



Child Friendly Redbridge Action Plan 2021 - 2023



Introduction

Child Friendly Cities & Communities is a United Kingdom Committee for UNICEF (UNICEF UK) programme that works with councils and their partners to put the rights of children and young people into practice.

The work Unicef UK, Redbridge Council and the Child Friendly Redbridge partnership do together aims to create a place where all young people - whether they are living in care, using a children's centre, or simply visiting their local library - are key decision makers and help create and design the services and spaces that are important to them.

This document will set out the changes children and young people in Redbridge have told us you want to see made in three key areas, these areas are: feeling safe & secure, being healthy and place (which includes climate change and having things to do).

In addition, Unicef UK ask us to consider three further areas which can help to improve children's rights: communication, culture and co-operation.





TELL US WHAT YOU THINK



WHAT DO YOU LIKE ABOUT THIS PLAY FEATURE?

WHAT DO YOU NOT LIKE ABOUT THIS PLAY FEATURE?



WHICH PLAY FEATURE IS YOUR FAVOURITE?

Bongo Music Panel

The Bongo Music Panel image shows a colorful bongo set with musical notes. A pink sticky note is attached to the panel with the text: "I like the bongo music panel because it is colorful and has musical notes. I like to play it with my friends." There are also several colorful circles (orange, pink, blue) around the image.

Double Shapes Play Panel

The Double Shapes Play Panel image shows a board with two columns of shapes and a central figure. A yellow sticky note is attached to the panel with the text: "I like the double shapes play panel because it is fun and has different shapes. I like to play it with my friends." There are also several colorful circles (yellow, pink, green) around the image.

Cajon Outdoor Drum

The Cajon Outdoor Drum image shows a group of children sitting on a large outdoor drum. A yellow sticky note is attached to the panel with the text: "I like the cajon outdoor drum because it is fun and has different sounds. I like to play it with my friends." There are also several colorful circles (orange, pink, green) around the image.

Tic Tac Toe Play Panel

The Tic Tac Toe Play Panel image shows a tic-tac-toe board with a pink sticky note attached to the panel with the text: "I like the tic tac toe play panel because it is fun and has different shapes. I like to play it with my friends." There are also several colorful circles (yellow, pink, green) around the image.

Cllr Jas Athwal, Leader of the Council

Achieving UNICEF UK Child Friendly Community status for Redbridge was a key manifesto pledge for this administration. Obtaining this status for our borough is a key milestone in our mission for local communities to be places in which children and young people, regardless of their background, thrive.

I have been involved in the Child Friendly Redbridge programme from the very beginning. To see it move through the various phases of the process, bringing children and young people from across the borough along the journey, makes me immensely proud. I was at Redbridge's pitch to UNICEF in which we set out why our borough should be accepted on to the programme and I am happy to see the progress already being made across the council, and more widely throughout the borough, to ensure the voices of local children and young people are at the heart of everything we do.

This action plan provides all of us with a collective opportunity to build upon the great work that has been achieved or is in progress and push youth participation, involvement and influence across the council and our partners in the areas that matter most to children and young people. I have heard first-hand about the changes children and young people want to see to improve safety, their health - particularly their mental health - and the communities they live in and I am determined to ensure that these changes are delivered.

I will work closely with our partner organisations in Redbridge to help bring forward the improvements that will make the lives of our children and young people in Redbridge better. With a third of our borough's population aged 24 and under and with this age group expected to increase over the next few years, it is more important than ever that we are successful in implementing this action plan and in doing so create a Child Friendly Redbridge.



Councillor Elaine Norman, Cabinet Member for Children and Young People

I have had a long professional and political commitment to children and young people. I was involved with the Children's Network, a partnership with the voluntary sector, which looked to improve the lives of children and young people in Redbridge.

When I became Cabinet Member for Children and Young People, my vision was for all our children to develop to their full potential, to have high aspirations and to achieve their dreams. I believed the UNICEF child friendly programme would help to achieve this. Although the Council already had a strong engagement with our young people and excellent services, I knew we could do more, that is why I had the motivation and commitment to work towards becoming a UNICEF child friendly borough and to embed an unequivocal commitment to children's rights at the heart of every decision the Council makes.

I am proud to see how far we have come on our journey towards becoming a child friendly borough. The progress we have already made across Redbridge in giving children and young people the platforms and confidence to speak their mind, share their views and influence our decisions will not have been possible without the hard work of our youth and policy team and the help of our partners, including Frenford Clubs, Essex Boys & Girls Club, the Police, our partners in the health sector and schools across the borough. Their efforts in helping us engage with their children and young people, in settings they are comfortable in, has been key in helping us uncover what their priorities are and shaping this action plan document.

I was at Frenford Clubs when we launched the Child Friendly Redbridge programme and saw schoolchildren from Cranbrook Primary School and Highlands Primary School write down their aspirations of a child friendly Redbridge and it is amazing to see that those aspirations are being reflected in the action plan. I have seen first-hand the impact young people can have in changing and improving the lives of other young people in Redbridge and I am in no doubt that this action plan will help in making even more improvements, especially in the areas of safety, health, the areas we live in and the environment. I will be keenly following the programme, ensuring that progress is being made and continuing to work with young people to shape and deliver the changes that will help us become a Child Friendly Redbridge



Lesley Seary, Interim Chief Executive



On joining the council, one of the first things I did was find out more about the Child Friendly Redbridge programme and how I could champion the work of the Child Friend Redbridge Partnership.

I'm proud to see how far we have come on our journey to becoming a child friendly borough and this action plan is a huge step towards doing so.

I was lucky enough to be a part of the action plan process during the summer when I met with more than 50 young people who shared with me and other decision makers and officers from across the council and partner organisations the outcomes that they wanted to see in different badge areas. They were able to share ideas with one another, as well as the adults present, and many of these ideas have been included as part of this action plan. Now that the plan is in place, it is up to the council and our partners, with help and guidance from children and young people, to deliver upon the commitments made. As one of the badge leads I will be working hard to make sure progress is being made in my area and I will be calling upon children and young people to ensure that the progress is having a positive impact on their lives.

Finally, I would like to thank all the children and young people who have helped us get this far and create this action plan. I would also like to thank our partners across the borough and colleagues across the council, in particular our Youth Services team, who have worked tremendously hard throughout the pandemic to ensure that the voices of children and young people remain at the very heart of everything we do.

Raul Tinca, *Child Friendly Redbridge Ambassador*



As a young person, I've always wanted to improve the environment and lifestyle of other young people, including learning about things that are important and tackling issues, big and small, that affect us. This is why this action plan is so important to young people of today and the next generation of young people.

As a Child Friendly Redbridge Ambassador, I know all about the positive impact working with the council and other organisations, such as the police and NHS, can have as I have worked on a number of projects already to help make positive change for children and young people. Together we can impact many lives positively and strongly and become a Child Friendly Redbridge.

CHILDREN & YOUNG PEOPLE IN REDBRIDGE



33% of Redbridge residents are aged 0-24.

6.4% increase in the number of young people by 2025

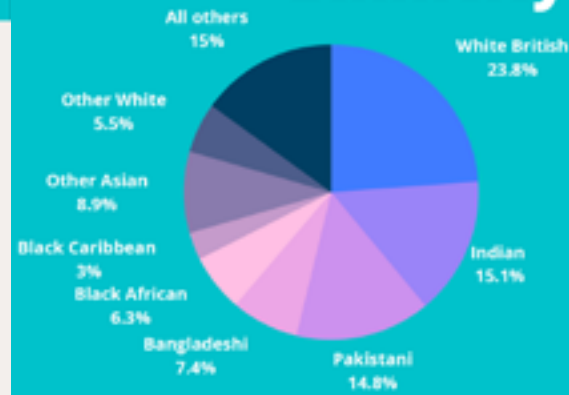


Children and young people aged 0-24

52% Female

48% Male

Ethnicity



By 2025:

- young people from Pakistani and Indian backgrounds will make up the biggest % of 0-24yr olds
- the biggest increase will be young people from a Bangladeshi background
- young people from Black Caribbean backgrounds will fall, as will those who are White British

Largest population of young people fall in the South and East neighbourhoods

The wards with the most young people currently are:

- Loxford
- Clementswood
- Newbury

The wards expected to see the biggest increase by 2025 are:

- Loxford
- Clementswood
- Seven Kings



Physical Health



Mental Health



A little bit more about our children and young people

EDUCATION - GCSE ATTAINMENT

% of pupils achieving grades 5 or above in English and mathematics GCSEs



England - 49.9%

Redbridge - 62%



INVOLVEMENT IN LOCAL DEMOCRACY

Child Friendly Redbridge Ambassadors

2021 ELECTIONS

279 **18** schools
including special schools
CANDIDATES FROM
ACROSS THE BOROUGH

Make your mark - National Youth Parliament Elections

2021 ELECTIONS

14,748

VOTES FROM
YOUNG PEOPLE

2021 ELECTIONS

45%

YOUNG PEOPLE
AGED 11-19 VOTED

Rights Respecting Schools

GOLD



Schools with
Gold accreditation

THE JOURNEY SO FAR

DISCOVERY

After being accepted onto the Child Friendly Communities programme by UNICEF UK in May 2019, Redbridge Council and its partners began what is called the 'Discovery Phase' speaking with children and young people.

The purpose of this phase was to gain an in depth understanding of what life is like for children and young people in Redbridge including what they liked about the borough and what they would like to see improve or change: in effect, the priorities for the UNICEF UK Child Friendly programme in Redbridge.

This Discovery phase was extended during the coronavirus pandemic when face to face engagement with young people and engagement through schools was stopped. The impact of the pandemic meant that the Child Friendly Redbridge partnership had to move their engagement work online and find new ways to listen to children and young people. The partnership also wanted to know if children and young people's experience of life significantly changed and whether their priorities remained the same or changed as a result of the pandemic.



VOTING

At the start of 2021, the partnership agreed that they had developed a good understanding of what children and young people wanted and the Discovery Phase was brought to a close. The Unicef Child Friendly Programme team in Redbridge met with teachers and children in schools, diverse groups of young people, practitioners and decision makers and leaders to share what they had learned during Discovery.

The children and young people and practitioners then together voted for the three badges (or topic areas) that they felt best represented the priorities that they wanted to see addressed. The topic areas chosen were:

Safe & Secure - this included safety when out and about, including on school routes, knife crime, gangs and harassment of girls and young women in public spaces and schools.

Healthy - this included improving physical health and mental health and being able to access information about health when they needed it.

Place - this included climate change, the design and development of our neighbourhoods (placemaking) and activities for children and young people in the borough

Alongside these areas, there are three mandatory badges (or topic areas), as set out by UNICEF UK, that the partnership also has to make improvements in if they wish to embed a child rights-based approach in a sustainable way. These areas are:

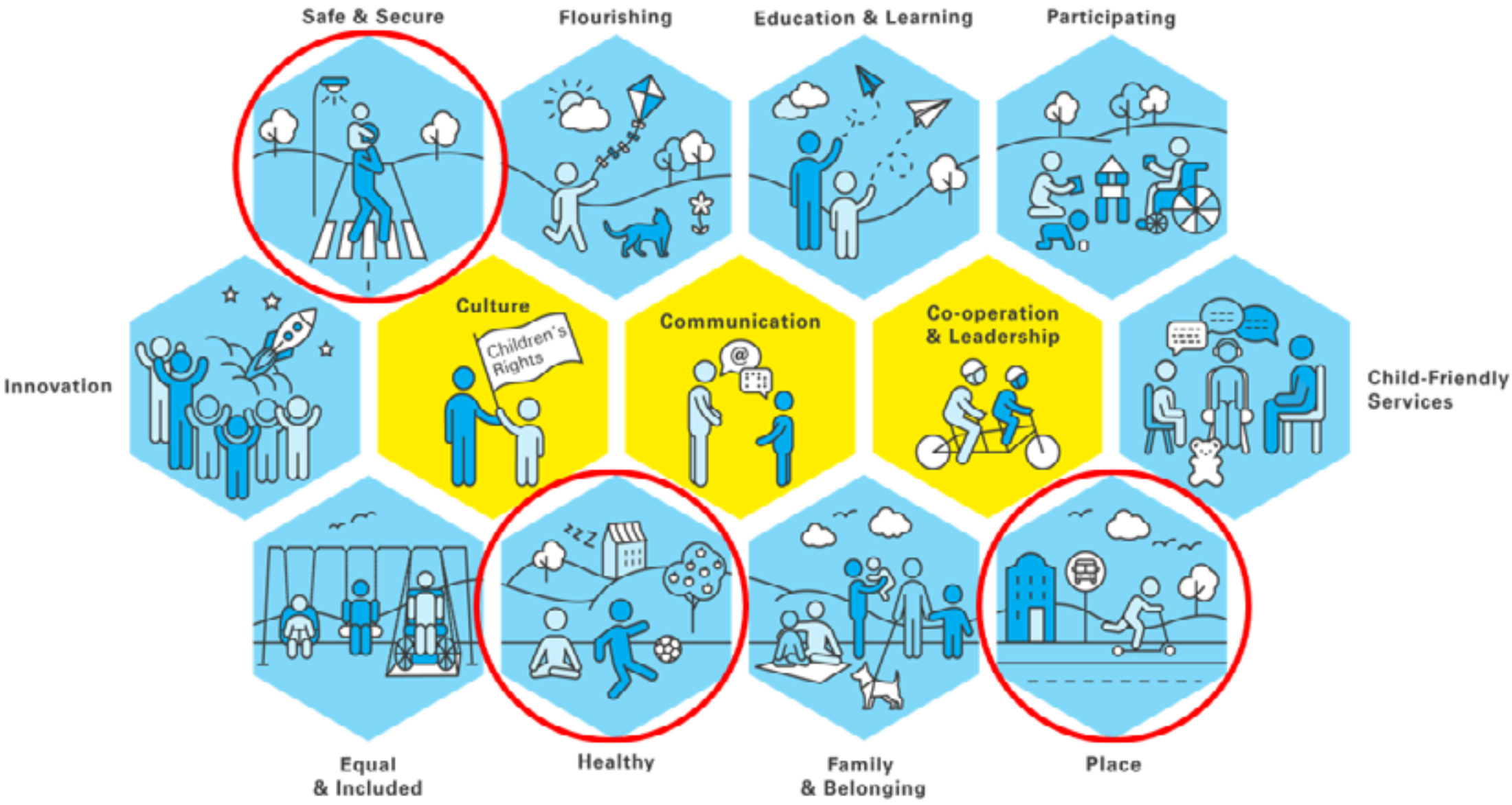
Cooperation & Leadership - people across Redbridge work together to make the borough better for children and young people and decisions are made involving children and young people



Culture - people across Redbridge value and respect children and young people and know about and respect children's rights.

Communication - information about children's rights is shared with children, young people and adults in different ways

These six badges chosen by our children and young people will be the basis and the focus of the Child Friendly programme in Redbridge going forward. The action plan sets out how the Child Friendly Redbridge Partnership will do this. Along with the six badges the principle of "equal and included" was adopted by the programme team and partnership. This is a commitment in every action in this action plan to find ways to listen to those children whose voices are usually not heard.



ACTION PLANNING AND IDENTIFYING OUTCOMES

Once children and young people had voted for the badges, the Child Friendly Redbridge programme team met with different groups of children and young people and practitioners to decide what changes they would like to see in each of the areas above.

They did this through “action planning” meetings with young people from our Don’t Whisper (Children with experience of Care) and our SEND (Special educational needs and disabilities) Youth Forum. They also held an action planning event chaired and presented by young people, which saw 50 young people, practitioners and decision makers including the Leader of the Council, discuss what changes they would like to see (“the outcomes”) and how they could be achieved. Alongside this a lesson plan was also created by teachers at John Bramston primary school to allow younger children to take part in the action planning.

The Child Friendly Redbridge Partnership reflected on the learning from the action planning sessions and together identified actions they could commit to achieve over the course of the next two to three years. The action plan sets out the impact each individual action will have on children and young people as well as the cumulative impact of all the actions.

To be included in the plan, actions had to be sustainable in the long-term and the impact clearly measurable. The actions in the plan also include information on how they will be inclusive and consider the needs and voice of children and young people from all backgrounds, including those from the most marginalised groups.



OUR OUTCOMES FOR CHILDREN AND YOUNG PEOPLE

These are the things that children and young people told us they wanted to see happen in Redbridge:

SAFE & SECURE



- Children and young people feel safe on their school routes including on public transport
- Children and young people feel safe from knife crime in their neighbourhoods
- Young women feel safe from sexual harassment at school from peers and on the street from members of the public
- Young people know how to report any incidents of sexual harassment and feel confident to do so

HEALTHY



- Children and young people can access and influence information and activities that lead to good physical health
- Children and young people can access and influence information and services to support good mental and emotional health
- Children and young people with additional needs are aware of and able to access and influence the support that they need
- Children and young people in Redbridge benefit from a joined up and holistic approach by Redbridge Council and Partners

PLACE



- Children and young people can take an active role in tackling climate change.
- Children and young people are involved in place making so that they feel welcome and safe in all parts of Redbridge
- There are a range of activities and things to do for children and young people, which are accessible, inclusive, and affordable.

OUR OUTCOMES FOR CHILDREN AND YOUNG PEOPLE

These are the things that children and young people told us they wanted to see happen in Redbridge:

COOPERATION



- Council staff and partner organisations have a practical knowledge and understanding of the rights of children
- The child rights-based approach (CRBA) is embedded across the Council including in business planning and commissioning processes

CULTURE



- Senior leaders across the community, become visible champions for children's rights
- Children and young people have an active role in decision-making on matters that affect them (directly and indirectly)

COMMUNICATION



- Children and young people can find the information they need
- Information about children's rights is shared with children, young people and adults in different ways
- The way we communicate with children and young people is accessible and inclusive and reaches a wider range of children and young people.

HOW WILL WE MAKE THIS CHANGE HAPPEN?

THE CHILD FRIENDLY REDBRIDGE PARTNERSHIP

Organisations and groups across Redbridge have come together to act on the things that concern our children and young people. They will work together with children and young people to understand their experience and find ways solutions to the problems they highlight. They will regularly let children and young people know what they are doing and check that these actions are making a difference.

These organisations and groups include:

- Redbridge Council
- Local primary and secondary schools
- Redbridge Safeguarding Children Partnership (RSCP)
- New City College Redbridge
- Redbridge Institute
- Children centres
- Youth Service Redbridge
- Youth centres
- Police
- North East London NHS Foundation Trust (NELFT),
- Redbridge Clinical Commissioning Group (CCG)
- Barnardo's
- Frenford Clubs
- Essex Boys and Girls
- Mill Grove and the Rose Walton Centre
- Scout groups
- Redbridge Young Carers
- Redbridge Community and Voluntary Service

BADGE LEADS

For each of the themes in the plan (or "badges") there will be a badge lead. This will be a person or group from the partnership who will make sure that everyone involved is taking action and making progress on their part of the plan.

The rest of this document lists the actions the partnership will take under each of the themes (or "badges") above over the next two to three years.



BADGE 1: SAFE AND SECURE

What did our children and young people tell us?

WHY IS THIS BADGE IMPORTANT?

Children and Young People have told the Child Friendly Redbridge Partnership from the start of the UNICEF UK programme in Redbridge that feeling safe and secure is something that really matters to them.

Engagement with over 2,000 children and young people across Redbridge highlighted that safety was one of the main things they wanted to see improved to help create a Child Friendly Redbridge. This included feeling safe when travelling to and from school and feeling safe from sexual harassment in your local area and in school.

Children and young people also said that tackling knife crime was important to feel safe. This was something young people have regularly told the Council, the Police and Schools and has been voted as a priority by Redbridge young people during the national 'Make Your Mark' campaigns in recent years.

LEARNING FROM DISCOVERY

During the Discovery Phase primary school children talked about how unsafe they can feel when travelling to school because of both cars speeding by and intimidation from older children. Similarly, to secondary school students, primary school students also raised issues around knife crime and hate crime in Redbridge. Although residents think that these crimes take place often in the borough they happen less often when compared to other boroughs nearby. Also, there are fewer young people who are the victim of knife crime in Redbridge than the same nearby boroughs and there are also less hate crime offences reported, suggesting that the perception and fear of crime is as important as the crimes themselves.

The Child Friendly Redbridge Partnership heard from young women and girls who had shared details about incidents they have had to face in certain parts of Redbridge. Over the last 12 months, the number of reported sexual offences has increased in Redbridge. There has also been a rise since we exited lockdown. The areas where these offences have taken place the most are in the Seven Kings, Ilford, and Valentine's area. These are the areas where young women have told us they have been victims of harassment.

Frenford Clubs, a member of the Child Friendly Redbridge Partnership, also shared some feedback from their young people on knife crime and gun crime. Young people talked about the reasons they carried knives, including for protection and peer pressure. Their research also found that some young people have a negative image of the police.



- Children and young people feel safe on their school routes including on public transport
- Children and young people feel safe from knife crime in their neighbourhoods
- Young women feel safe from sexual harassment at school from peers and on the street from members of the public
- Young people know how to report any incidents of sexual harassment and feel confident to do so

What action will we take?



Actions that the Child Friendly Redbridge partnership have committed to include:

- ☺ Develop and deliver a Safe Routes to School scheme, to help identify and target areas where children and young people feel unsafe (Police and Redbridge Council)
- ☺ Expansion of the School Streets initiative, meaning vehicle traffic is banned from entering School Street zones and travelling past schools at the schools' start and finish times, during term time (Redbridge Council)
- ☺ Street safety targeted awareness campaigns and workshops focusing on areas of the borough where young people feel unsafe (Frenford Clubs)
- ☺ Development of ward level engagement activity for secondary school and colleges, identifying areas for police to increase presence where children and young people feel unsafe and have said they would welcome greater police presence (Police and schools)
- ☺ Workshops for young people on knife crime and county lines gangs to help develop knowledge and understanding of what to do when facing these issues (Frenfords)
- ☺ Delivery of multi-agency training on Understanding Serious Youth Violence, Gangs and the Criminal Exploitation of Children via the Redbridge SCP Training Programme (Redbridge Safeguarding Children Partnership)
- ☺ Training around sexual harassment being developed and commissioned for young people. (Redbridge Council)
- ☺ Women's safety campaigns and workshops (Frenford Clubs)
- ☺ Youth Council and Child Friendly Redbridge Ambassadors to develop programme of work around sexual harassment including in schools. (Redbridge Council)
- ☺ Partnership with local businesses to provide them with information and tools to take measures that make women feel safer within Ilford (Redbridge Council and Local Businesses)

How will we know if we are doing the right things?

We will track our progress against this outcome by:

- Carrying out an evaluation of air quality and road safety around schools
- Gathering feedback from young people groups and women's groups
- Carrying out a young people's survey



BADGE LEAD

Police

BADGE 2: BEING HEALTHY

What did our children and young people tell us?

WHY IS THIS BADGE IMPORTANT?

This badge is important as it provides an opportunity to work with children and young people and organisations, such as NELFT, Redbridge Clinical Commissioning Group and Redbridge Healthwatch to make sure that your mental and physical health is looked after. It is now even more important as children and young people have lived through a pandemic and ensuing lockdown, which meant many of our children and young were unable to see or speak to friends and family members and take part in the things they enjoyed doing, such as playing sports.

LEARNING FROM DISCOVERY

Discovery Phase highlighted some issues around physical health that are concerning. Data on obesity revealed that around 40% of children in Redbridge in year six of primary school were overweight. During the Discovery Phase children and young people said that the number of fast-food shops in Redbridge were too high and this was why many young people had weight issues. The Child Friendly Redbridge programme team found that some high streets had more than 20 fast-food shops. Children and young people also told the Child Friendly Redbridge partnership that fast-food was cheaper than healthy food, which was one of the reasons why they opt to buy fast-food and have weight issues.

Throughout the Discovery Phase and during lockdown, the programme team heard that many children and young people were experiencing mental health issues for the first time. This was because of being unable to see family, friends and being able to do the things you enjoy. You also told us that mental health issues were being caused by the stress of having to study at home and feeling like you were falling behind with your education. This was especially the case for young people who were unsure about whether they would be sitting exams. You also told us that young people who already had mental health issues were having extra difficulties from not being able to speak to people who can help them. Young people across the borough have also told us that information around mental health services specifically for young people can be difficult to find.

During our engagement with young people from all backgrounds, we heard from those that face different and challenging situations in their personal lives that impact their education and health. This included young carers, who spoke of the challenges of looking after a disabled or elderly family member whilst trying to focus on their education and social life.



- Children and young people can access and influence information and activities that lead to good physical health
- Children and young people can access and influence information and services to support good mental and emotional health
- Children and young people with additional needs are aware of and able to access and influence the support that they need
- Children and young people in Redbridge benefit from a joined up and holistic approach by Redbridge Council and Partners

WHAT WE LEARNED FROM ACTION PLANNING

During Action Planning, we heard many ideas on how we can improve both the physical and mental health of young people in Redbridge. This included improving the communications and awareness of the services available to young people on how to stay healthy, including physical and mental health. This included messaging in schools and working with the leisure centres to make bookings for young people more available. It was also important that young people who have other needs and responsibilities outside of school were fully supported.



Actions that the Child Friendly Redbridge partnership have committed to include:

- ☺ Take a systems approach to tackling obesity in children (all partners, led by Public Health, Redbridge Council)
- ☺ Develop a resilience approach for children's wellbeing for Redbridge (all partners).
- ☺ Youth Health Champion workshops on understanding the importance of physical activity, healthy weight, and positive mental health. Understanding and sharing knowledge of what's on locally (Vision Redbridge Culture and Leisure)
- ☺ Develop and deliver a Young Inspector initiative around reviewing and assessing mental health and wellbeing provision (Redbridge Council)
- ☺ Implement a whole family social prescribing model with specific support for young people (Redbridge Community and Voluntary Service)
- ☺ Targeted campaign to improve accessibility and awareness of wider health and support services for marginalised young people with additional needs (NELFT and Redbridge Council)
- ☺ Young people co-design school nurses offer within schools based on feedback from survey and focus groups (NELFT and Redbridge Council)
- ☺ Development and implementation of a trauma informed practice including training and clinical supervision approach (Redbridge Council)
- ☺ Create a Strategic Early Years Partnership across Redbridge including parent voice to tackle the most pressing issues for families and children with have a strong focus on primary prevention and early intervention and look at addressing the impacts of the pandemic and increase in Adverse Childhood experiences (all partners led by Redbridge Council)
- ☺ Children's Health is also one of the three priorities of the Borough Partnership for the theme of "Health and Care", over the coming months the Council and partners will develop this priority further and ensure it is joined up with the work of the Child Friendly Redbridge Partnership

How will we know if we are doing the right things?

We will track our progress against this outcome by:

- Reviewing data on uptake of children's and youth sports and physical activities to see if there is any increase
- Monitoring increase in awareness of children and young people of support available to them for additional needs.
- Tracking membership and commitment to the Early Years Partnership



BADGE LEAD

**People Directorate,
Redbridge Council**

BADGE 3: PLACE

What did our children and young people tell us?

WHY IS THIS BADGE IMPORTANT?

This badge is important as it gives young people, the council and other organisations, including developers building new homes in Redbridge, the mandate to come together to address and have a say on the changes that are taking place in the neighbourhoods they live in and the environment. Climate change is important to young people. Many children and young people have already been involved with projects the council have undertaken to help tackle it and the council will offer children and young people even more opportunity to shape how we address the climate change emergency.

LEARNING FROM DISCOVERY

During the Discovery Phase we realised just how important climate change was for children and young people. Children in primary schools across the borough said that engines left running outside schools were damaging the air that they breathe and young people of secondary school age and older also shared the concerns around the damage to the environment. Children and young people also told us that it wasn't as easy to recycle in schools as it should be with some children having had to campaign to get bins introduced to make it easier

to recycle. Through this engagement we were able to understand just how willing young people were to get involved with projects that will help tackle climate change.

Many young people also noted how much development had taken place in Redbridge throughout their childhood into their teenage years. The young people mentioned safety issues created by hoarding and new buildings, such as dark and narrow alleyways.

This topic area also covers the number of activities and leisure services available to children and young people and during our engagement we heard that many young people are unaware of what Redbridge has to offer for young people. For example, young people told us that five-a-side football was a lot cheaper in immediate neighbouring boroughs and, in some instances, easier to get to. Sharing information about what was available was key to ensuring young people could stay and enjoy things in Redbridge instead of travelling out of borough.



- Children and young people can take an active role in tackling climate change.
- Children and young people are involved in place making so that they feel welcome and safe in all parts of Redbridge
- There are a range of activities and things to do for children and young people, which are accessible, inclusive, and affordable.

What action will we take?



Actions that the Child Friendly Redbridge partnership have committed to include:

- ☺ Programme of actions and projects with youth groups that address climate concerns including those from seldom heard groups (Redbridge Council and Vision Redbridge Culture and Leisure)
- ☺ Schools tree planting programme in 11 primary schools borough wide (Redbridge Council and Schools)
- ☺ Education and Engagement programme around the environment with Redbridge Institute and Children Centres working with parents and families (Redbridge Council and Redbridge Institute)
- ☺ Children and young people are included in the design of the Council regeneration schemes including Fairlop Waters, The Western Gateway and Hainault Forest Country Park's 'Hainault Ancient Forest - a Landscape for the Future' project (Redbridge Council)
- ☺ Pilot Early Years engagement in development of regeneration schemes at the design, development and review stages with a focus on play (Redbridge Council)
- ☺ Develop a set of child friendly design principles that address young people's concerns and apply them to new developments and regeneration schemes (Redbridge Council)
- ☺ A series of Community Design Forums will be established to ensure a diverse range of voices, including young people, can help to shape the development of their local neighbourhood (Redbridge Council)
- ☺ Research by Young Advisors on what activities young people want to see (Redbridge Council for Voluntary Service with Young Advisors)
- ☺ Develop and publish mapping of provision for children and young people jointly with partners. Consider how provision for children with SEND could be included in this (Redbridge Council for Voluntary Service with Young Advisors and Redbridge Council)
- ☺ Create a Vision Young Influencers group to help shape and influence the cultural offer in the borough (Vision Redbridge Culture and Leisure)

How will we know if we are doing the right things?

We will track our progress against this outcome by:

- Monitoring increase in number of children and young people engaged with climate related projects and work
- Monitoring the number of physical schemes that young people are consulted on across the Council and partners
- Reviewing number of young people that sign up to become Vision Young Influencers

BADGE LEAD

**People Directorate,
Redbridge Council**

FOUNDATIONAL BADGES

There are three badges (or thematic areas) that form the foundation of a Child Friendly Community. UNICEF UK therefore required that all participating local authorities work towards achieving progress across each of these badges. The badges are Culture, Cooperation & Leadership and Communication. The following sections of this document will set out the outcomes that we aim to achieve under each of these badges as well as the actions that that will help us achieve them.

BADGE 4: CO-OPERATION AND LEADERSHIP

WHY IS THIS BADGE IMPORTANT?

This badge aims to ensure that across Redbridge people work together to make the borough better for children and young people and decisions are made involving children and young people. At the heart of this is a commitment that leaders and decision makers across Redbridge understand and value the importance of incorporating the views of children and young people into decision-making.

What action will we take?



Actions that the Child Friendly Redbridge partnership have committed to include:

- ☺ Design a project for sixth forms to run "mock Council" for 16-18-year-olds to look at solutions to local issues young people care about and understand what the local council does, the importance of democracy and the importance of voting (Redbridge Council)
- ☺ Deliver the Champions programme for elected members, partners and young people to raise awareness of the programme and create opportunities for young people to have a say on the things that are important to them (Redbridge Council)
- ☺ Bring together all of the youth groups in Redbridge, including young carers, children in care and SEND groups, once a year to share their work, discuss the issues that they want to prioritise and to review and challenge the work of the Unicef programme in Redbridge (Redbridge Council).

How will we know if we are doing the right things?

We will track our progress against this outcome by:

- The number of active Champions for the Child Friendly Redbridge programme
- The number of Child Rights Assessments used in decision-making (such as Cabinet decisions).



- Council staff and partner organisations have a practical knowledge and understanding of the rights of children
- The child rights-based approach (CRBA) is embedded across the Council including in business planning and commissioning processes

BADGE LEAD

Chief Executive,
Redbridge Council

BADGE 5: CULTURE

Why is this badge important?

This badge aims to ensure that across Redbridge people value and respect children and young people and know about and respect children's rights. In a Child Friendly community, people value and respect children and young people and they know about and respect children's rights.

What action will we take?



Actions that the Child Friendly Redbridge partnership have committed to include:

- ☺ Develop a joint workforce training plan with partners including child's rights training and Childs Rights Impact Assessment training (Child Friendly Redbridge Partnership)
- ☺ Programme of Members training on Children's Rights (Redbridge Council)
- ☺ Programme of autism awareness training
- ☺ Share data and insight about children and young people in Redbridge across the partnership on a regular basis (Child Friendly Redbridge Partnership)
- ☺ A Childs Rights Impact Assessment is developed and used across the partnership (Redbridge Council)
- ☺ Embed the child rights-based approach into the Council's Commissioning cycle and business planning processes (Redbridge Council)

How will we know if we are doing the right things?

We will track our progress against this outcome by:

- Carrying out an annual UNICEF UK survey to measure awareness about the UNICEF UK programme and children's rights across the Council and partner organisations (Redbridge Council)
- Monitoring the number of staff and partners that received children's rights training and autism awareness training.



- Senior leaders across the community, become visible champions for children's rights
- Children and young people have an active role in decision-making on matters that affect them (directly and indirectly)



BADGE 6: COMMUNICATON

Why is this badge important?

This badge aims to ensure that information about children's rights is shared with children, young people and adults in different ways and people know when important decisions affecting children, young people and families are being made.

What action will we take?



Actions that the Child Friendly Redbridge partnership have committed to include:

- ☺ Improve information, advice and guidance (IAG) for young people (pilot project), with regular assessments of services that need to be made more young people friendly (Citizens Advice Redbridge)
- ☺ Create opportunities to celebrate children and young people and children's rights through events, communications and media (The Child Friendly Redbridge Partnership)
- ☺ Develop a joint engagement approach with partners that asks children and young people how they prefer to communicate, is co-designed with children and young people, explores the needs of diverse CYP including those with additional and special needs, seldom heard groups and young people from our People Referral Units (PRUs) and Youth Justice. (The Child Friendly Redbridge Partnership)
- ☺ The partnership report to children and young people on the progress against the action plan annually (Redbridge programme team)

How will we know if we are doing the right things?

We will track our progress against this outcome by:

- Gathering feedback from engagement officers and young people.
- Monitoring any increase in the number of children and young people that engage with the Council and Unicef partnership



- Children and young people can find the information they need
- Information about children's rights is shared with children, young people and adults in different ways
- The way we communicate with children and young people is accessible and inclusive and reaches a wider range of children and young people.

BADGE LEAD

**Strategy Directorate,
Redbridge Council**

WHO DID THE CHILD FRIENDLY REDBRIDGE PARTNERSHIP SPEAK TO?

The Child Friendly Redbridge Partnership has heard from over 2,000 children and young people across Redbridge from different background and in different ways. This has included:

- **Child Friendly Redbridge Ambassadors** - this group consisted of two young people from every secondary school in the borough and representatives from different youth groups. The Ambassadors have already worked on a range of projects including back to school leaflets and co-design of the Fairlop Waters site.
- **Youth Council and Members of Youth Parliament** - The Youth Council and MYP's regularly advised on and co-designed parts of the UNICEF UK programme in Redbridge.
- **SEND Youth Forum** - the programme team spoke with young people with special educational needs and disabilities to find out their concerns and what they felt should be prioritised. There was also a representative from the SEND Youth Forum as a Child Friendly Redbridge Ambassador.
- **Don't Whisper Children in Care Council** - the programme team attended the group's Easter activity day and throughout the course of the afternoon spoke with young people in attendance. They told us about their experiences of not only being a young person in Redbridge but also as a young person in care and engaging with council services.
- **Primary Schools** - the programme team worked with teachers and children to create a lesson plan and short survey to help us understand what primary school children were most concerned about, as well as what they liked about Redbridge. This was then used with primary schools across the borough.
- **Secondary Schools** - the programme team worked with teachers to create a lesson plan suited to older young people to help find out the issues they were facing as teenagers living in Redbridge
- **National Citizens Service** - through workshops, focus groups and short questionnaires the programme team were able to hear from hundreds of 16 years olds about what they like about Redbridge and the things that they were worried about or would like to change
- **Young Carers** - the programme team visited the charity Barnardo's to speak with young people to understand the unique challenges they face as a young person who is responsible for caring for a member of their family. Redbridge Carers Support Service also held focus groups and conducted questionnaires with their young people and provided feedback to the partnership
- **Children Centres** - working closely with practitioners, we went into children's centres to hear from our youngest children and their parents, using play to help gather views, including what it had been like for new mums during the pandemic.
- **Police Cadets** - The Police helped facilitate focus groups and discussions with police cadets who shared their views on the key issues for young people in Redbridge
- **An online survey** - the programme team also had an online survey, which ran throughout the Discovery Phase. This allowed young people who were unable to take part in any of the engagement activities to still have a platform to share their views

HOW WILL THE CHILD FRIENDLY REDBRIDGE PROGRAMME BE HELD ACCOUNTABLE?

The programme steering group has members from across the Council, schools, partner organisations and voluntary groups. The group meets every six weeks to discuss progress and new projects. Members of the Youth Council and Child Friendly Redbridge Ambassadors are encouraged to attend with their supporting adult participation officer.

The Child Friendly Redbridge Ambassadors also receive regular updates on the work of the programme and are involved in the design and delivery of various projects.

The Child Friendly Redbridge programme team comprises of officers from Redbridge Council and they are responsible for co-ordinating the programme with direct support from UNICEF UK and reporting to the steering group on the progress of the action plan. Once the action plan is agreed and delivery phase of the programme is launched, the programme team will meet with UNICEF UK every six months to review progress against the action plan.

HOW CAN YOU GET INVOLVED?

We believe that a good borough for children and young people is a good borough for everyone, so we want our children and young people of all ages from early years onwards to share their views and continue to shape and lead the direction of the Unicef UK programme in Redbridge. We also want everyone in Redbridge to be able to play their part - parents, families, schools, community groups, businesses and residents.

Look out for our opportunities for engagement via the Council's social media. You can also find out more about the Child Friendly Redbridge programme and how you can get involved here:
<https://www.redbridge.gov.uk/childfriendly/>

Child Friendly Redbridge is a partnership programme of:

