

**Report of Director of Children and Families**

**Report to Scrutiny Board (Children and Families)**

**Date: 26 September 2018**



**Subject: Scrutiny inquiry - is Leeds a child friendly city? Children and young people have fun growing up**

<p><b>Outcome:</b> Children and young people have fun growing up</p>	<p><b>Focus areas:</b></p> <ol style="list-style-type: none"> <li>1. How the Child Friendly Leeds approach makes Leeds a better place to grow up</li> <li>2. Activities</li> </ol>
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**Story behind the baseline and turning the curve story**

- The Children and Young People’s Plan (CYPP) starts with a simple question: what is it like to be a child or young person growing up in Leeds? The activities and events that make the most difference to this can only be achieved in partnership across the city. This approach applies to all aspects of the CYPP, with having fun growing up being no different.
- All children have the right to play as enshrined in Article 31 of the United Nations Convention on the Rights of the Child. Research shows that playing “promotes both physical and emotional flexibility through the rehearsal of new and unexpected behaviours and situations. It allows children to modify behaviour to meet the challenges of their environment and, over time, to change that environment itself<sup>1</sup>”.
- The last eight years of Child Friendly Leeds have coincided with increasing budget pressures as national funding for local authorities has been reduced, and large money-saving exercises have been undertaken. One of the underlying behaviours in the 2018-23 CYPP is ‘we support and prioritise children and young people to have fun growing up’. As shown in this report, ‘fun’ activities for children and young people have continued throughout the period, to stay true to the fun growing up behaviour.
- Total spending by local authorities on children and young people’s services has significantly reduced since 2010/11, whilst demand for services has risen. In 2010/11, Leeds’ total spend was £165 million; the spend in 2016/17 was 15 per cent lower (at £140 million). In comparison, the spend across England reduced by 0.9 per cent; statistical neighbours saw a 4.6 per cent reduction; and core cities spent 12.2 per cent less in 2016/17 than in 2010/11.
- There has also been an increase in the number of children and young people living in poverty in Leeds. Research has highlighted that child poverty has a significant impact on the health and well-being of children and young people and their ability access

<sup>1</sup> <http://www.playwales.org.uk/login/uploaded/documents/INFORMATION%20SHEETS/Building%20resilience%20.pdf>

and participate in activities.

([https://www.barnardos.org.uk/poverty\\_full\\_report\\_07.pdf](https://www.barnardos.org.uk/poverty_full_report_07.pdf))

- BreezeCard is the free LeedsCard membership scheme for children and young people aged up to 19 years. BreezeCard gives fast track access to Breeze events, as well as discounts to other events, activities and attractions across Leeds. The card also doubles up as a library card.
- Foster carers and the children they care for are entitled to free Bodyline/junior Bodyline membership, giving access to 17 leisure centres across Leeds. Free junior swimming lessons, and discounts to local businesses are also available.

### Summary of the journey

Narrative/key milestones	<ul style="list-style-type: none"><li>• The CYPP, formed around five outcomes and 11 priorities, uses the Outcomes Based Accountability methodology. This is the strategic document that guides the work of the children's partnership across Leeds</li><li>• Child Friendly Leeds was established in 2012 to manage the activities taking place across Leeds. Many headline activities and events relate to children and young people having fun</li><li>• The <a href="#">Child Friendly Leeds awards</a> have been running for five years. They are an annual celebration of everything that is Child Friendly Leeds in the city. The awards are organised and run entirely by young people</li><li>• Ofsted inspected Children's Services in 2015, giving an overall rating of good, with leadership, management and governance receiving an outstanding grade. <a href="#">The report</a> states, "Children's services in Leeds benefit from outstanding, inspirational and confident operational and political leadership. The 'Child Friendly' Leeds ambition has cross-party political support, reflected in ongoing investment in Children's Services despite the challenging financial context"</li><li>• In 2017, a competition was held for children and young people to share their ideas on making Leeds city centre more child friendly. The winning suggestion was to bring a children's festival to Leeds - the first Child Friendly Leeds Live took place in August 2018, headlined by Andy and the Odd Socks, also featuring Breeze Has Talent</li></ul>
Performance measures 2011 to 2018	<ul style="list-style-type: none"><li>• The CYPP does not contain a 'fun' performance measure. 'Having fun' is difficult to measure - volume statistics show participation, but do not capture an individual's enjoyment, or 'benefit' from the event.</li><li>• 'We support and prioritise children and young people to have fun growing up' is one of the four behaviours that underpins everything that we do in relation to the CYPP</li><li>• Having fun growing up, and children and young people have a voice and influence, are closely linked. Many of the activities listed in the voice and influence report are examples of children and young people have fun as well as having influence. Both reports should be considered alongside each other</li></ul>
Additional supporting	<ul style="list-style-type: none"><li>• The Play Enabling Grant has been used over the last three years to support a number of projects. In 2016/17, £40,000 supported 12 projects, reaching 2,327 children and young</li></ul>

evidence 2011 to 2018	<p>people , including 128 with additional needs. In 2017/18, 15 projects benefitted from a share of £40,000. 15 further projects are planned for 2018/19</p> <ul style="list-style-type: none"> <li>• Over 8,000 young people accessed youth work sessions in 2017/18. Youth work resource is targeted at the most vulnerable young people and is allocated citywide, with 40 per cent based on the 11-17 population and 60 per cent based on deprivation (young people aged 11-17 and resident in the 40 per cent and below lower super output areas)</li> <li>• 1,947 young people accessed Herd Farm and/or Lineham Farm residential centres as a part of their core curriculum at 69 different Leeds schools in 2017/18</li> <li>• 3,838 young people attended school activity days at Herd Farm, Lineham Farm, and West Leeds Activity Centre in 17/18</li> <li>• In 2017/18, 98 care leavers or young people in care accessed the above centres for a residential experience in; 345 participated in day activities at the centres</li> <li>• My Health My School survey - how often do you feel happy? (response to 'every day', or 'most days'): <ul style="list-style-type: none"> <li>• Primary: 83.8% (10/11), 83.9% (14/15), 83.5% (16/17)</li> <li>• Secondary: 78.8% (10/11), 77.1% (14/15), 74.4% (16/17)</li> </ul> </li> <li>• My Health My School survey - how many times a week are you physically active? (response to 'seven or more times'): <ul style="list-style-type: none"> <li>• Primary: 42.5% (10/11), 75.2% (14/15), 76.9% (16/17)</li> <li>• Secondary: 34.8% (10/11), 60.6% (14/15), 60.5% (16/17)</li> </ul> </li> <li>• BreezeCard take-up: 14,718 (2015) 17,947 (October 2017 to March 2018)</li> <li>• There are over 250 public play areas in Leeds including playgrounds, ballparks, skateboard parks and teen zone. There are 63 community parks and seven city parks, plus many other areas of public recreation grounds, woodlands and nature areas (including seven local nature reserves)</li> </ul>
<b>Next stage of our journey</b>	
Future aspirations	<ul style="list-style-type: none"> <li>• Ensure children and young people remain involved in decisions about having fun growing up; build on the success of events such as the Child Friendly Leeds awards, and Child Friendly Leeds Live</li> <li>• Continue to find innovative ways for children and young people to have fun. <a href="#">Street Play</a> is a resident-led initiative that enables children to play freely and safely in their own street. Temporary play street orders can be applied for to close the street to traffic. 83 streets will be temporarily closed this year as part of this initiative</li> <li>• Grow further the network of <a href="#">child friendly ambassadors</a>, who spread the child friendly message across the city. Ambassadors come from a range of backgrounds and organisations and support young people to speak up and have their voices heard</li> </ul>

Challenges/barriers	<ul style="list-style-type: none"><li>• Funding/continuing political support for 'soft' impact events</li></ul>
<b>Supporting evidence</b>	
<ul style="list-style-type: none"><li>• External validation of the Child Friendly Leeds approach, from <a href="#">Ofsted</a></li><li>• <a href="#">Child Friendly Leeds one minute guide</a></li><li>• Press releases:<ul style="list-style-type: none"><li>• <a href="https://news.leeds.gov.uk/thumbs-up-for-leeds-city-centre-with-new-child-friendly-competition/">https://news.leeds.gov.uk/thumbs-up-for-leeds-city-centre-with-new-child-friendly-competition/</a></li><li>• <a href="https://news.leeds.gov.uk/summer-of-fun-for-children-in-care-thanks-to-leeds-businesses/">https://news.leeds.gov.uk/summer-of-fun-for-children-in-care-thanks-to-leeds-businesses/</a></li><li>• <a href="https://news.leeds.gov.uk/summer-of-fun-as-pop-up-spaces-and-activities-transform-the-city-centre/">https://news.leeds.gov.uk/summer-of-fun-as-pop-up-spaces-and-activities-transform-the-city-centre/</a></li><li>• <a href="https://news.leeds.gov.uk/final-countdown-to-child-friendly-leeds-live/">https://news.leeds.gov.uk/final-countdown-to-child-friendly-leeds-live/</a></li><li>• <a href="#">Building Resilience in Young Children</a></li></ul></li></ul>	

## Appendix one - Child Friendly Leeds dashboard

### Child Friendly Leeds October 2017 - March



	Measure	CYPP outcome	Result same period last year	Quarter 1 & 2 2016/17		Quarter 3 & 4 2016/17	Quarter 1 & 2 2017/18	Quarter 3 & 4 2017/18	Quarter 1 & 2 2018/19	DOT	Data last updated
Providing a greater voice for children and young people	1	Votes for child mayor - number of votes cast	2,004 (2014)	4,617 (2015)		3,574 (2016)		6,307 (2017)			May-18
	2	Make your mark participation - number of votes cast	19,716 (2014)	16,343 (2015)		14,308 (2016)		17,013 (2017)			May-18
	3	Percentage of children and young people who have had a chance to have a say in the way the school is run	33.8% (2016/17)	35.5% (2014/15)	33.3% (2015/16)	33.8% (2016/17)				AY 2017	
	4	Community committee engagement	All five outcomes	Data development							
Enabling children and young people to contribute to a strong economy	5	Number of apprenticeship starts for young people under the age of 25	3,750	4,020 (12-month period)	3,140 (9-month period)	3,970 (12-month period)	3,240 (9-month period)	3,640 (12-month period)			May-18
	6a	SEN internships - number of young people signed up to the supported internship pilot	n/a	33		37				2016/17	
	6b	SEN internships - number of young people started the supported internship.	n/a	23		31					
Supporting children to lead safe and secure lives	7	Number of internal mainstream foster carer households	427	453	466	464	461	454		May-18	
	8	Percentage of children looked after in a kinship care placement	14.9% (188)	16.7% (206)	16.5% (203)	16.9% (212)	18.5% (232)	21.5% (273)		May-18	
	9	Number of referrals with domestic violence as a category	3,089 (25.6%)	2,701 (25.5%)	2,624 (24.6%)	3,034 (26.4%)	3,381 (28.9%)	3,483 (29.5%)		May-18	
	10	Independent Traveller Training scheme	121 (2014/15)	137 (2015/16)	62 (Apr - Sept 16)	45 (Oct - Mar 17) 107 (2016/17)	62 (Apr - Sept 2017)	43 (Oct- Mar 2017/18)			May-18
Involving children and young people in the life of	11	City centre breakthrough	Data development								
	12	Take up of BreezeCard - Youth	14,718 (2015)	16,820 (2016)	12,027 (Apr - Sept 16)		12,360 (April - Sept 17)	17,948 (Oct 17 - Mar 18)			May-18
Encouraging and supporting adults to volunteer	13	Number of Child Friendly Leeds ambassadors	392	504	572	703	735	772		May-17	
	14	Number of independent visitors	102	110	108	108	123	213		May-18	
	15	Number of governors in post	n/a	3,046 (as at 09/05/2017)			3,077 (as at 04/10/2017)	2,686 (as at 15/05/2018)			May-18

## Child Friendly Leeds October 2017 - March



		Measure	CYPP outcome	Result same period last year	Quarter 1 & 2 2016/17		Quarter 3 & 4 2016/17	Quarter 1 & 2 2017/18	Quarter 3 & 4 2017/18	Quarter 1 & 2 2018/19	DOT	Data last updated
Making the right information available at the right time	16a	Website activity - use of Child Friendly Leeds website - Home page	All five outcomes	n/a	1,279 (Jan - Mar 16)	1,924 (April - Sept 16)	3424 (Oct - Mar 17)	4303 (Apr - Sept 17)	2418 (Oct 17 - Mar 18)			May-18
	16b	Website activity - use of Child Friendly Leeds website - awards		n/a	643 (Jan - Mar 16)	663 (April - Sept 16)	3,659 (Oct - Mar 17)	2,129 (Apr - Sept 17)	700 (Oct 17 - Mar 18)			May-18
	16c	Website activity - use of Child Friendly Leeds website - CFL the story		n/a	250 (Jan - Mar 16)	264 (April - Sept 16)	493 (Oct - Mar 17)	513 (Apr - Sept 17)	284 (Oct 17 - Mar 18)			May-18
	16d	Website activity - use of Child Friendly Leeds website -how to get involved		n/a	209 (Jan - Mar 16)	228 (April - Sept 16)	501 (Oct - Mar 17)	538 (Apr - Sept 17)	190 (Oct 17 - Mar 18)			May-18
	16e	Website activity - use of Child Friendly Leeds website - Find out more		n/a	174 (Jan - Mar 16)	181 (April - Sept 16)	367 (Oct - Mar 17)	326 (Apr - Sept 17)	173 (Oct 17 - Mar 18)			May-18
	16f	Website activity - use of Child Friendly Leeds website - Toolkit		n/a	n/a	154 (April - Sept 16)	327 (Oct - Mar 17)	335 (Apr - Sept 17)	143 (Oct 17 - Mar 18)			May-18
	16g	Website activity - use of Child Friendly Leeds website - news		n/a	n/a	174 (April - Sept 16)	253 (Oct 16 - Mar 17)	255 (Apr - Sept 17)	828 (Oct 17 - Mar 18)			May-18
	16h	Website activity - use of Child Friendly Leeds website - 12 wishes		n/a	140 (Jan - Mar 16)	163 (April - Sept 16)	406 (Oct 16 - Mar 17)	471 (Apr - Sept 17)	383 (Oct 17 - Mar 18)			May-18
	16i	Website activity - use of Child Friendly Leeds website - who is involved		n/a	119 (Jan - Mar 16)	129 (April - Sept 16)	501 (Oct 16 - Mar 17)	285 (Apr - Sept 17)	310 (Oct 17 - Mar 18)			May-18
	17	Facebook		1,326	2,740 (Jan - Mar 16)	3,076 (April - Sept 16)	3,470 (Apr - Mar 17)	4,206 (Apr - Sept 17)	4,781 (Oct 17 - Mar 18)			May-18
Promoting a child friendly city	18	Child Friendly Leeds awards - nominations cast	All children and young people are active citizens who feel they have a voice and influence	547 (2014)	458 (2015)		379 (2016)		320 (2017)			2017
	19	Value of the Child Friendly Leeds brand		Data development								
	20	Social media activity - Tweets	All children and young people are active citizens who feel they have a voice and influence	n/a	7,216 Twitter followers/13,300 tweets	8,057 Twitter followers/16,629 tweets	9,127 Twitter followers/20,400 tweets (Apr 16 - Mar 17)	10,044 Twitter followers/124,818 tweets (Apr - Sept 17)	10,457 Twitter followers/125,673 tweets (Oct 17 - Mar 18)			May-18
Young people enjoy life	21a	Percentage of children and young people who enjoy life - Primary	All children and young people have fun growing up	83% (2013/14)	82% (2014/15)	84% (2015/16)		84% (2016/17)			Static	AY 2017
	21b	Percentage of children and young people who enjoy life - Secondary	All children and young people have fun growing up	79.7% (2013/14)	78.3% (2014/15)	78.3% (2015/16)		70.5% (2016/17)				AY 2017