



# Impact Report

2023/2024

A look back at the  
impact and activity  
of Child Friendly Cov  
in 2023/24



Coventry  
Youth  
Partnership

# Julie Nugent

Chief Executive, Coventry City Council

Some of my favourite moments in my first year as Chief Executive of Coventry City Council have involved seeing the amazing achievements of our children and young people. I was blown away at both our Care Leaver and Children in Care awards by the stories of these children and the amazing work done across the city to support them.

Child Friendly Cov is very close to my heart as it shows the city at its best with statutory agencies, businesses and the voluntary sector pulling together to ensure that Coventry really is the best place in the UK for children and young people to live and grow up in.

We can celebrate some real successes of the first year of Child Friendly Cov. Whether that is the launch of Safe Spaces, the inaugural pupil parliament or the One Big Voice survey. This is just a fraction of the amazing work that goes on across the city to support our children and young people.

However, there is so much more to do – children and young people are the future of this city and we need everyone to work together to ensure their voices are listened to and our future plans are shaped by them.



# Young Person Intro



Hello, I'm Jeevan, a Year 9 student at Barr's Hill Secondary School, and I've lived in Coventry my whole life. I'm pleased to be asked to share my thoughts on what it's like being a young person in the city for this Impact Report.

Firstly, being close to the town centre is handy. There are lots of shops and things to do, like using the library and visiting universities such as Coventry and Warwick. I walk to school which is great because I like my fitness and can also meet my friends along the way.

When it comes to safety, there are good things happening, like seeing police around town and school. But places like Pool Meadow could be safer, especially for young people. I definitely feel safer in school than I do on the street and think others would say the same. Pool Meadow is definitely an area that could feel safer – I don't feel like there is enough police there to look after young people.

Sometimes I do worry about someone coming up to me and doing something to me for no reason. It's common for young people to be approached in parks or in town and asked by people if they want the chance to earn money by doing jobs for them or selling things for them like drugs. I obviously don't do that and tell my parents about it right away who tell me to avoid and ignore people like that. I'm lucky that I have people to talk to and who listen to me. Others might not find it as easy to say no. There are so many nice people that live in this city but sadly there are lots of bad ones as well.

Despite challenges, there are positive moments. This might sound really small but there was this one time when I was in Gireggs when somebody was doing random acts of kindness and offered to pay for mine and some other people's lunch – I think he was a religious man and was trying to do selfless acts for his religion. I always remember that.

Looking ahead, Coventry can improve by making things safer, offering healthier food options (most young people don't eat well – it's usually fast food), and creating more positive messaging around feeling proud about living in the city.

Overall, I do like living in Coventry but it has potential for improvement. By addressing challenges and building on its strengths, it can be an even better place for everyone, especially young people.

# Neil Macdonald & Matt Clayton

Wow, what a year! When we think back to the Child Friendly Cov launch event what came through so strongly was the passion to shape the city for the future. We have had some amazing children and young people help us shape plans for the next year and these are really exciting.

We are delighted with the addition of our new pledge "to be and feel loved" - we know that relationships are so fundamental to each of us and it is clear from our children and young people that we need to focus on them feeling a sense of belonging and community. We want every child and young person in the city to be able to know that they have a part to play in the future of this city and that we are for them.



Interim Director of Children's Services

As we redevelop areas of the city we need to make sure Coventry works for all our children and young people and they see a future that excites them. Thank you to our amazing supporters who continue to look at how we can give opportunities to all and break down barriers. Having seen the results of our Pupil Parliament and Youth Council we have no doubt that our children and young people will hold us to account on our promises so we need to ensure that we come together to deliver for them.



Strategic Lead Children in Care, Children with Disabilities & Care Leavers



# Pledges

Across the following four pages, we take a look at some of the activity which has taken place across our four pledge workstreams over the past 12 months.

Children and young people in Coventry should always:

## Have Opportunities



### Awareness and Access to Training, Employment, and Apprenticeships

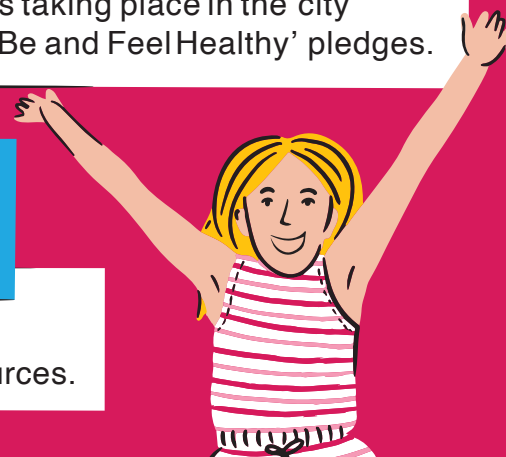
- ★ **Targeted promotion of apprenticeships:** Efforts are underway to promote apprenticeships, specifically tailored to cater to the needs and aspirations of care-experienced youth. This targeted approach aims to provide meaningful opportunities for this demographic, empowering them to pursue rewarding career paths.
- ★ **Street Soccer Programme:** Sky Blues in the Community offers a closed Programme with Sports Leadership Award and a 10-week personal development combining football coaching, mindset training, and employability workshops.

### Children, young people, and their families are aware of the activities happening

- ★ **Refreshed Coventry Family Information Directory:** The Coventry Family Information Directory has undergone a refreshing update, ensuring that it remains a reliable and comprehensive resource for families seeking information and support.
- ★ **Improved website accessibility:** Coventry has a culturally diverse population and the accessibility of the Child Friendly Cov website has been modified with enhancements to ensure that it is user-friendly for individuals with diverse needs.
- ★ **Expanded social media presence:** Our social media presence has been expanded to better inform families about available activities and resources. By leveraging social media platforms, we aim to reach a broader audience and provide timely updates on upcoming events, programs, and services relevant to families in Coventry.
- ★ **Collaboration with Coventry Rocks:** Child Friendly Cov and Coventry Rocks have joined forces to champion a variety of activities, events and groups taking place in the city aligned to the Child Friendly Cov 'Have Opportunities' and 'Be and Feel Healthy' pledges.

### Children and young people have access to spaces and resources to enable them to learn, have fun and be inspired

- ★ **Ongoing commitment to promoting parks and spaces:** Ensuring children have access to learning spaces and resources.



Children and young people in Coventry should always:

## Be & Feel Safe

### Children and young people feel safe when walking and travelling around the city

- ★ **Progress with Safe Spaces initiative:** Significant progress made through collaboration with West Midlands Police.
- ★ **Engagement with local businesses:** Initial discussions held with West Orchards Shopping Centre, Coventry University, Libraries, Family Hubs, Belgrade Theatre, Positive Youth Foundation, and McDonald's, showcasing community involvement.
- ★ **Joint training with West Midlands Police:** Collaborative sessions in progress for Spring 24 launch, reinforcing safety measures. Exploitation Awareness training developed with partners.
- ★ **Collaboration with Safer Travel West Midlands:** Productive dialogues initiated for awareness campaigns in transport hubs, similar to 'ask for Angela' initiative.
- ★ **Community support from Coventry College:** Exploring avenues to provide essential resources as part of safe space initiative.
- ★ **Distribution of bleed kits:** Kits funded and shared citywide, enhancing emergency preparedness.
- ★ **Inaugural Youth Council Conference:** Coventry hosted event focusing on Youth Violence in December 2023 with various professionals and youth councils.

### Children and young people are aware of potential dangers when using the internet and know how, when, and where to report these issues

- ★ **Integration into school campaigns:** #covconnects delivered a NewsWise session at pupil parliament helping young people to be aware of fake news and the impact of this.

### Children and young people have access to and can enjoy child-friendly spaces within the city

- ★ **Expansion of events:** Increase in child-friendly events in the City Centre, creating an inclusive atmosphere for the younger demographic.
- ★ **Metropolis' initiative:** Hosting free events tailored for youth in collaboration with local organisations, promoting community engagement and youth development.





Children and young people in Coventry should always:

## Be & Feel Valued

Children and young people have opportunities to share their views, feel like their voices are heard, and participate in decisions that impact them

- ★ **Establishment of annual pupil parliament:** Coventry has inaugurated an annual pupil parliament, providing a platform for young voices to be heard on matters concerning their education and well-being.
- ★ **Discussions on developing a network of youth representatives:** Meaningful discussions are underway to develop a Young Person Steering Group, fostering collaboration and amplifying the voices of young people across the city.
- ★ **Participation in the Youth Summit:** The Youth Council has been invited to present at the Youth Summit in Spring 2024, providing an opportunity to showcase their initiatives and advocate for youth-centric policies and solutions.
- ★ **Involvement in decision-making processes:** Ongoing discussions are taking place to involve young people in decision-making processes, particularly regarding budget cuts and safety initiatives, ensuring that their perspectives and concerns are considered.
- ★ **Coventry One Big Voice initiative:** The Coventry One Big Voice initiative has seen participation from over 45 schools, with a focus on gathering insights from various age groups. Initial survey results highlight priorities such as cleanliness, safety, and opportunities for young people.

Children and young people have all basic rights met to prevent poverty, discrimination, and injustice

- ★ **Financial literacy programs:** Eon and Severn Trent have pledged to deliver financial literacy programs specifically tailored for care-experienced youth looking to equip young people with essential skills and knowledge to manage their finances effectively.
- ★ **Practical guidance on financial management:** Eon and Coventry Building Society sessions planned to provide additional support to young people in care focusing on fostering recognition of the unique challenges faced by care-experienced youth and providing practical guidance on financial management.

When decisions are made which impact children and young people, organisations will ensure that these decisions are clearly explained

- ★ **Inaugural Youth Council conference:** The inaugural Youth Council conference, held on December 13, 2023, focused on addressing youth violence and crime, demonstrating a commitment to tackling pressing issues affecting young people.



Children and young people in Coventry should always:

## Be & Feel Healthy

Children and young people know how to access mental health and well-being support and services

- ★ **Training kickoff:** The commissioning of peer-led mental health training by Compass marks a significant step towards supporting the well-being of students. Training sessions have commenced with selected primary and secondary schools, aimed at equipping students with essential skills and knowledge to promote mental health awareness and support their peers in times of need.
- ★ **Positive reception:** Initial sessions receive positive feedback, highlighting the effectiveness of the peer-led approach in fostering a supportive school environment. Success prompts plans for workshops in more schools, enhancing mental health awareness and support.



People in Coventry have the means and the knowledge to take care of their physical health

- ★ **Community-driven activity promotion:** Collaborative efforts with community supporters have led to the promotion of physical activity sessions across Coventry. These initiatives aim to encourage residents of all ages to engage in regular exercise, fostering healthier lifestyles and stronger community bonds.
- ★ **Funding for Street Soccer Academy:** Coventry City FC secures funding for Street Soccer Academy, focusing on care experienced young people, fostering life skills through sport.

Everyone contributes towards making Coventry a more environmentally friendly city and reducing the impact of climate change

- ★ **Youth involvement in climate strategy:** Efforts are underway to actively involve young people in shaping the Council's Climate Change strategy. Through consultations, workshops, and youth-led initiatives, we are empowering the next generation to contribute their ideas and perspectives to tackle environmental challenges.
- ★ **Partnerships for environmental education:** Collaborative partnerships with organisations like Eon have been forged to educate youth about environmental initiatives. These partnerships facilitate the sharing of information, resources, and practical skills to young people, empowering them to take meaningful action towards mitigating climate change and promoting sustainability.

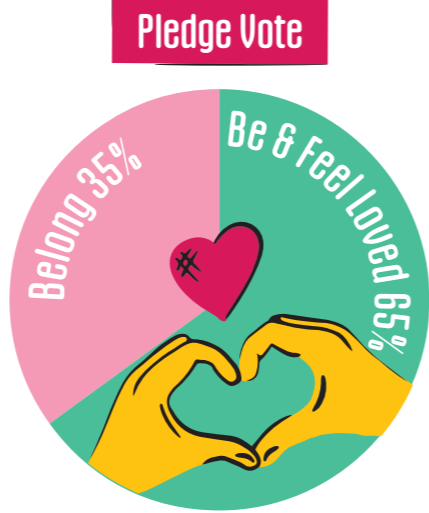
# Survey & Findings

Children and young people across Coventry were given the opportunity to help shape the direction of children's services in the city in the Coventry One Big Voice survey completed in schools earlier this year.

Child Friendly Cov looked to seek the views on what Coventry young people consider to be a priority, and asked to choose their preference from a number of priority areas from feeling safe, having opportunities and being healthy.

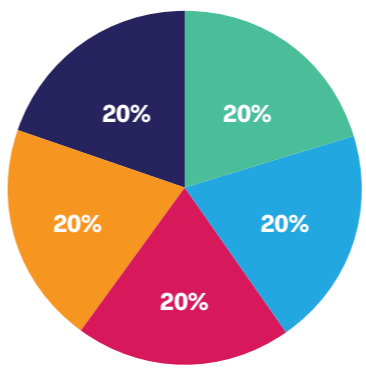
The survey also asked young people questions such as whether there are places for young people to have fun, how likely they are to stay in the city when they are older and what they'd like to see changed in Coventry in 2030.

The results of the survey were analysed and used to influence the priority areas of Child Friendly Cov and it's partners for the coming year.

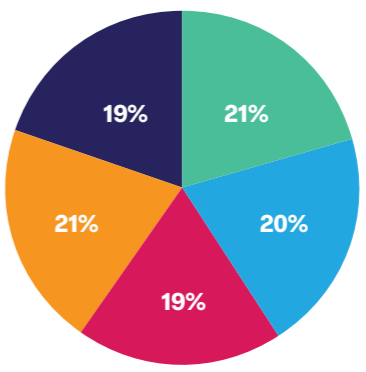


- Be & Feel Good
- Having Opportunities
- Be & Feel Valued
- Be & Feel Safe
- Be & Feel Loved

## Primary school pledge priorities



## Secondary school pledge priorities



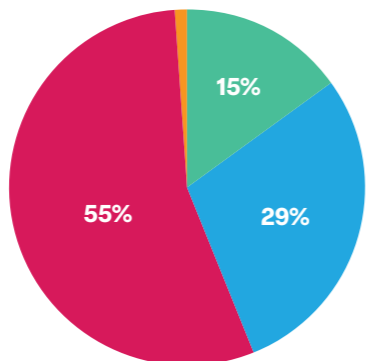
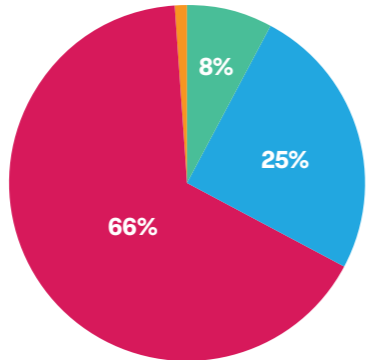
3660 surveys sent to schools

2797 surveys completed

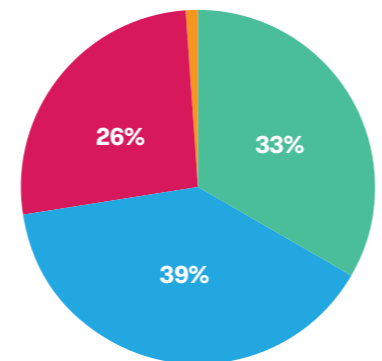
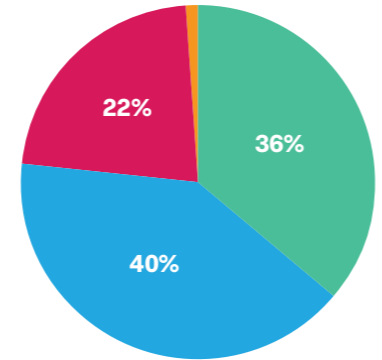
### On a scale of 1-5 how much do you enjoy living in Coventry?

- Do not enjoy living Coventry
- Neutral about living in Coventry
- Enjoy living in Coventry
- Did not answer question

### Primary school



### Secondary school

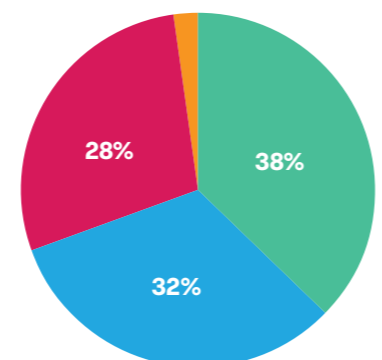
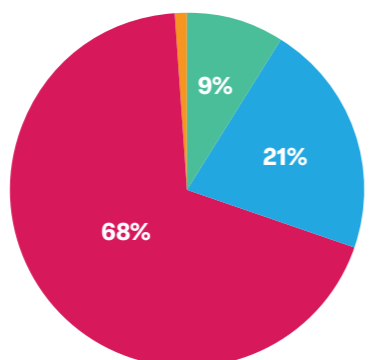


### How safe do you feel living in Coventry?

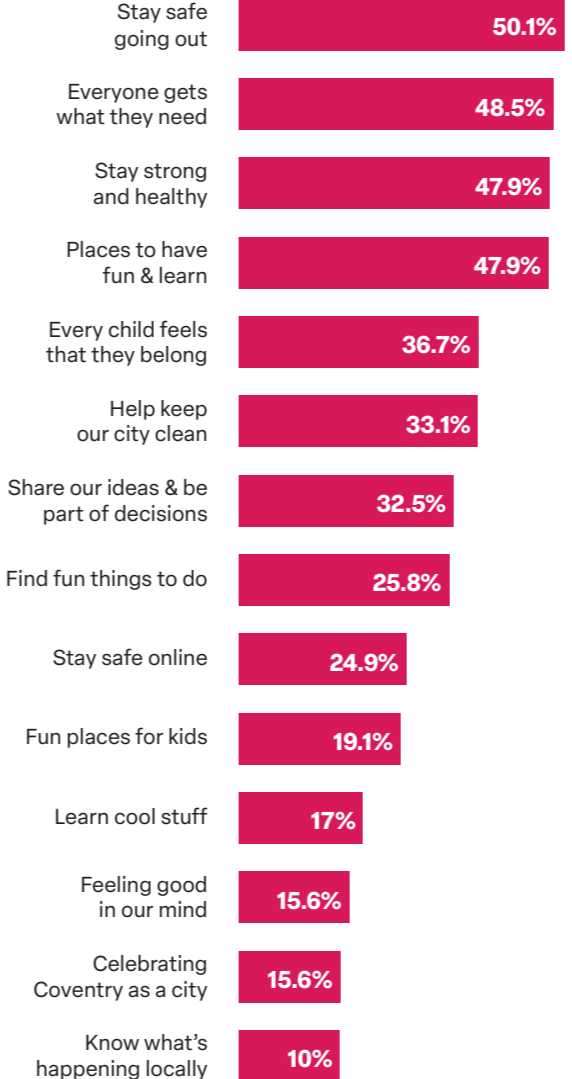
- Do not feel safe in Coventry
- Neutral about safety in Coventry
- Feel safe living in Coventry
- Did not answer question

### There are places for young people to have fun in Coventry

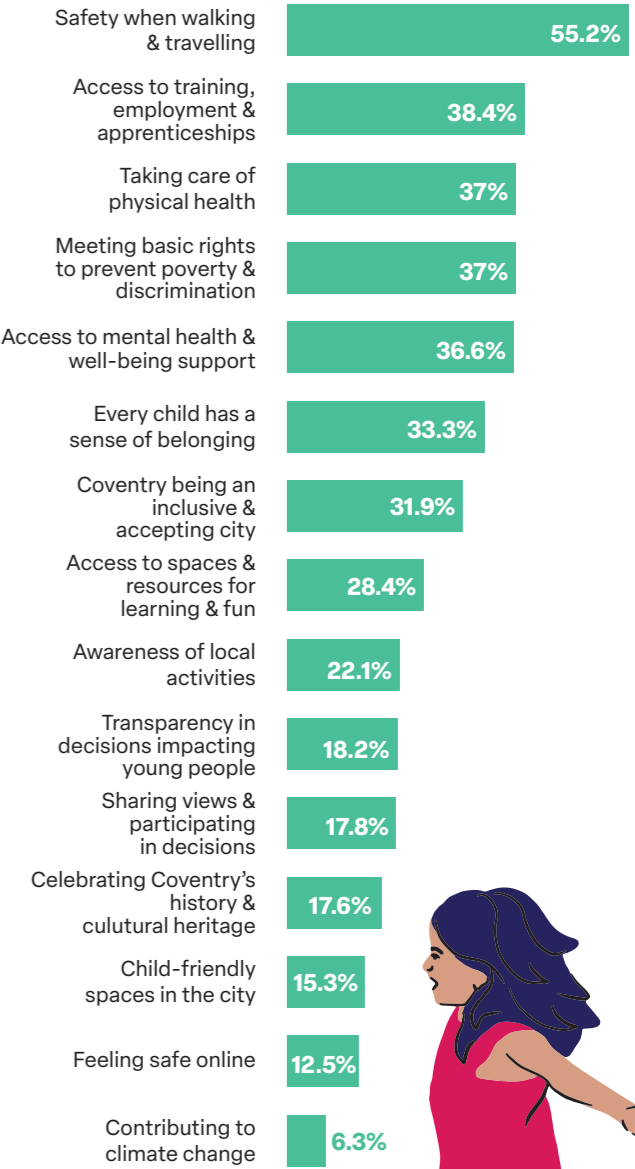
- Not much fun in Coventry
- Neutral about fun in Coventry
- Fun places in Coventry
- Did not answer question



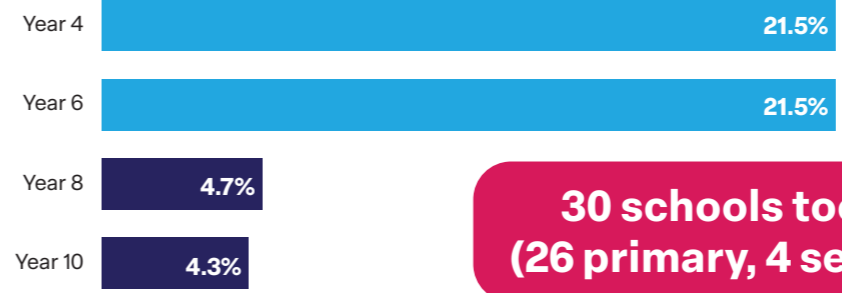
### Primary school chosen priorities



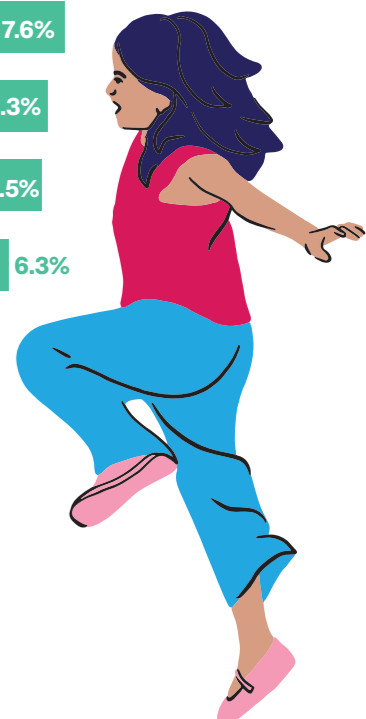
### Secondary school chosen priorities

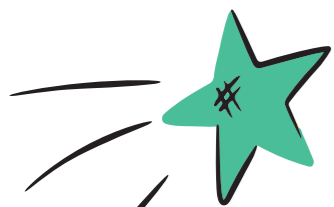


### Demographics of sample



30 schools took part (26 primary, 4 secondary)





Case Study:

# Safe Spaces



To help us to deliver one of the Child Friendly Cov pledges that children and young people in the city should be and feel safe, we've engaged with young people through various focus groups, online surveys, and events to help address the concerns of young people in our city regarding safety.

Safety, particularly when walking and traveling, emerged as a top concern in Coventry One Big Voice survey responses in both primary and secondary schools. To address this, we've collaborated with partners to establish a number Safe Spaces throughout the city.

Venues such as Family Hubs, libraries, CV life venues, McDonalds, Coventry University, and youth organisations have joined this initiative, undergoing training provided by Child Friendly Cov and West Midlands Police to ensure they meet safety standards.

Safe Spaces will be identified by window stickers and equipped with amenities like power banks, chargers, first aid kits, and informational leaflets. We've also partnered with Langar Aid and Tesco to provide food and hygiene packs.

Our Safe Spaces initiative will be officially launched in April 2024, in partnership with both stakeholder and young people.

Jane Moffat, Operational Lead (Early Help), Coventry City Council said: "We are pleased that our eight Coventry Family Hubs are signed up to be Safe Spaces. We think it is essential to ensure that all our Young people are safe and know they are welcome in the hubs. Wherever you are, whenever you need support, our Family Hubs are here for all. Your wellbeing is our priority, and we're committed to providing a listening ear and assistance whenever you need it."

Oscar, aged 9 said: "I feel safer knowing there are places we can go where we know we'll be looked after. Places like this mean young people can explore our city without worrying too much about what might happen."



Case Study:

# Celebrating the first Pupil Parliament

The University of Warwick, E.ON and Child Friendly Cov hosted the inaugural Pupil Parliament event in July, welcoming over 50 enthusiastic Year 5 and 6 children, accompanied by their teachers, from 16 different primary schools across Coventry. This event aimed to discuss the essential pledges of Child Friendly Cov: being and feeling safe, healthy and valued, whilst also having opportunities.

During the event, these young voices had the opportunity to express their views, share their experiences, and offer unique perspectives on the topics at hand. Their valuable contributions inspired and impressed all those present, showcasing their passion for making a positive impact on their community.

One of the highlights of the day was a captivating spoken word workshop led by local poet, John Bernard. He emphasised the importance of feeling valued and embracing one's individuality, encouraging the children to express themselves creatively and authentically.

The children engaged with a panel consisting of elected members, university representatives, and health professionals. This interactive session provided an excellent platform for the children to pose insightful questions and gain a deeper understanding of governance, education, and healthcare in their community.

Furthermore, the event featured a captivating workshop conducted by Team Recycle, which aimed to educate the children about the intricacies of recycling in Coventry. Through interactive activities, the young participants learned about the significance of sustainable practices and the positive impact of recycling on the environment.

As they departed with Child Friendly Cov goodie bags and smiles on their faces, the children eagerly pledged to share their remarkable experiences with their classmates, amplifying the spirit of collaboration and empowerment throughout Coventry.

Feedback on the day included: "The opportunity to come to the University is incredible - it makes it feel very special and other people would definitely enjoy it."

Mark Daniels,  
Head of Procurement, E.ON

"I really enjoyed hearing what the young people of Coventry had to say about the place they lived in and were amazed by how switched on to the world around them they are at such a young age. The questions asked to the panel were challenging and thought provoking. It was great to see a wide variety of representatives in the room which shows just how broad the topics of Sustainability and Community are and how important a unified approach to this is."



Introducing our new pledge...

# Be & Feel Loved



Introducing the fifth Child Friendly Cov pledge, "Be & Feel Loved," which adds a crucial dimension to Coventry's commitment to its youngest residents.

Children and young people feel a sense of belonging and connection to Coventry, appreciating its rich history and diverse culture.

- ★ Ensure every child is surrounded by love and nurturing environments, fostering a strong sense of belonging.
- ★ Establish Coventry as an inclusive and accepting city for everyone, including children and young people from all countries, faiths, and those with disabilities
- ★ Encourage children to discover and learn about Coventry's history, landmarks, and cultural heritage.

The name itself, chosen by the children and young people of the city through the One Big Voice survey, embodies the essence of nurturing environments where every child can flourish emotionally and socially.

At the heart of this pledge is the fundamental belief that every child deserves to feel cherished and valued within their family and community. We know that families and communities come in all shapes and sizes but we want every child and young person to feel a profound sense of belonging and connection to their family, their community and to Coventry.

One aspect involves establishing Coventry as an inclusive and welcoming place for all, regardless of nationality, faith, or ability. By embracing diversity and celebrating differences, the city can create a sense of belonging for every child, fostering a community where everyone feels accepted and valued.

Additionally, the pledge encourages initiatives that enable children to explore and appreciate Coventry's rich history, landmarks, and cultural heritage. By promoting learning opportunities about the city's past and present, children can develop a deeper connection to their surroundings, enhancing their sense of pride and belonging.

In essence, the new "Be & Feel Loved" pledge underscores Coventry's commitment to prioritising the emotional well-being and sense of belonging of its children and young people. By embracing love, inclusivity, and cultural appreciation, the city can create a nurturing environment where every child feels cherished, supported, and empowered to thrive.

## Priorities 24/25



### Promoting a Healthy City

Insights from our One Big Voice survey revealed that primary school children prioritise physical health, while secondary school pupils emphasise both physical and mental well-being. We remain committed to offering suitable activities and projects for young people across the city by collaborating with our partners.

### Continuing to Empower Youth Voice

In addition to the annual Pupil Parliament, the One Big Voice survey, and the city-wide Youth Council, the upcoming year will see the establishment of a 'Young Person Steering Group'. This group will look to ensure that young voices hold us accountable by guiding the priorities and activities of Child-Friendly Coventry.

### Addressing Climate Change

The significance of protecting our planet resonated strongly in responses to the Coventry One Big Voice survey. We are committed to ensuring that young voices are integral in discussions surrounding climate change, including our participation in the 'Running Out of Time' run, scheduled to arrive in Coventry in June 24.

### A City for All

Informed by feedback from One Big Voice, our new pledge, 'Be and Feel Loved', underscore our dedication to making Coventry a welcoming city for everyone. The 'Care To Dance' program will be providing young people with a platform to share their stories through dance and express themselves creatively in a nurturing environment.

### Providing Recreational Opportunities

Our young people have highlighted the importance of having enjoyable activities in the city. Ensuring access to a range of free activities taking place in school holidays and in Family Hubs are a focus for the upcoming year. Additionally, with the development of Coventry City Centre South, we will ensure that young people's voices are heard during early consultations.

### Prioritising Safety

Safety emerged as the top priority among our survey responses. Through our Safe Spaces project, numerous venues across the city will provide support for young people when needed. We aim to expand on this initiative by establishing additional Safe Spaces, including locations outside of the City Centre. We are also working with Hope Coventry to deliver knife crime workshops in schools across the city.

### Fostering Pride in Coventry

It was notable that young people didn't actively perceive promoting Coventry as a city of pride as a priority. We aspire for our young residents to proudly proclaim their affiliation with Coventry. Initiatives such as the development of a Child Friendly Coventry map and support for the Lady Godiva: The Musical, to be performed in Coventry primary schools, are underway to promote Coventry as a city of pride.



An interview with...

# Ash the Phoenix

## ...the Child Friendly Cov Mascot

**Interviewer:** Hello, Ash! It's an absolute pleasure to have you with us today. Let's dive right into it, shall we?

**Ash the Phoenix:** Absolutely, let's spread those wings and get started!

**Interviewer:** Ash, first things first, how does it feel to be the face, or should I say, the beak, of such an important project in Coventry?

**Ash the Phoenix:** Oh, it's quite the feather in my cap, if I do say so myself! Being the symbol of making Coventry the nest it can be for all our little fledglings is truly an honour.

**Interviewer:** Your name, Ash, was chosen through a young people of the city at the Pupil Parliament. How did you feel when you first found out that you were going to be named after such a fiery element?

**Ash the Phoenix:** Well, I must admit, I was quite flattered! I've always had a burning desire to make a difference, so having a name that reflects my fiery spirit is just perfect!

**Interviewer:** Let's talk about the key pledge areas of Child Friendly Cov: safety, opportunities, health, love, and value. Which one do you think is the most crucial for the children and young people of Coventry?

**Ash the Phoenix:** Ah, now that's a tough one, like trying to choose my favourite colour in my outfit! But if I had to pick, I'd say safety is paramount. After all, we need a secure nest to spread our wings and soar towards our dreams.

**Interviewer:** Now, Ash, being a phoenix, you're known for your ability to rise from the ashes. How do you think Coventry can rise to become the best city in the UK for children and young people to live and grow up in?

**Ash the Phoenix:** Well, it's all about teamwork, isn't it? Just like how I rise from the ashes with a little help from my fiery friends, Coventry can rise by coming together as a community to support our young ones. By nurturing their potential and providing them with the tools to flourish, we can all soar to new heights together!

**Interviewer:** Finally, Ash, before we wrap up, do you have any message for the young ones of Coventry?

**Ash the Phoenix:** Of course! My dear little phoenixes, always remember that you are flames of hope in this world. Embrace your uniqueness, spread your wings wide, and let your spirits soar! Together, we can make Coventry the brightest beacon of joy and opportunity for all.

# Supporter & Donor Thanks



In order for Coventry to achieve it's aims of becoming a children and young people friendly city, it is dependant on organisations from across the city working together.

Over the past 12 months, regular stakeholder meetings have been held where partners have met to discuss work already taking place with children and young people at it's heart and to explore opportunities where organisations can team up and collaborate on new projects.

- AT Management
- Auberry Allen
- Barrs Hill School
- Belgrade Theatre
- Cardinal Newman Catholic School
- Career Seekers Direct
- CCC Libraries
- Cherubs Nursery
- Compass
- Coventry and Warwickshire Chamber of Commerce
- Coventry Arena Extra
- Coventry Boys and Girls Club
- Coventry City of Languages
- Coventry Family Healthy Lifestyle Service (SWFT)
- Coventry Food Bank
- Coventry Local Safeguarding Board
- Coventry Muslim Forum
- Coventry Rocks
- Coventry Round Table 23
- Coventry Rugby
- Coventry Schools Music
- Coventry University
- CV Life
- CWPT - Children looked after team
- Destination Coventry
- E.ON
- Early Help - CCC
- EGO arts
- Empowr-U / Energise
- Etch & Pin
- Fab-Lab
- Foster with Coventry
- Go CV
- Grapevine
- Heart of England Community Foundation
- HMPSS - Coventry Probation
- Hope Coventry City Council
- House Project
- Inspire children play education
- Langar Aid
- Lead Marmot Partnership - CCC
- Little Leaf Indoor and Outdoor Play
- McDonalds
- NSPCC
- PetXi
- Picture Blast
- Positive Youth Foundation
- Primark
- Safeguarding in faith forum
- Severn Trent
- Sky Blues in The Community
- Start for Life
- Steve Phillips Photography
- Think Active
- University of Warwick
- Virtual School - CCC
- Well-being Therapy Solutions
- West Midlands Police
- Wild Earth



If you are an organisation based in Coventry and would like to support Child Friendly Cov to achieve our aim of becoming the best city in the UK for children and young people to grow up and live in, get in touch using the link below.

[www.childfriendlycov.co.uk/become-a-supporter](http://www.childfriendlycov.co.uk/become-a-supporter)



# More Info

For more information on how we are helping Coventry to be the best city in the UK for children and young people to grow up and live in, visit:

[www.childfriendlycov.co.uk](http://www.childfriendlycov.co.uk)

If you are a local business wanting to help Coventry become a Child Friendly City, email:

[ChildFriendlyCov@coventry.gov.uk](mailto:ChildFriendlyCov@coventry.gov.uk)

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