

Making Leeds a child friendly city

we are
child
friendly
Leeds



Putting children and young people at the heart of a compassionate city with a strong economy



Our story so far

Child Friendly Leeds was launched by Her 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. We ask everyone to take action in their schools, communities, businesses and organisations to make Leeds a child friendly city.

Our commitment to being the best city for children and young people is founded on the global movement of Child Friendly Cities initiated by UNICEF, and guided by the voices of children and young people in Leeds.



Child Friendly Leeds has made a significant contribution to:

- Putting the voice of the child at the heart of all we do – finding out what their priorities are and acting on what they tell us via youth voice groups, projects, consultations and events.



- Establishing Leeds Baby Week, in partnership with health services and the Clinical Commissioning Groups (CCGs) to raise awareness across the city of this critical stage of child development and the importance of giving all children the best start.



- Strengthening partnership working to focus on priority outcomes for children and young people, for example through the MindMate offer to improve emotional wellbeing.



- Establishing the annual Child Friendly Leeds Awards, with children and young people at the heart of the planning and delivery of the event. The awards recognise the people, places and organisations that make a positive contribution to the lives of children and young people in Leeds.



- Establishing a strong and growing network of Child Friendly Leeds ambassadors, who make both financial and in-kind contributions to improve the lives of children and young people through enrichment opportunities for looked after children and care leavers, activity days for foster families, donating prizes and sponsoring events.



- Supporting and promoting the Independent Visitor Scheme for 'children looked after' in Leeds, resulting in an increase in volunteers.



How to get involved with Child Friendly Leeds



If you share our ambition for Leeds to be the best city for children and young people to grow up in, you can become a Child Friendly Leeds ambassador. Our ambassadors work with us on a range of fantastic initiatives to promote the best start in life and help children and their families to lead healthy and active lives.

Our ambassadors promote this vision through their networks and social media platforms, listen to the voices of children, young people and families, and use feedback to improve their practice and/or services.

Ambassadors are invited to regular networking events, receive updates via newsletters, get involved in various projects to help young people develop their skills and experience, and involve their staff in fundraising or make donations to the Child Friendly Leeds Fund. Child Friendly Leeds can help organisations shape and deliver the aims of their corporate social responsibility (CSR) programmes.



Play your part

Can you and/or your organisation support the five conditions of well-being that we want for all children and young people in Leeds?

1. To be safe from harm.

Everyone working with children and young people has a duty to keep them safe from harm. We want to improve the life outcomes of all children and young people, especially those in local authority care and reduce the need for children and young people to be looked after.

Can you...

- Promote online safety amongst children and young people. Check out the Leeds Safeguarding Children Partnership website and Net Aware App for advice.
- Be a foster-friendly employer and help to promote foster caring as an opportunity to your employees.
- Work with us to create a more family friendly city centre for children, teenagers, families and visitors.
- Support family members whose 'kinship care' allows us to safely keep children out of state care.
- Support the 'Get comfortable talking about it' campaign to raise awareness of the issue of domestic violence. Sign up to the Safer Leeds Domestic Violence and Abuse Quality Mark for Business.



2. To do well at all levels of learning and have skills for life.

We want Leeds to be the best city for learning. The economic success of Leeds requires its young people to have the right skills and aspirations. Raising levels of educational attainment is important; however, it is also crucial that schools and settings are supported to equip all young people with the ability and mind-set to keep their skills up to date, to be resilient, and to prosper in the face of future economic change.

Can you...

- Work with young people to help them develop CV writing skills, complete mock job interviews and provide feedback.
- Help make Leeds an EET (everyone in education, employment or training) city by offering apprenticeships, training and work experience/internships.
- Become a governor and help schools in Leeds to improve the attendance, attainment and achievement of all children and young people.
- Become a professional mentor to provide essential guidance and support to a care leaver at university.
- Link with a local school and work with them to offer after school activities.
- Speak to young people about your profession to build aspiration and highlight different career options. Pupils that experience four or more contacts with employers are five times less likely to be unemployed when they leave school.



3. To enjoy healthy lifestyles.

We want all children and young people to have the best start in life.

Can you...

- Promote the Change4Life Nutrition campaign, which aims to help parents and carers reduce their children's sugar intake. Children in England are having more than double the maximum recommended amount.
- Support the Leeds Children's Play Strategy, which recognises the importance of play for happy and healthy childhoods.
- Help promote MindMate, a Leeds-based website for young people, their families and the professionals who support young people with emotional wellbeing and mental health issues.
- Make your business or place of work breastfeeding friendly.
- Support the Leeds Smiles initiative to promote regular teeth brushing amongst young children.



4. To have fun growing up.

We want all children and young people in Leeds to have happy, healthy childhoods with plenty of time and space to play. We want this for all children and particularly those living in poverty or where their individual circumstances often prevent this from happening.

Can you...

- Provide incentives and rewards to help make vulnerable children in Leeds feel valued by offering discounts and free tickets to events/activities.
- Become an independent visitor – a volunteer who befriends and spends time with a young person who is living in residential or foster care and lacks support from an extended family and friend network.
- Become a volunteer and work with young people.



5. To be active citizens who feel they have a voice and influence.

Children and young people have great ideas, fresh insight and want to be involved in making decisions. They have the right to have their say when decisions are made that affect their lives' – Article 12, UN Convention on the Rights of the Child.

Can you...

- Involve children and young people next time you're consulting on an important decision that may affect them and their families.
- Invite young people to take part in recruitment panels when you are interviewing for important job roles in your organisation.
- Encourage children and young people to register to vote before they turn 18 and in the meanwhile, to take part in the annual UK Youth Parliament 'Make Your Mark' ballot and Leeds Children's Mayor elections.
- Encourage any young person aged 10-18 to join the Leeds Youth Council Network ensuring they'll be kept up-to-date on the latest local, regional and national opportunities and events. To apply online just search for 'Leeds Youth Council'.
- Join the Voice, Influence and Change staff network to receive regular news updates, opportunities and support.
- Consider providing volunteering opportunities or thinking about other ways you or your organisation could support children and young people to be more active in their communities.



Find out more:

Voice & influence of children and young people: <http://bit.ly/CYPVoice>
Voice & influence of parents, carers and families: <http://bit.ly/PCFVoice>
Email the team: vic@leeds.gov.uk
Follow us on social media: @LeedsYouthVoice

About Leeds

Total population: 789,194

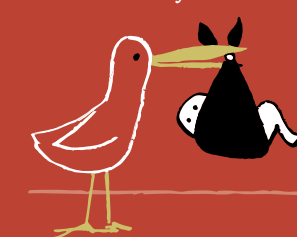
192,178 children and young people aged up to 19 (270,986 aged under 25)

24.4% of the population of Leeds are under 20 years old

The Leeds 11-17 population is projected to grow by

21.1% by 2026

Around 10,000 babies are born in Leeds each year



270 state-funded schools



30%

of the Leeds population aged under 16 live in some of the 10% most deprived areas in England



Child Friendly Leeds Fund

Managed by the Leeds Community Foundation, the Child Friendly Leeds Fund offers financial support to disadvantaged children and young people who, due to their personal circumstances, don't have the means to access additional learning, personal and social development opportunities.

Local businesses and individuals are invited to make charitable donations to the Fund, which young people and the organisations/groups that support them can apply to.

To donate and find out more about the individual and groups of young people the Fund will support, please visit www.childfriendlyleeds.gov.uk/cffund or email childfriendlyleeds@leeds.gov.uk for more information.





Child Friendly Leeds

Leeds has an important ambition. We want to be the best city for all our children and young people to grow up in – a place where children are valued, supported, enjoy living and can look forward to a bright future – a truly child friendly city. Leeds has placed children and young people at the very heart of the growth strategy of the city.



Child Friendly Leeds brings everyone who shares this ambition together across the city; from enthusiastic individuals to large organisations. Every contribution counts and everyone can play their part and make a difference.



Child Friendly Leeds is helping to make something truly unique and special happen. Together we are creating a cultural change: celebrating and empowering young people growing up in Leeds today and building a more socially connected and economically successful city for the future.



Find out more

Visit www.childfriendlyleeds.co.uk for more information about our work.

Follow us on social media:

Twitter: [@Child_Leeds](https://twitter.com/Child_Leeds)

Instagram: [@childfriendlyleeds](https://www.instagram.com/childfriendlyleeds)

Facebook [@ChildFriendlyLeeds](https://www.facebook.com/ChildFriendlyLeeds)

Blog site: www.childfriendlyleeds.wordpress.com

For information about how we work together to keep children and young people safe, visit www.leedsscp.org.uk

To help by being a Child Friendly Leeds supporter, ambassador or partner please email us at childfriendlyleeds@leeds.gov.uk



Proud Child Friendly Leeds partners



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Ahead Partnership™
Unlocking social and economic potential



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LEEDS CITY
COLLEGE



First Give



HOME
START
Leeds



YOUNG
LIVES
LEEDS

ENGIE

qed
LEEDS



Building
stronger
families
150 years

THE TETLEY



Trinity
Leeds



YORKSHIRE HOUSING



Leeds & Wharfedale

mumbler
Your Local Parenting Community



ACADEMIC | appointments

'Education Recruitment Solutions'



Catholic Care
A service you can believe in



white rose
shopping centre



Pinnacle
Group



PARK
SQUARE
BARRISTERS

Specialist
Autism
Services
Working for and with adults with Autism

Leeds Community Healthcare NHS Trust