



# **Report of the Strategic Director of Children's Services to the meeting of The Health and Wellbeing Board to be held on 28th January 2020**

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## **Subject:**

**Child Friendly City/District**

## **Summary statement:**

This paper briefly outlines:

- What it means to be a Unicef Child Friendly City (CFC)/District;
- How to become a Unicef CFC;
- Likely Costs;
- Why it is worth investing in becoming a Unicef CFC.

It is recommended that:

- All members of the Health and Wellbeing Board are invited to offer full commitment from their organisations, including a potential financial commitment, to the Child Friendly District initiative;
- Representatives are nominated from Health and Wellbeing Board member organisations to participate in the initial meeting with Unicef and are engaged throughout the process of CFC;
- Overall responsibility for the governance of the Child Friendly City work is with The Health and Wellbeing board who will receive regular reports on this.

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**Overview & Scrutiny Area:  
Children's Services**

## 1. SUMMARY

- 1.1 30% of the Bradford District population is under the age of 18. The district is one of the youngest, most diverse in the UK. This is a great asset but, as is recognised in key strategies and plans, such as the Health and Well Being Strategy, the District Plan, the Economic Strategy and Anti Poverty Strategy, realising the potential of our young and diverse population depends on improving outcomes in a range of areas, such as education and skills, health outcomes and inequalities, childhood poverty levels, children's care, housing, transport, community safety and the environment.
- 1.2 If we get these areas right for children and young people, we also get them right for all citizens in the community. Children's rights provide **values and principles** which benefit the *whole* community and all organisations in the district.
- 1.3 This paper provides a background to (1) what it means to be a child friendly city (CFC), (2) how we become a CFC, (3) the likely costs and (4) the benefits of being a CFC.

### Report Summary

1. What it means to be a CFC.	<p>As Unicef state, a <b>child-friendly city</b> is a city, town, community or any system of local governance committed to fulfilling child rights as articulated in the Convention on the Rights of the Child. It is a city or community where the voices, needs, priorities and rights of children are an integral part of public policies, programmes and decisions. Thus, a child-friendly city is a city that is fit for all.</p>
2. How we become a CFC	<p>It takes between 3-5 years to become a Unicef CFC. Cities are invited to take part in the initiative by Unicef. Initial exploration with Unicef has shown that they are interested in Bradford becoming a CFC.</p> <p>Unicef will be looking for demonstration of a number of characteristics including leadership from across the city and community, <b>sustained commitment</b> from all levels (including with children) and a willingness to break new ground whilst maximising the impact of existing and planned initiatives.</p>
3. The likely costs of becoming a CFC.	<p>There will be a long term commitment across all organisations. This will include coordination costs over a five year period, such as subscription to the Unicef programme and a number of officers to coordinate and facilitate this work. It may also include a change in the direction of some of our policies and procedures, which may in turn lead to increases in costs.</p> <p>Bradford MDC is proposing to support some of these costs in the forthcoming 2020 budget. However, without further partnership commitment this initiative will fail, so we are asking members of the Health and Wellbeing Board to provide further</p>

	<p>support.</p> <p><b>4. The benefits of being a CFC.</b></p> <p><b>Improvements in life chances and outcomes for children and young people across all areas of their lives.</b> There is now over 20 years of accumulated evidence to show that weaving children's rights into local policy, practice and planning can dramatically improve outcomes for children and young people. This includes:</p> <ul style="list-style-type: none"> <li>• <b>Service improvement.</b></li> <li>• <b>Transformations in the built environment, transport infrastructure and living spaces.</b></li> <li>• <b>Renewal of local democracy and governance.</b></li> <li>• <b>More effective use of resources.</b></li> <li>• <b>The profile of Bradford District</b></li> </ul> <p>The global brand of Unicef brings <b>credibility and authenticity</b> to the district's efforts to nurture, protect and promote its children. In achieving the Unicef status, Bradford District would be a recognised champion for children's rights, demonstrating to all citizens within and beyond the district that children and young people are integral to the life, health and well-being of the whole community.</p>
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- 1.4 CFC status cannot be achieved without demonstrating joined up, partnership working and without addressing the interdependencies between services for achieving desired goals. For example, raising attainment in education requires action on levels of poverty and ill health; opportunities for leisure and cultural enrichment, play spaces and safe and accessible schools therefore a place based approach is required.
- 1.5 Both Liverpool and Newcastle, who are already in the process of undertaking this initiative, have reported that the journey to becoming a CFC has increased system wide collaboration on key wellbeing issues across the district by bringing together the public, private and voluntary sectors. The Bradford district already has excellent collaborative working and the CFC work will build on this.
- 1.6 Without partnership collaboration at all levels, the CFC initiative will fail in achieving intended outcomes of improving health and wellbeing of our district's young population. Health and Wellbeing Board member organisations are asked for their full commitment, including potential financial commitment, to the Child Friendly District initiative to help to create a district which offers the best opportunities and upholds the rights of our children.
- 1.7 It is recommended that:

- All members of the Health and Wellbeing Board are invited to offer full commitment from their organisations, including a potential financial commitment, to the Child Friendly District initiative;
- Representatives are nominated from Health and Wellbeing Board member organisations to participate in the initial meeting with Unicef and are engaged throughout the process of CFC;
- Overall responsibility for the governance of the Child Friendly City work is with The Health and Wellbeing board who will receive regular reports through the Children's System Board.

## 2. BACKGROUND

### What it means to be a CFC

2.1.1 At its heart, A CFC is one in which a children's rights framework underpins policy, practice and planning of all services across the district to drive improvements in the life chances and outcomes for all children and young people. As Unicef state:

*A child-friendly city is a city, town, community or any system of local governance committed to fulfilling child rights as articulated in the Convention on the Rights of the Child. It is a city or community where the voices, needs, priorities and rights of children are an integral part of public policies, programmes and decisions. Thus, a child-friendly city is a city that is fit for all*

2.1.2 In practice this means a city where children and young people:

- Are protected from exploitation, violence and abuse;
  - Have a good start in life and grow up healthy and cared for;
  - Have access to quality social services;
  - Experience quality, inclusive and participatory education and skills development;
  - Express their opinions and influence decisions that affect them;
  - Participate in family, cultural, city/community and social life;
  - Live in a safe, secure and clean environment with access to green spaces;
  - Meet friends and have places to play and enjoy themselves;
  - Have a fair chance in life regardless of their ethnic origin, religion, income, gender or ability.
- 2.1.3 Achieving Unicef CFC status is about implementing a rigorous and systematic methodology for transforming the life chances and opportunities of children and young people by placing a children's rights framework at the heart of the district's governance, strategic policy development and service design and delivery.

## **How we become a CFC**

2.1.4 It takes between 3-5 years to become a Unicef CFC. Cities are invited to take part in the initiative by Unicef, based on an initial expression of interest and an assessment of this expression of interest. The district will be required to demonstrate the following:

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- “*Leadership, governance, imagination, sustained effort and a pioneering spirit from across the city/community*” (Unicef);
- An inclusive, collaborative and community-wide approach;
- Participation in the programme which will help to break new ground while maximising the impact of existing or planned initiatives;
- Sustained commitment at all levels to improving the outcomes of Children and young people. This will require a whole system approach including elected members, organisational leads such as Chief Executive Officers, operational delivery leads and frontline staff, volunteers, communities and children themselves.

2.1.5 If approved, the following steps typically follow:

- A memorandum of understanding is drawn up between the Unicef country office or National Committee and the local government or other local stakeholder(s);
- A child rights situation analysis is conducted to establish a baseline against which progress can be monitored;
- An Action Plan is developed (and endorsed by Unicef) with clear articulation of intended results, indicators and clear criteria for the recognition by Unicef as CFC;
- The Action Plan is implemented;
- A monitoring and evaluation framework is developed to assess the Action Plan;
- Formal recognition as a CFC is given by Unicef, for an initial agreed period (between 1 and 5 years), once the plan has been successfully implemented.

2.1.6 At the heart of becoming a CFC is the Children Rights Framework, a practical tool based on the UNCRC that can be used by those making decisions that directly or indirectly impact children; whether this is deciding where to build a playground, design a school’s behaviour policy or budgeting for service delivery. This approach is designed to help bring children’s rights to life and is underpinned by a number of principles including: non discrimination, best interests of a child, the inherent right to life, survival and development, respect for the views of the child, equality and inclusion, public participation, effectiveness and responsiveness, adaptability and sustainability.

2.1.7 Throughout the process, Unicef’s UK’s team of experts in children’s rights, public policy, social work and participation provide training and technical assistance to the partnership.

## **What are the likely costs?**

- 2.1.8 Based on the experience of other local authorities, such as Liverpool and Newcastle, the likely cost of achieving CFC status is around £150,000 for 3-5 years. It is proposed that this would be shared between partners, although CMBDC has already committed to funding a significant portion of this through its budget.
- 2.1.9 This cost is principally made up of:
- Unicef fees to cover the costs of a Unicef support package, tailored to the specific needs of Bradford;
  - Employing a local CFC programme co-ordinator;
  - Programme costs associated with consultation, outreach activities and materials, publicity.
- 2.2.0 The Unicef support package costs between £25,000 to £45,000 per year and covers:
- Unicef UK staff time;
  - High quality training;
  - Technical assistance in the development of plans, policies and strategies;
  - Project management support and facilitation;
  - Mentoring;
  - Recognition of progress;
  - Guided use of the Child Friendly Cities and Communities logo;
  - Access to digital and physical resources;
  - Access to a global Unicef Child Friendly Cities and Communities movement.
- 2.2.1 There will be a long term commitment across all organisations. This will include coordination costs over a five year period, such as subscription to the Unicef programme and a number of officers to coordinate and facilitate this work. It may also include a change in the direction of some of our policies and procedures, which may in turn lead to increases in costs.
- 2.2.2 Bradford MDC is proposing to support some of these costs in the forthcoming 2020 budget. However, without further partnership commitment this initiative will fail, so members of the Health and Wellbeing Board are asked to provide further support.

## **What are the potential benefits?**

- 2.2.3 30% of the Bradford Population is under 18. The City is one of the youngest, most diverse cities in the UK. This is a great asset. But, as is recognised in key strategies and plans, such as the Health and Well Being Strategy, the District Plan, the Economic Strategy and Anti Poverty Strategy, realising the potential of our young and diverse population depends on improving outcomes in areas such as education and skills, health outcomes and inequalities, childhood poverty levels, children's care, housing, transport, community safety and the environment.
- 2.2.4 If we get these areas right for children and young people we also get them right for all citizens in the community. Children's rights provide **values and principles** which benefit the *whole* community.

## 2.2.5 The Unicef CFC initiative offers a process and framework for driving:

- **Improvements in life chances and outcomes for children and young people across all areas of their lives.** There is now over 20 years of accumulated evidence to show that weaving children's rights into local policy, practice and planning can dramatically improve outcomes for children and young people. The Unicef initiative creates a sustainable driving force, organised around shared principles and a common framework for driving district wide strategies, policies and practice;
- **Partnership working across the district.** CFC status cannot be achieved without demonstrating coordinated, partnership working and without addressing the interdependencies between services for achieving desired goals. For example, raising attainment in education requires action on levels of poverty and ill health; opportunities for leisure and cultural enrichment, play spaces and safe and accessible schools. Both Liverpool and Newcastle, who are already undertaking this initiative, have reported that undertaking the journey to become a CFC has made a positive difference to collaborative working across the partnerships. Bradford District already has positive examples of collaborative working and this initiative would build on this.
- **Service improvement.** Through the provision of a framework and methodology for developing a children's rights based approach, Unicef expertise and technical assistance in developing policies, plans and practice, and securing a better alignment between service provision and the needs of children and young people through incorporating the voice of children and young people in service design and delivery;
- **Transformations in the built environment, transport infrastructure and living spaces.** CFCs are safe places, where children and young people can navigate travel easily, have access to recreational spaces and have an environment free from pollution. More particularly, the Unicef CFC initiative makes a specific link between achieving CFC status and meeting sustainable development goals, recognising the interdependencies between the two;
- **Renewal of local democracy and governance.** This through the political empowerment of children and young people and innovations in the ways in which they can become participants in the development of policy, practice and planning. This fulfils our stated aim of *putting children at the heart of everything we do*. It also reinvigorates local democracy by providing a vision around which public, private and community sectors can come together.
- **More effective use of resources.** This by focussing on the root causes of problems, such as poor educational attainment, childhood health problems and poverty, and developing policies which are based on prevention and early intervention and aligns strongly with the boards logic model approach;
- **The profile of Bradford District.** Unicef CFC status provides international recognition of the achievements of the partnership and opens access to a global

network of CFCs. The global brand of Unicef brings evidenced based interventions, **credibility and authenticity** to the district's efforts to nurture, protect and promote its children. In achieving the Unicef status, Bradford District would be a recognised champion for children's rights, demonstrating to all citizens within and beyond the district that children and young people are integral to the life, health and well-being of the whole community.

### **Next steps**

- 2.2.6 The Health and Well-Being Board is ideally positioned to provide leadership for the initiative. The breadth of representation and seniority on the Health and Well-Being Board is congruent with the level of local leadership/mandate required to make this initiative successful.
- 2.2.7 The Children's System Board is equally well placed to be commissioned by the Health and Well-Being Board to act as the necessary local governance/steering group for this initiative.
- 2.2.8 In addition, Unicef will expect Bradford District to appoint a coordinator to facilitate the initiative at a local level. A dedicated post is required for this.
- 2.2.9 The box below outlines our overall recommendations:

### **Recommendations**

<b>Recommendation</b>	<b>Rationale</b>
All members of the Health and Wellbeing Board should offer their full commitment from their organisations, including a potential financial commitment, to the CFC/District initiative.	The experience of a child in the district does not begin and end with individual organisations. They are affected by all public and private services' decisions in the district. This needs to be reflected in our approach.
Representatives from all organisations are requested to participate in the initial meeting with Unicef and support the process through engagement.	A whole system approach with the support of all organisations in the partnership is required to successfully implement the CFC.
The Health and Wellbeing board should be the responsible governance structure for the CFC/District programme.	The Health and Wellbeing Board, in its role as the Senior Strategic Partnership for the district, is ideally positioned to ensure that place based leadership is provided to this important initiative.

## **3 OTHE CONSIDERATIONS**

- 3.1 None at this stage.

## **4. FINANCIAL & RESOURCE APPRAISAL**

4.1 As outlined in the costs section above.

## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

5.1 Partnership Governance of our pursuit of Child Friendly status will be provided through the Children's System Board, with regular reports on progress to the Health & Wellbeing Board as the “partnership of partnerships” for the district.

## **6. LEGAL APPRAISAL**

6.1 No issues.

## **7. OTHER IMPLICATIONS**

### **7.1 EQUALITY & DIVERSITY**

7.1.1 Equality and diversity objectives underpin achieving CFC status and will contribute to the achievement of equality and diversity goals.

### **7.2 SUSTAINABILITY IMPLICATIONS**

7.2.1 Achieving CFC status links in with wider sustainability goals.

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

7.3.1 None.

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

7.4.1 Achieving CFC status includes achieving community safety goals for children and young people.

### **7.5 HUMAN RIGHTS ACT**

7.5.1 The CFC agenda is a rights agenda.

### **7.6 TRADE UNION**

7.6.1 None.

### **7.7 WARD IMPLICATIONS**

7.7.1 The CFC agenda will run across all wards.

### **7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)**

7.8.1 None.

## **7.9 IMPLICATIONS FOR CORPORATE PARENTING**

- 7.9.1 CFC will provide support for improving outcomes for Looked After Children across the district.

## **7.10 ISSUES ARISING FROM PRIVACY IMPACT ASSESSMENT**

- 7.10.1 None.

## **8. NOT FOR PUBLICATION DOCUMENTS**

- 8.1 None.

## **9. OPTIONS**

- 9.1 Not applicable.

## **10. RECOMMENDATIONS**

- 10.1 That all Members of the Health and Wellbeing Board be requested to offer their full commitment from their organisations, including a potential financial commitment, to the Child Friendly City/District initiative.
- 10.2 That representatives from all organisations be requested to join the initial meeting with Unicef and be engaged throughout the process.
- 10.3 That the Health and Wellbeing Board should be the responsible governance structure for the Child Friendly City/District Programme.

## **11. APPENDICES**

- 11.1 None.

## **12. BACKGROUND DOCUMENTS**

12.1 None.