Long-term goals

1. More awareness and understanding of different disabilities through developing child-friendly posters about disabilities with CYP and adapting the NHS ENGLAND SEND training framework for Leeds.
2. More activities and places to go that are accessible to all through highlighting which parks are accessible on leeds.gov website and using disability register data to influence activities commissioned in local areas.



# CFL 12 WISHES COMMUNICATION CAMPAIGN



## Reaching different audiences

From September 2023, the 12 wishes communication campaign commenced. Each month has a focus on one wish.

The blog has a dedicated page sharing positive stories, meaningful information and signposting to services and places.

During the campaign, we will also be sharing ways on how everyone can play their part and get involved.

### 2012

HM The Queen Launches Child Friendly Leeds and we first launch the 12 wishes

### 2022

Marking the tenth anniversary, the feedback from city-wide consultations, over three years were reviewed, capturing the views of 80,000 children and young people to identify the top issues and priorities. These were launched as the refreshed 12 wishes and shared with HM King Charles during his visit to Leeds in November 2022.

### 2023

Leads were identified and invited to an event to discuss what actions can be taken to address the wishes and ask city ambassadors to play their part in supporting goals.

## The Citywide Partnership

Child Friendly Leeds was launched by Her Late Majesty Queen Elizabeth II in 2012. Since then, a growing number of partners across the city have been working together to create better outcomes for children and young people in Leeds.

Working on this citywide ambition, we have hundreds of ambassadors and partners that embed this vision in their work place, plans and day to day work. These people and organisations are our ambassadors and they come from a diverse range of backgrounds and contribute in a variety of different ways.

By spreading the child friendly message across the city and joining the network, we're working towards building a better future. This will enable partnership working on projects, campaigns and activities that benefit children and young people. From understanding the wishes to promoting them, we ask everyone to take action in their learning settings, communities, businesses and organisations to make Leeds a child friendly city.



# Child Friendly Leeds 12 Wishes



Since 2012, Leeds has had a vision to be a child friendly city and we had one simple question:

'What is it like to be a child growing up in Leeds and how do we make it better?'

Celebrating the tenth birthday, the feedback from local and city wide consultations, surveys, and ballots over the last 3 years was reviewed, capturing the views of 80,000 children and young people to identify the current top issues and priorities.

1.



Children and young people know how and where to get support for their mental health and wellbeing if they need it.

2.



Children and young people have safe spaces to play, hang out and have fun.

3.



Children and young people express their views, feel heard and are involved in decisions that affect their lives.

4.



Differences are celebrated in Leeds so children and young people feel accepted for who they are. They do not experience bullying and discrimination.

5.



Everyone takes more action to protect the environment from climate change.

6.



Children and young people can travel around the city safely and easily.

7.



Children and young people know about different things to do and places to go across the city. They enjoy different cultural experiences including art, music, sport and film.

8.



Leeds is a city that reduces the impact of poverty and helps families who need it.

9.



Children and young people have the support and information needed to make healthy choices. They have opportunities for regular physical activity.

10.



All children and young people are in learning settings that meet their needs.

11.



Young people have access to a wide range of work experience, employment and volunteering opportunities.

12.



Leeds is an inclusive city for children and young people with special educational needs and disabilities.



Website

[www.leeds.gov.uk/childfriendlyleeds](http://www.leeds.gov.uk/childfriendlyleeds)



Our blog

[www.wearechildfriendlyleeds.com](http://www.wearechildfriendlyleeds.com)



Email Address

[childfriendlyleeds@leeds.gov.uk](mailto:childfriendlyleeds@leeds.gov.uk)



Social Media

Find us on most social media platforms searching @ChildFriendlyLeeds