



# Child Friendly Nottingham

## Partner's Event

### 11/06/2024



**Ekua Ghansah** – Child Friendly Nottingham Programme Lead  
**Nigel Cooke** – Child Friendly Nottingham Strategic Lead



# Question's for Child Friendly Nottingham



<https://www.menti.com/alxkgjj1h8t2>



# Child Friendly Nottingham Sponsors

# Interactive Partners Quiz



<https://www.menti.com/al5ewyy5og69>



CHILD  
FRIENDLY  
CITIES &  
COMMUNITIES

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UNITED KINGDOM

**CHILD FRIENDLY CITIES & COMMUNITIES**

# ABOUT UNICEF

- UNICEF works for every child in over **190 countries**
- It is the only organisation mentioned by name in the **UN Convention on the Rights of the Child**
- **Its vision is a world where the rights of every child are realised.** It works to achieve a world where all children, especially the most vulnerable and disadvantaged, have equal opportunities to survive and thrive.

# ABOUT THE UK COMMITTEE FOR UNICEF (UNICEF UK)

- The UK Committee for UNICEF (UNICEF UK) raises funds for UNICEF's work around the world
- It lobbies and campaigns to keep children safe, working with the UK Government to make policies and practices more child-centred
- And it works with hospitals, schools and local authorities to put children's rights at the heart of what they do through **three programmes:**



THE BABY  
FRIENDLY  
INITIATIVE



CHILD FRIENDLY  
CITIES &  
COMMUNITIES



RIGHTS  
RESPECTING  
SCHOOLS





## ABOUT CFC

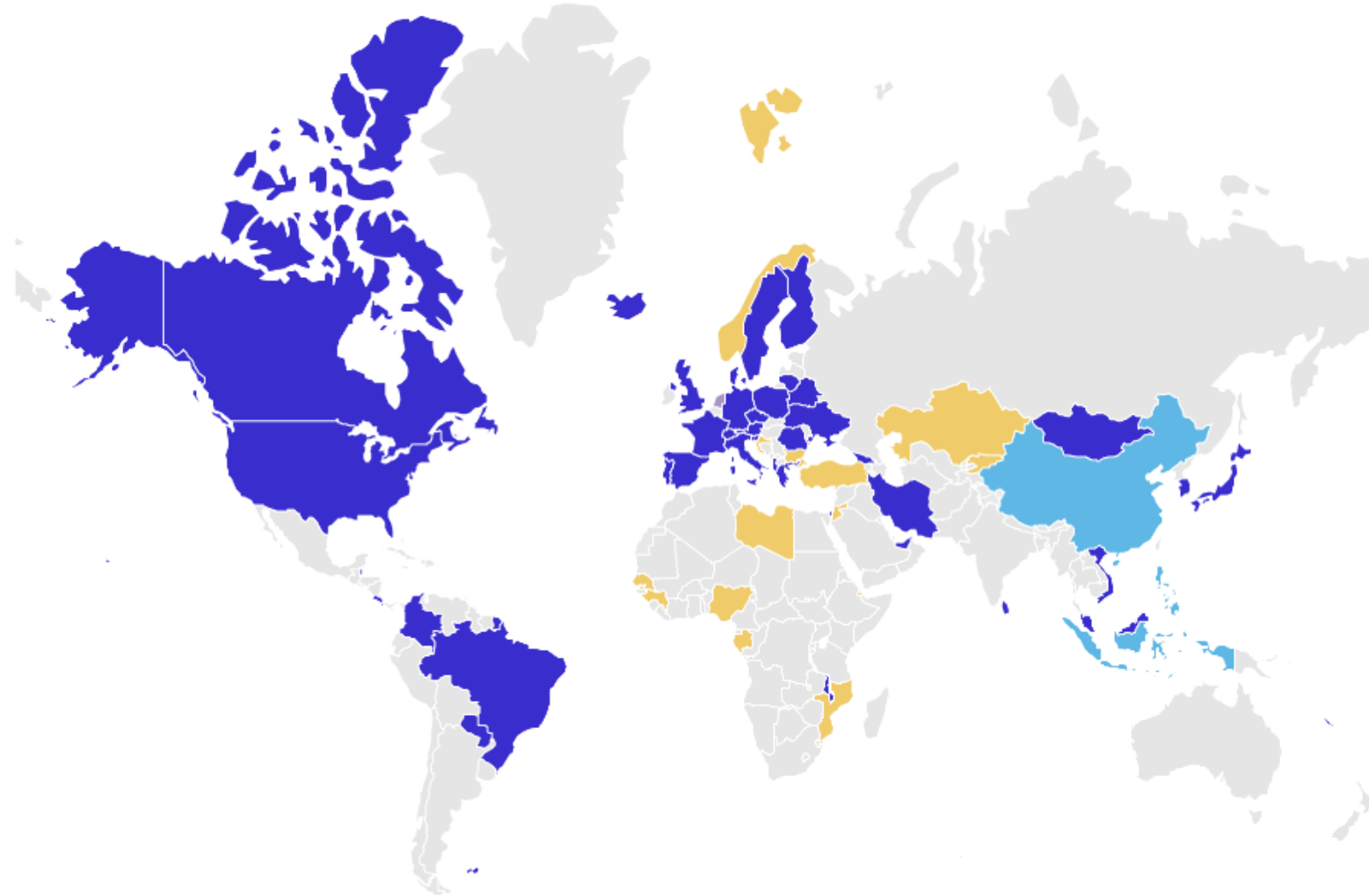
- Child Friendly Cities & Communities is a UNICEF UK programme that **works with councils to put children's rights into practice**
- The programme aims to create cities and communities in the UK where all children – whether they are living in care, using a children's centre, or simply visiting their local library – have **a meaningful say in, and truly benefit from**, the local decisions, services and spaces that shape their lives
- The programme is part of **Child Friendly Cities** – a global UNICEF initiative that reaches **over 30 million children in close to 50 countries**



CHILD FRIENDLY  
CITIES &  
COMMUNITIES



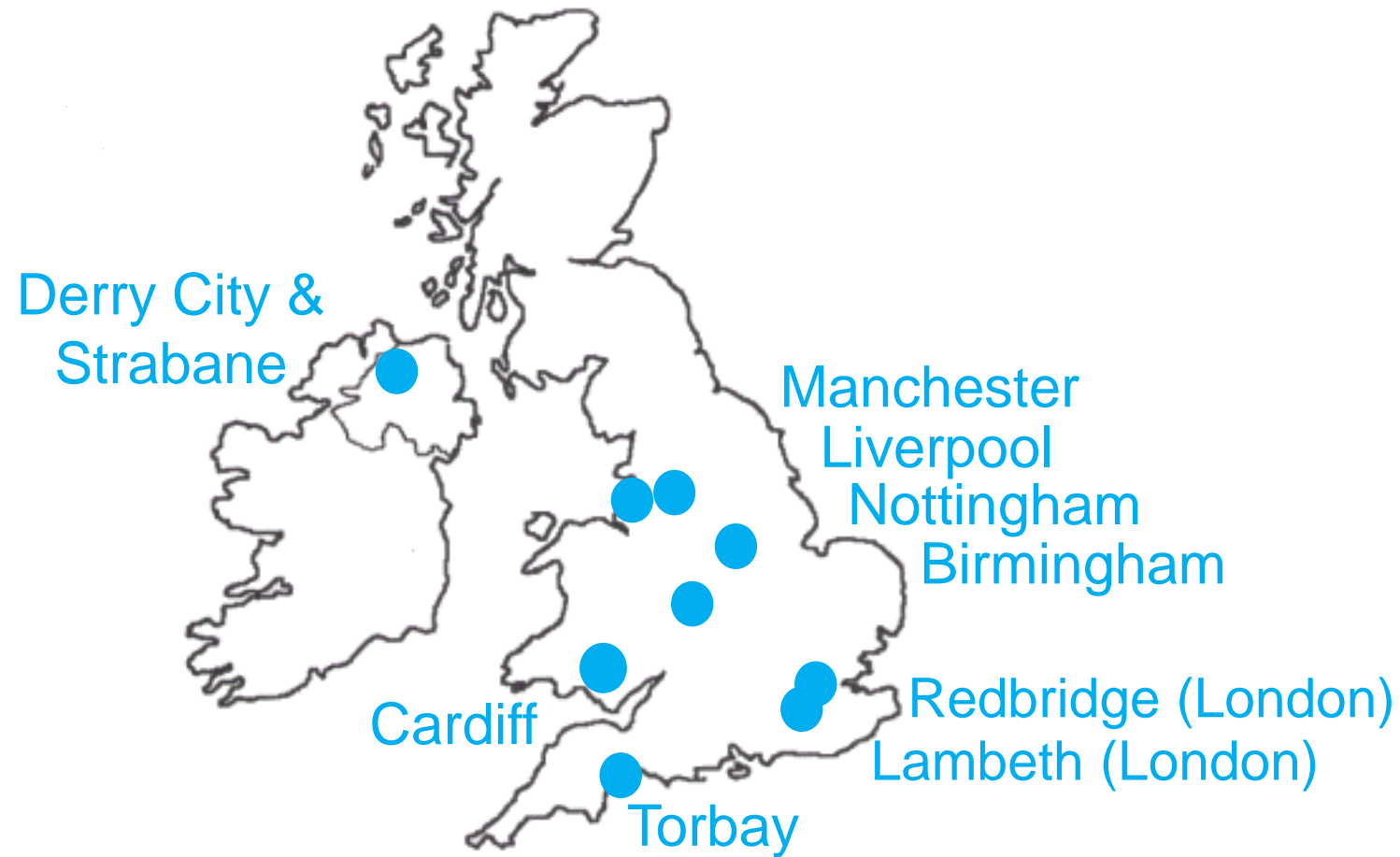
# GLOBAL CHILD FRIENDLY CITIES INITIATIVE



- No CFCI
- Country with Child-Friendly Cities
- Past Child-Friendly Cities Initiative
- National Government Programme implemented
- Country with CFCI in design

# THE CFC NETWORK IN THE UK

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# Nottingham's CFC Journey



## DISCOVERY February 2022 – February 2023

The council, community and children and young people come together to agree their priorities, known as 'badges'



## DEVELOPMENT March 2023 – October 2023

An action plan is drafted and approved showing how the council will achieve progress in those badges



## DELIVERY 2–4 years November 2023 – November 2025 (minimum)

The council works with the local community and children and young people to carry out the action plan



## RECOGNITION Lasts for 3 years November 2025 → 2028

An independent panel of experts assesses the council's progress and decides whether to recognise the city/community as a UNICEF UK Child Friendly City or Community



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**A CHILD RIGHTS-BASED APPROACH  
TO WORKING WITH CHILDREN &  
YOUNG PEOPLE**

# A CHILD RIGHTS-BASED APPROACH

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## **What does this mean?**

- A practical framework for working with and for children.
- Rights provide the lens through which actions affecting children are rooted, reviewed and resolved.
- It requires knowledge and awareness of children's rights throughout the local authority and partners.
- It places the relationship between children as rights holders and governments and services as duty bearers at the forefront.



# A CHILD RIGHTS-BASED APPROACH

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## Putting this into practice

- Reflecting on your own organisation, how you work, and how you meet the needs of children and young people.
- Embedding best practice – Child Rights Impact Assessments (CRIA).
- Supporting CFN delivery organisations – resourcing activity, building links with communities, providing specialist support such as Communications, Evaluation or Data. Badge areas.
- Co-developing a culture in Nottingham that places Children and Young People at the centre.



# A CHILD RIGHTS-BASED APPROACH

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## Upcoming Training Opportunities:

- Introduction to Children's Rights in Practice –
  - 02/07 In-Person
  - 24/07 & 31/07 Online
  - 11/09 In-Person
- Working with Children and Young People as Equal Partners –
  - 03/07 In-Person
- Further training opportunities for Children and Young People, CRIA Briefings, and Bespoke courses.



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**ANY QUESTIONS?**



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**THANK YOU**

[unicef.uk/cfc](https://unicef.uk/cfc) | [cfc@unicef.org.uk](mailto:cfc@unicef.org.uk) | [#ChildFriendlyCities](https://twitter.com/ChildFriendlyCities)

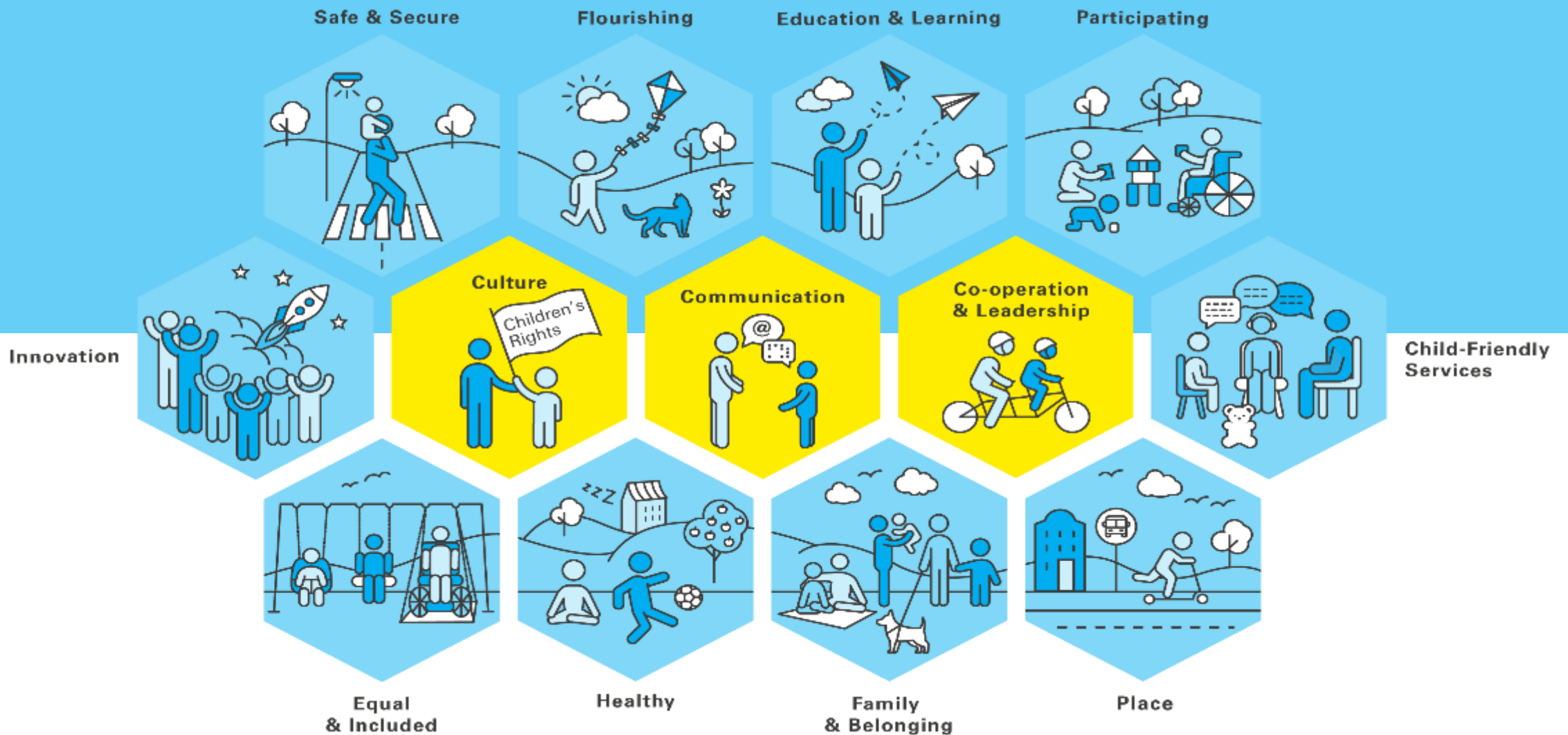
# Nottingham's Ambition to become a Child Friendly City



CANDIDATE  
CHILD FRIENDLY  
CITY

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# Child Friendly Nottingham's Badge (Priority) Choices



Consult – March 2022 to January 2023

**Over 8,000 children and young people took part in our engagement, conversations and surveys**

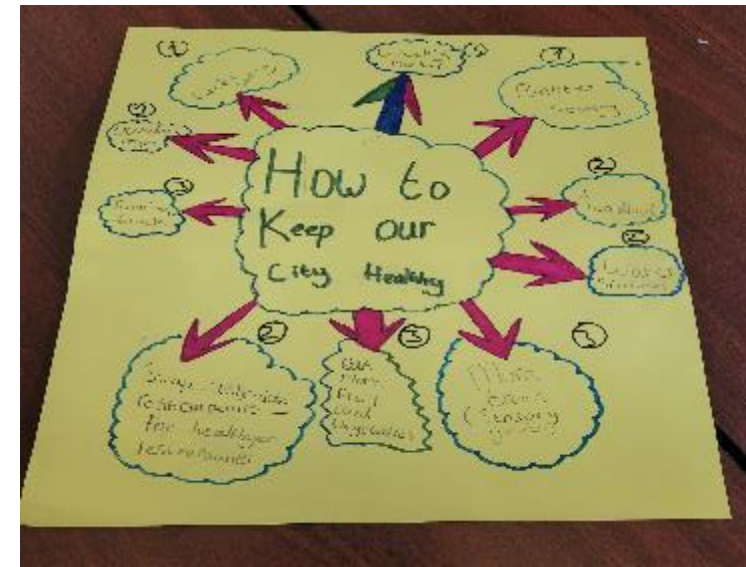
**Primary Parliament – Children’s Rights**  
[CFC Discovery Day v2.mov - Google Drive](#)

**Children’s Data Video –**  
[Child Friendly Nottingham - YouTube](#)



**CANDIDATE**  
**CHILD FRIENDLY**  
**CITY**





CHILD FRIENDLY  
CITIES &  
COMMUNITIES



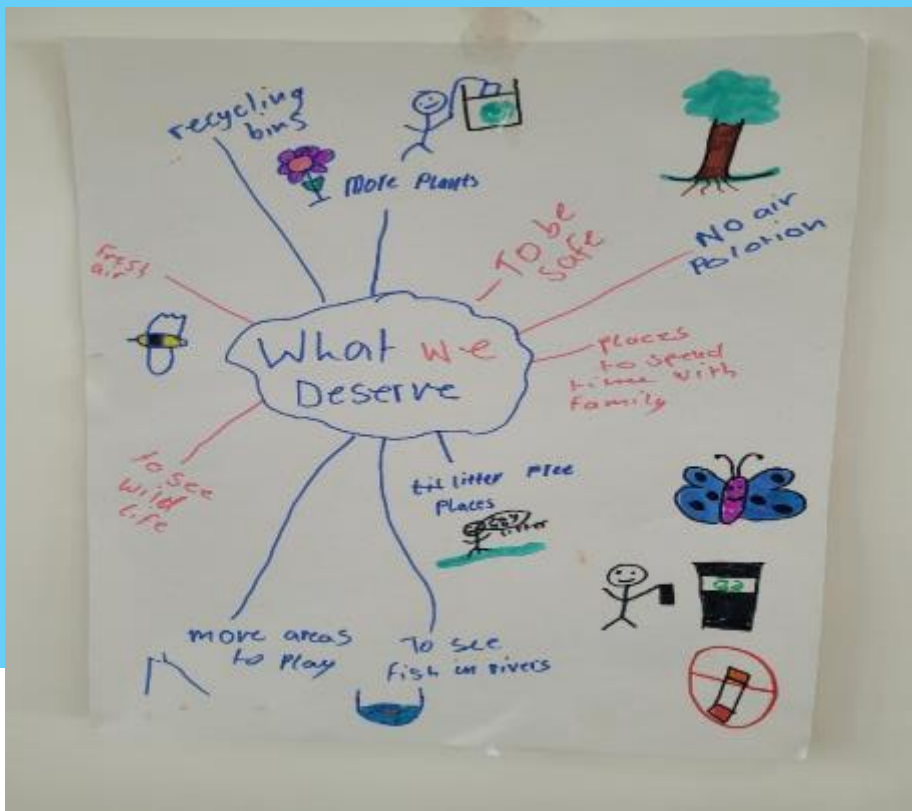


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### Nottingham, a city for children and young people...

- A healthy proud greener environment that's child friendly.
- Accessible girl friendly play spaces everywhere.
- Every child feels valued connected and loved every child can be creative and express themselves.
- Nottingham will be a kind enjoyable city to live in and everyone will belong here.
- Children to have the opportunity to have their voices heard.
- To feel respected, cared for and loved.
- People need to feel safer and happier.

- More parks
- A trusted adult looking after us.
- Police coming into school.
- Free affordable services.
- I think that more children should be heard at schools.
- Have a safe area.
- Less litter in big parks.
- Toilets in parks.
- Better free sports activities
- Free gyms for all young people in education and training programmes.
- Make clinics clean.
- Healthy environment.
- I want less litter in Nottingham
- More homes for people.
- Better mental health services and less wait times.
- Kinder people.
- Low food prices.
- Less fuel cars and more electric ones.
- Better sexual health knowledge and services.
- More places to enjoy being a child.

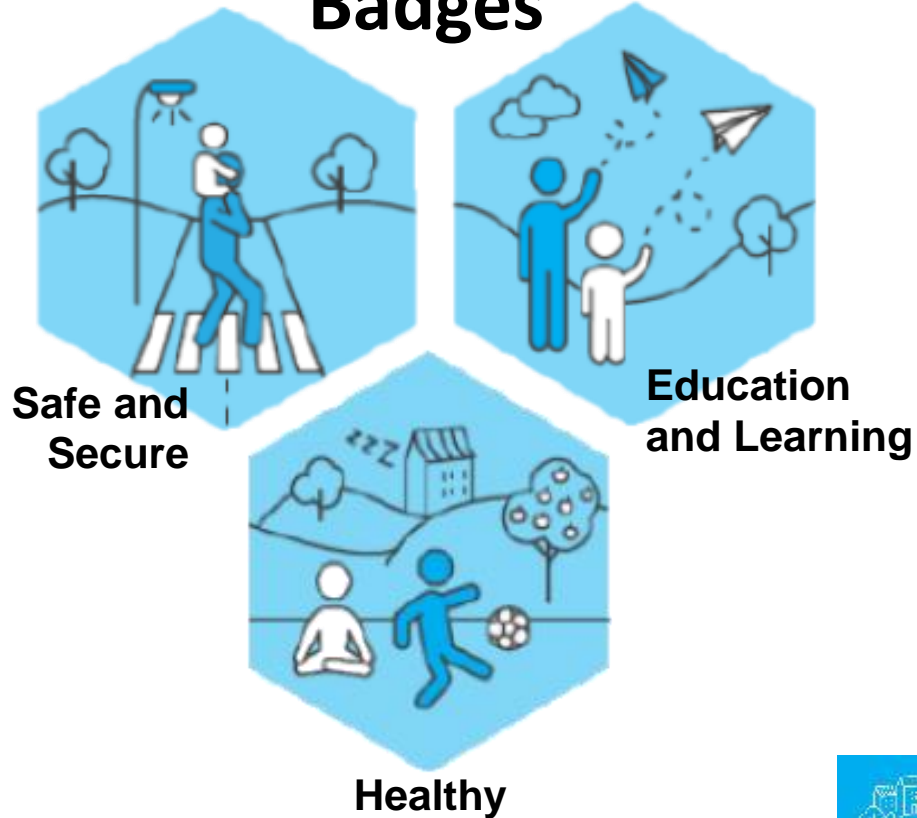


CANDIDATE  
CHILD FRIENDLY  
CITY



# Child Friendly Nottingham's Badges (Priorities)

## Thematic (Nottingham's) Badges



## Nottingham's Golden Thread



## Equal and Included

## Mandate (UNICEF UK) Badges



# Action Plan Outcomes



1. **A kind and inclusive city.**
2. **Children's rights at work.**
3. **Agencies can help children and young people when needed.**
4. Children's decision making.
5. Children's democracy.
6. Communicate clearly to children and young people.
7. Promote understanding of children's rights.
8. **Children and young people are confident and safe in communities.**
9. **Children feel safe and are safe online.**
10. **Child friendly city centre.**
11. **Children and young people's mental health & wellbeing solutions.**
12. **Support good mental health for children and young people.**
13. **Understand health needs and support healthier lives.**
14. **Celebrating culture and diversity.**
15. **Learning and flourishing.**
16. **Active learners and champions for children and young people's voices.**



# CFN: What's Happening?

## Delivery Phase

**(November 2023 – November 2025)**

- 2 Years Delivery - Action Plan
- 6 Monthly Evidence Progress Review Meetings with UNICEF UK CFC Team.
- Ongoing Children's Rights Training
- CRIA Briefings
- Children's Rights of the Months information
- Badge Working Groups
- Governance Reviewing
- CFN Events



## Recognition (end of 2025 onwards)

- Child Friendly Nottingham Recognition (Lasts up to 3 years = 2028)

# Nottingham's Child Friendly City Website

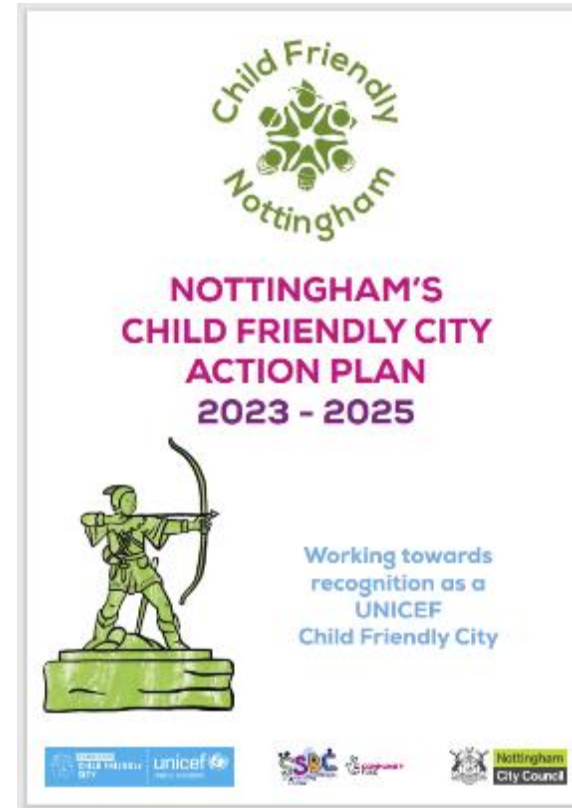
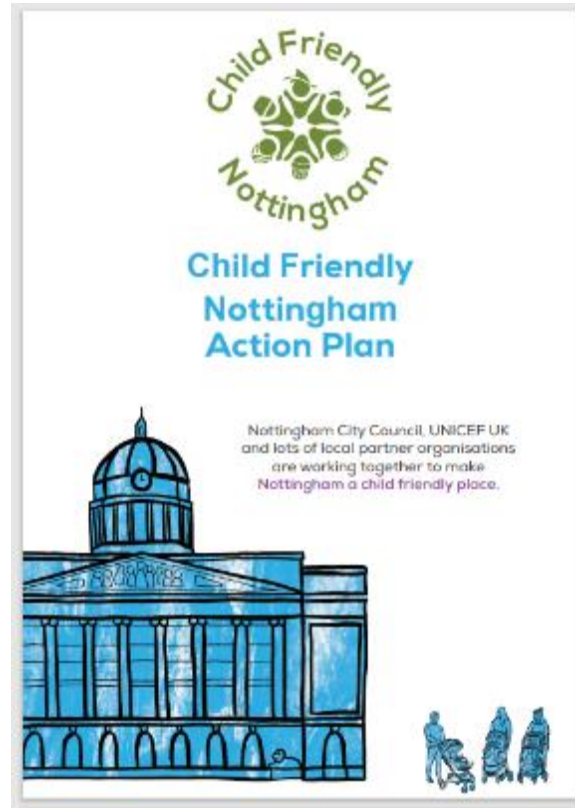


[Making Nottingham Child Friendly - Nottingham - A Child Friendly City \(childfriendlynottingham.org.uk\)](http://childfriendlynottingham.org.uk)



# Nottingham's Child Friendly City Action Plans

Easy Read  
CFN Action  
Plan  
information –  
4 pages.  
Audience aim:  
children /  
young people.



Detailed CFN  
Action Plan  
information –  
20 pages.  
Audience aim:  
adults /  
partners and  
professionals.





## Nottingham's Child Friendly City Programme

**UNICEF UK TRAINING**

**CHILDREN'S RIGHTS IN PRACTICE: AN INTRODUCTION**

Join child rights experts from UNICEF UK for a practical and interactive introduction to children's rights as set out in the United Nations Convention on the Rights of the Child.

- Hear more about Nottingham's journey towards international recognition as a UNICEF UK Child Friendly City
- Improve your understanding of children's rights
- Explore the meaning and principles of a child rights-based approach
- Learn how to apply a child rights-based approach to your work and make a real difference to the lives of children and young people in Nottingham

**ONLINE TRAINING**

Training is delivered via Microsoft Teams in two parts. Each part is four hours and you must attend both Part A and Part B to complete the course.

The course is highly interactive and tailored to your team's and roles.

[unicef.org/uk/cfc](https://unicef.org/uk/cfc) | @UNICEFuk | #ChildFriendlyCities

### Upcoming Training

- 🌐 **Introduction to Children's Rights in Practice**
  - 02/07/2024 (In-Person – 4 hours)
  - 24/07/2024 (Online – Part A)
  - 31/07/2024 (Online – Part B) (2 hours session, 09:30-11:30am)
  - 11/09/2024 (In-Person – 4 hours)
- 🌐 **Working with Children and Young People as Equal Partners** (must complete Induction Training first)
  - 03/07/2024 (In-Person – 5 hours)

Further training opportunities for Children and Young People, CRIA Briefings and Bespoke courses.

Name	Organisation	Training Session Date



# Training: Child's Rights In Practice

Free training for partners and professionals across the city to gain an understanding of children's rights and utilise a Childs Rights Impact Assessment

Please contact

[Child.Friendly@nottinghamcity.gov.uk](mailto:Child.Friendly@nottinghamcity.gov.uk)





# Child Friendly Nottingham Organisational Requests



**MEANINGFUL  
ENGAGEMENT  
WITH  
CHILDREN AND  
YOUNG PEOPLE**



**SUPPORT THE  
CHILD FRIENDLY  
NOTTINGHAM  
ACTION PLAN**



**COMPLETE  
UNICEF UK  
FREE CHILD  
RIGHTS  
TRAINING**



**ACCOUNTABILITY  
AND ACTIONS  
CHILDS BASED  
RIGHTS  
APPROACH**



**CO PRODUCTION  
AND SUPPORT  
THE RIGHTS OF  
CHILDREN AND  
YOUNG PEOPLE**

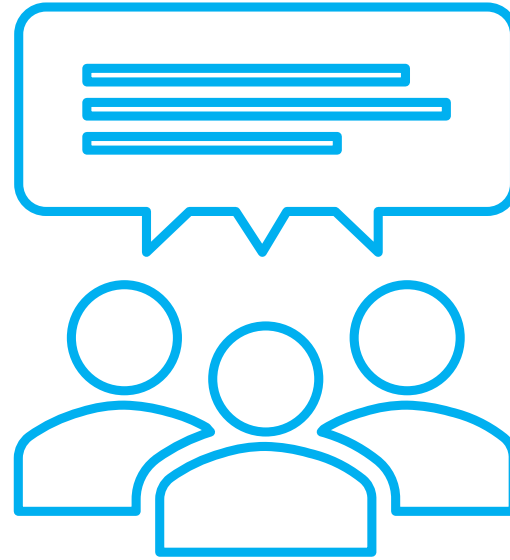


**BECOME A  
CHILD FRIENDLY  
NOTTINGHAM  
CHAMPION**



# Child Friendly Nottingham Progress Review Report

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**Feedback from UNCEF  
UK Child Friendly Cities  
and Communities Team**





# The Generation Game

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Jon Rea & Charlotte Cornish, Co-operation & Leadership



**What do we know about children and young people's lives?**

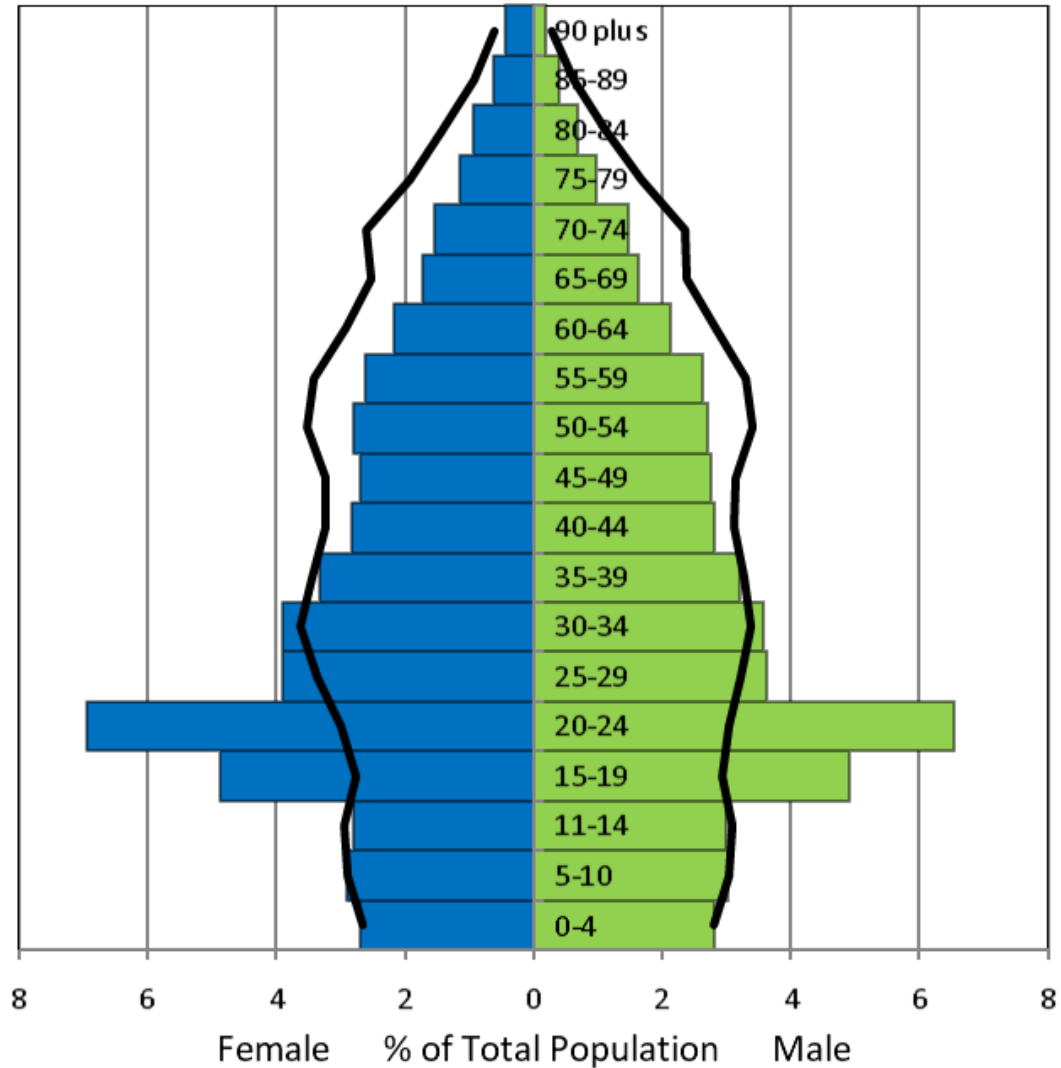
**Who wants to know? And what for?**

**How do we know? And if we don't know, how do we find out?**

Key concepts:

- Child's rights-based approach
- Participatory, safeguarded, inclusive
- An ethical framework, consistently delivered, with positive impact

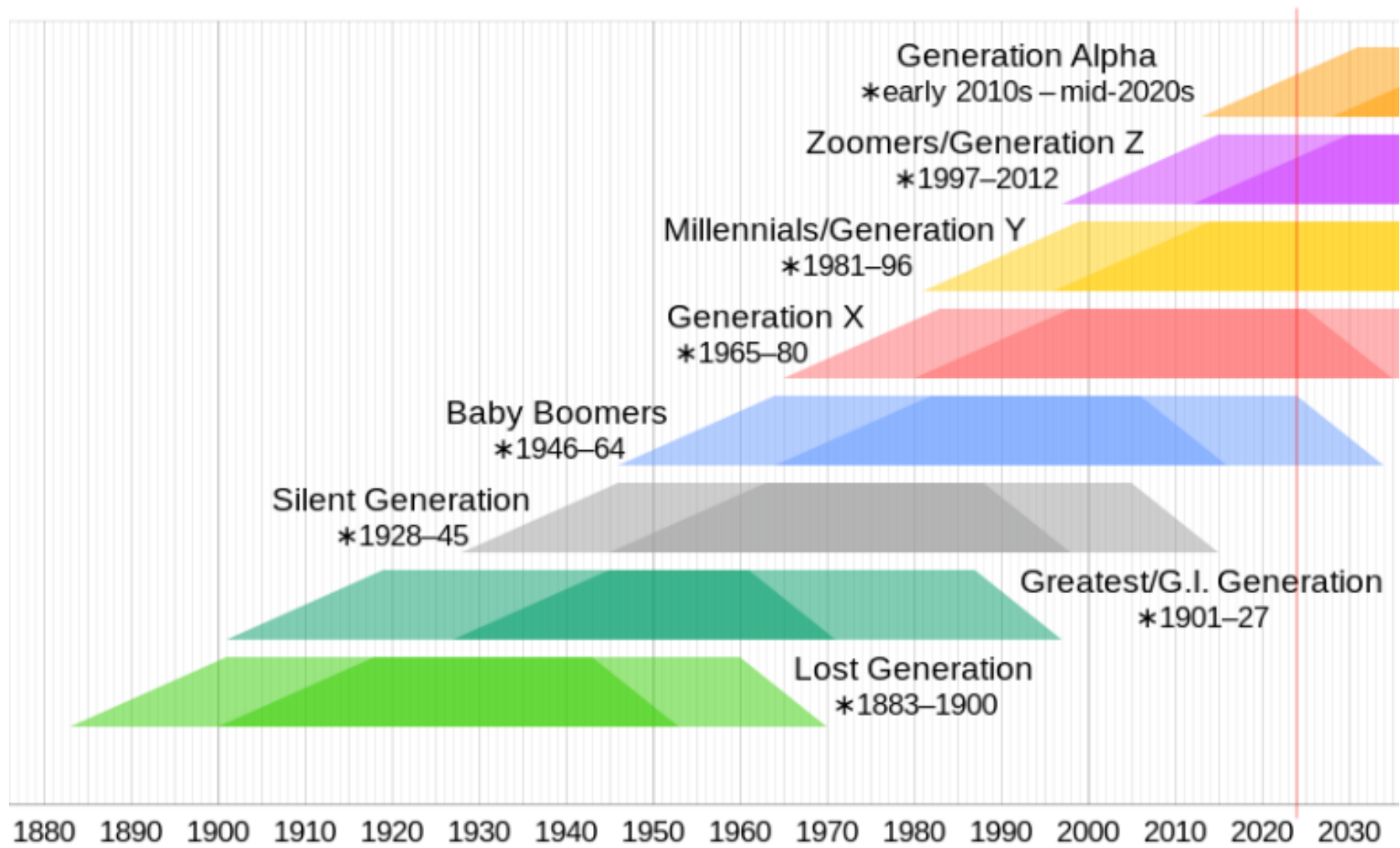




Due to the large numbers of students at the two Universities, Nottingham continues to have a different age structure to the national average, with 30.8% of the population being between 15 and 29, and nearly half (48%) aged under 30. This compares to 18.3% and 35.7% respectively for England.

The median age in Nottingham is 31, the second youngest of all Local Authorities, along with Oxford, Cambridge and Manchester. (The youngest is Tower Hamlets, with a median age of 30.)

[www.nottinghaminsight.org.uk/research-areas/census/](http://www.nottinghaminsight.org.uk/research-areas/census/)



**GENERATION X**

Born: 1965 – 1980

Flexible | Informal | Skeptical | Independent

**Shaped by:**

The AIDS epidemic, the fall of the Berlin Wall, the dot-com boom

**Motivated by:**

Diversity, work-life balance, their personal-professional interests rather than the company's interests

**Communication style:**

Whatever is most efficient, including phone calls and face-to-face

**Worldview:**

Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives



55%

Startup founders who are Gen Xers—the highest percentage<sup>3</sup>**BY 2028**Gen Xers will outnumber Baby Boomers<sup>4</sup>**MILLENNIALS**

Born: 1981 – 2000

Competitive | Civic- and Open-Minded | Achievement-Oriented

**Shaped by:**

Columbine, 9/11, the internet

**Motivated by:**

Responsibility, the quality of their manager, unique work experiences

**Communication style:**

IMs, texts, and email

**Worldview:**

Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

Percentage of global workforce to be made up of Millennials by 2025<sup>5</sup>

18% men

12% women

Millennials ages 25–34 living at home with their parents<sup>6</sup>**GENERATION Z**

Born: 2001 – 2020

Global | Entrepreneurial | Progressive | Less Focused

**Shaped by:**

Life after 9/11, the Great Recession, access to technology from a young age

**Motivated by:**

Diversity, personalization, individuality, creativity

**Communication style:**

Social media, texts, IMs

**Worldview:**

Self-identify as digital device addicts; value independence and individuality; prefer to work with Millennial managers, innovative coworkers, and new technologies



67%

Gen Zers who want to work at companies where they can learn skills to "advance their careers"<sup>7</sup>

80%

Gen Zers who believe government and employers should subsidize, pay full tuition or provide direct training for students.<sup>8</sup>

# The Conveyor Belt

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What do these generational differences mean to you; to your organisation?

How do you communicate and engage with younger generations?

What would you like to do better, and why?

What would you like to know about...

- Generation Z
- Generation Alpha
- Generation Beta









## Exercise 2

# Nottingham's Children and Young People Empowering Their Voice

## Table / Group Discussions

-  **How well do you understand the different generations?**
-  **As an organisation – what does this mean to you?**
-  **How do you engage children and young people – is this empowering their voice?**
-  **How do C&YP engage with your organisation?**

# Question's for Child Friendly Nottingham



<https://www.menti.com/alxkgjj1h8t2>



# SHORT BREAK





## Exercise 3

What does it take to be a Child Friendly / Children's Rights Champion in Nottingham?

# Table / Group Discussions



**What assets do you bring to Child Friendly Nottingham?**



**What actions are you going to take to support being a CFN champion (training / advocacy / assets)**



**Who can you partner up with to support / learn from?**



**How will you provide evidence of your activity?**

# Question's for Child Friendly Nottingham





<https://www.menti.com/alxkgjj1h8t2>



## Exercise 4 Next Steps to Support Child Friendly Nottingham?

### Table / Group Discussions

-  **What are your next steps as a Child Friendly Nottingham Champion?**
-  **Which CFN Badges do you support / which CFN Badges will you link with?**

**CHALLENGE – Leave with an action for CFN**

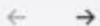
Join at menti.com | use code 7259 1974

Mentimeter

# Evaluating Child Friendly Nottingham Partners' Event - 11/06/2024



<https://www.menti.com/alcoy9jr964i>





**Nottingham**  
**City Council**



# Thank You To All Partners For Your Engagement and Support



**Ekua Ghansah** – Child Friendly City Lead

**Nigel Cooke** – Child Friendly City Strategic Lead





**Nottingham**  
City Council



Youth Service



Nottingham  
Community  
and Voluntary  
Service



**VRU** Violence Reduction Unit  
Nottingham City and Nottinghamshire

Website now live!

#stopviolence



Nottinghamshire Healthcare  
NHS Trust  
Positive about integrated healthcare



Nottingham's Cultural Education Partnership



**NOTTINGHAMSHIRE**  
Fire & Rescue Service  
Creating Safer Communities



**LEFTLION**

