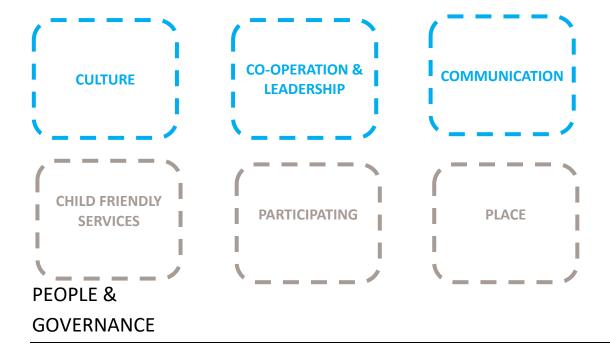
ACTION PLAN

Towards recognition as a Unicef Child Friendly City / Community

Local Authority name: Aberdeen City

Date: 07/04/22



Programme Co-ordinator/s in (name of LA): Matt Reid

Programme Champions in Aberdeen: Awaiting guidance document from Unicef UK

Scrutiny body: Partnership Board

OUTCOMES

Key outcomes you will be working towards – one for each badge.

- 1. 1 **Culture** The 'vision of childhood', fundamental to a child rights-based approach (CRBA) is understood and promoted because staff know how to effectively practice and embed a child rights-based approach.
- 2. **Cooperation & Leadership** Leaders within and beyond the local authority understand and value the importance of incorporating children's rights, needs and views in decision-making.
- 3. **Communications** Comms staff and local media understand and value a child rights perspective *and* CFC status is regularly communicated to all members of the community (including children and young people) in a manner that is accessible and appropriate.
- 4. **Child Friendly Services** All services, including health, justice, social services, and others are child friendly.
- 5. **Participating** Children and young people's views are considered in decision making processes and there is clarity about how their participation has made an impact.
- 6. **Place** Urban planning services apply a child rights-based approach (CRBA) to design, development, and provision, this will include participatory research.

CULTURE

There will be a consistent and shared understanding of children's rights at in both practitioners and leaders. Practitioners and leaders will demonstrate that they value and respect the rights of children and young people. Strategic plans will consider and take account of children's rights through adoption of a Child's Rights Based Approach to service design and delivery.

Activity	Some progress	Meaningful progress	Significant progress	Sustainable progress	Outcomes	Impact
Build confidence in taking a child rights-based approach	Identify cohorts of staff to target/receive training and conduct a baseline survey into awareness and understanding of child-rghts based approach (CRBA).	2- 4 year Workforce Development Plan created which sets out how to train the right people on CRBA and includes a rights-based induction for new starters.	Workforce plan is implemented to train identified cohorts and new starters are introduced to CRBA during their induction.	Training around CRBA is embedded in existing mandatory training.	Staff know how to effectively embed a child rights- based approach.	Increase in the % of the workforce reporting confidence in taking a CRBA
Children and young people drive improvement work across the partnership	Baseline views of children and young people (CYP) are captured on current documentation around the LOIP and partnership single agency strategic improvement plans.	With the input of CYP, Individual Project Charter templates are amended to include explicit statement on how children's rights have been considered. Accompanying guidance document produced with CYP.	Amended Project Charters usage is rolled out for charters submitted to Community Planning Partnership board.	CYP-supported review on amended Project Charter and best practice then becomes standard practice.	All improvement activity which directly or indirectly impacts children is influenced by children.	Increase in positive reporting by CYP on Project Charters for improvement work.

Professional writing reflects the rights of the child.	Seek views on current writing practice through annual workforce survey and establish a Write Right About Me (WRAM) lead.	Establish a multi-agency group to design and develop an approach to taking a CRBA to professional writing endorsed by the Children's Services Board.	Roll out CRBA approach to WRAM across partnership.	WRAM principles are formally adopted by all services across the partnership.	Professional writing about children and families will take a child rights-based approach	Increase in the % of sampled documentation which reflects the voice and rights of the child.
Impact (Indicators)	Baseline survey conducted and list of staff identified for training.	Longer term workforce development plan produced.	Incremental increase in the % of the workforce reporting confidence in taking a CRBA	Significant increase in the % of the workforce reporting confidence in taking a CRBA		
	Baseline survey completed.	CYP have inputted into creation of amended project charter and accompanying guidance created.	% of charters submitted to Community Planning Partnership Board have considered children's rights.	Increase in positive reporting on Project Charter by CYP.		
	Workforce survey conducted and WRAM Lead appointed.	Partnership approach to professional writing in place.	Increase in writing that reflects the rights of the child.	Further increase in writing that reflects the rights of the child across partnership.		
MoV	Baseline survey results and cohort list.	Workforce development plan	Training attendance logs	Audit of mandatory training.		
			Sample of charters.			

	Baseline views.	Updated Project Charter and guidance document.		Review by CYP.	
	Annual workforce survey results.	Approach designed by multi-agency group.	Sample of professional writing.	Audit of partnership professional writing.	
Summary Assumptions	On-going political commitme Programme continues to be p		nning Aberdeen.	•	

COOPERATION AND LEADERSHIP

Children and young people must be involved in the key decision-making processes that affect them and their communities. Utilising a Children's Rights Based Approach, leaders and partnership agencies must consult and engage with children and young people, consider their views and embed and integrate children and young people into the decision-making processes if they are to fully empower and support their communities.

	Some	Meaningful	Significant	Sustainable	Outcome	Impact
	Activities/Outputs	Activities/Outputs	Activities/Outputs	Purpose		
CRIAs in place	Establish baseline for	CRIA briefing takes	Implement the use of a CRIA	CRIA is part of agreed	Service re-	Increase in the
and fully	current use of child	place, introducing a	for all Council committees	and official decision-	design is heavily	% of service re-
utilised across	rights impact	procedure to ensure	and sub-committees and	making processes across	informed by the	design that use
the partnership	assessment (CRIA)	CRBA is considered	partner governance	the Community Planning	rights of	CRIAs
	across partnership and	during service design.	structures.	Partnership.	children.	
	identify cohort to					
	deliver CRIA briefing to.					
		Identify specific	Implement procedures so	Mainstream effective	Partnership	
		governance structures	that the voices of CYP are	influencing practices into	decisions are	

Effective youth	Asset mapping of child	within partnership (i.e.	influencing decisions and	council and partner	increasingly	Increase in
governance	and youth participation	audience/bodies with	are being recognised as	governance structures	influenced by	participation
structures give	structures across the	the responsibility to	valued members of decision-	governance structures	children and	groups reporting
young people a	city captured and	listen) and establish	making bodies.		young people	how they have
voice in	recorded in accessible	ways of how they can	making bodies.		young people	influenced
decision	format.	demonstrate that the				decision making.
	Torritat.	voices of CYP have been				decision making.
making		communicated to them				
		and influenced decisions.				
Improve integration and collaboration across service delivery	Identify where and how co-location has driven better integration and collaboration.	Consult with service providers and CYP to apply a child-lens to how these partnerships are affecting outcomes for CYP.	Use learning from consultation to set up practices and relationships that can be used at other colocated services where integration and collaboration is currently not occurring.	Future service-design uses processes that consider the CYP perspective.	Improved outcomes for children and young people as reported by CYP.	% of CYP reporting positive outcomes during service delivery.
IMPACT	Baseline data for	Attendance at CRIA	Increase in the use of CRIA.	Community Planning		
	prevalence of CRIA use	briefing.		Partnership have agreed		
	across partnership and			to adopt use of CRIA.		
	cohort identified.					
		Governance structures		Increase in number of		
	Asset map in place with	identified and ways of	Identified governance	governance structures		
	regular planned	demonstrating CYP	structures using processes	using processes to act		
	reviews	demonstrating CTF	to act upon voices of CYP.	upon voices of CYP.		

Summary Assumptions		o-location and the sharing of se fill welcome the inclusion of yo	ervices will continue. Jung people in Local Empowerm	ent groups.	
	Audit data.	Consultation data.	Report on views of CYP.	Planning reports for service-design	
	Asset map.	Table of governance structures and matrix of methods.	Governance minutes and reports.	Policies and reports of governance structures.	
MoV	Baseline data.	Briefing attendance data.	CRIA usage data.	Minutes from official adoption.	
	Audit conducted.	Consultation carried out.	Increase in integration and collaboration across colocated services.	Increase in number of service-design considering views of CYP.	
		reaching 'audience' established.			

COMMUNICATION

Negative stereotypes of children and young people will be challenged through better understanding of children's rights by our local communications teams and through greater recognition and celebration of children and young people living in the city. Community planning partners will strive to ensure that information is made publicly available about decisions, services and the CFC programme in a manner that is accessible and easy-to-understand so that our children and young people are better informed about and more easily able to access local services.

Activity	Some	Meaningful	Significant	Sustainable	Outcome	Impact
focus	Activities/Outputs	Activities/Outputs	Activities/Outputs	Purpose		
Build knowledge, skills and confidence in comms partners about CRBA	Baseline survey completed with Comms/Media partners about knowledge, skills and confidence in CRBA AND undertake audit to assess current representation /	Analyse survey and audit data and use to establish and deliver a training offer in CRBA for joint media and comms teams across the city	Media guidelines based on CRBA are developed and piloted.	CRBA training is embedded as part of induction in comms team. Local media guidelines on the reporting of any CYP related news / issue are embedded.	Media and comms teams feel equipped to and take a CRBA to reporting and promote a positive	Demonstratabl e increase in the number of positive media releases about children Increase in comms / media
about CNBA	portrayal of CYP in local media and comms.				image of children and young people	partners reporting confidence, knowledge and skills in CRBA
	Establish focus group to map, audit and lead			Consistently planning for and including specific	Children and young people	% CYP who know and understand where/how to access vital public body / services information
Improve the accessibility of info for children and young people	consultation with children and young people to understand their communication preferences from public body / services	Child/young person communication strategy is co-designed with CYP, including the design and development of child friendly versions of communication messages in	Co-created communications strategy is implemented across partners and evaluated / reviewed to inform plans for embedding more routinely.	commitment to CYP friendly information within the wider corporate/community plan (inc partners) so accessible, child friendly versions of key partnership documents routinely published.	know where to access child-friendly information about local services	sources which have been designed specifically for them.

Raise awareness of CFC and CYP contribution through the media	Communication strategy in place to support communication of progress against the CFC Plan, including youth-led messages.	line with preferences identified CFC action plan presented as a publicly available child friendly document and introduction of a hashtag to accompany CFC communications.	Progress of CFC journey reported to community regularly in an accessible way, as identified in communication strategy.	Effective communication strategies from the CFC journey are embedded into other CYP-focused activities and programmes across the partnership.	CFC journey progress is available to and accessible for all members of the community.	% of CYP and wider community members who know about CFC and understand the progress and journey.
IMPACT	Baseline of current CRBA knowledge, skills and confidence amongst media / comms practitioners established. Clear understanding of current CYP media coverage established.	Survey informed workforce development plan (WFD) established for comms/media practitioners.	CRBA informed media guidelines established. Some increase in coverage of CYP positive news locally.	Induction plans for Media/comms roles include CRBA training.		
	Preferred means and methods of comms for CYP identified.			Council / Public Service / Partners comms plans		

		Communication strategy	CYP friendly	include details on CYP		
		available which clearly links	communications available	specific comms intentions.		
		to CYP comms preferences.	across partners.			
	CFC Communication					
	strategy created.					
		Child-friendly CFC plan is	Range of accessible CFC			
		available.	focused comms content			
			routinely delivered.			
May	Deseline date	Training / WED plan	Madia suidalinas	Industing plans		
MoV	Baseline data.	Training / WFD plan.	Media guidelines document.	Induction plans.		
			document.			
	Media analysis report.					
	, .		Snapshot audit of positive			
			news against baseline.			
	Comms consultation	Communication strategy.	_	Comms strategies across		
	data.		Range of comms content.	partnership.		
			CFC comms content			
	Strategy document incl.	Child-friendly plan.	available over time.			
	youth messages.					
Summary	That all partnerships comm	ns teams agree to promote child	ren's rights and that the local i	media are keen to work with us	·.	
Assumption	That the media will be hap	py to portray positive messages				
S		_				

Child-Friendly Services

Multi-agency partnership working requires to constantly modernise to reflect society, resulting in review and re-design of structures and practices to ensure the needs of the population are met on an ongoing basis. When reviewing or making changes to services that affect children, their voice and participation is critical to ensuring the re-designed or co-designed service is fit for purpose and meets the needs of the service users. It is thereafter critical that the workforce involved in providing the service continue to focus on maintaining a child friendly approach based on the CRBA principles.

	Some	Meaningful	Significant	Sustainable	Outcome	Impact
	Activities/Outputs	Activities/Outputs	Activities/Outputs	Purpose		
Children help identify how child-friendly services are	CYP help to identify priority services to evaluate for how child-friendly they are and co-produce a self-evaluation tool/model with children to determine how child-friendly services are.	Identified services complete self-evaluation on how child-friendly they are using co-produced tool.	Identified services create strategy with the input of CYP to prioritise outcomes of self-evaluation tool and plans to address them.	Services carry out strategy to address priority areas. Self-evaluation tool is used regularly to identify new priorities and make improvements against this.	Services are more child- friendly	% of services that are evaluated as child friendly/demonstrating child-friendly status
Policies are produced using a child rights based approach	CYP consultation to provide qualitative and quantitative feedback on current policies related to CYP and the use of CRIAs in policy development.	CRIA agreed to clarify expectations of all partners in using a children's rights-based approach and a reporting mechanism identified for partners to report when CRIA has been used.	New policies developed across partnership will use CRIA and report its use. CYP to feedback on the implementation of the CRIA.	Schedule of regular and routine policy reviews in place to ensure that children continue to influence policies.	Policies are underpinned by a CRBA and CYP have the opportunity to feed into protocols around policy development.	X number of policies use CRIA

D 11 11	I	I	I	T		0, 6 6
Building	Baseline survey to	Training provided and tools	Implementation of	Partner organisations	Identified	% of professionals who
capacity to	establish current	developed for professionals	learning and practice	routinely listen to and	cohorts of	report confidence in
actively listen	confidence in	and volunteers to enable	by professionals and	act upon the voices of	professionals	listening to children
to children and	meaningfully listening	them to listen meaningfully	volunteers to create	CYP as part of their	and volunteers	
young people	to and acting upon	with CYP and to support	opportunities for CYP	standard practice.	demonstrate	
	the voices to CYP.	them to identify	to influence the		their capacity to	
	Identify cohorts of	opportunities for influencing	service.		actively listen to	
	professionals and	change.			children and	
	volunteers to receive				young people of	
	training and support				different ages,	
	in listening to CYP.				maturity and	
					capacities and	
					prioritise the	
					time and space	
					to do so	
IMPACT	Self-evaluation tool	% of identified services	% of services creating	% of services using		
IIVIPACI				self-evaluation tool as		
	co-produced and	utilising self-evaluation tool.	strategy alongside			
	priority services		CYP.	part of routine		
	identified.			practice.		
			% of policies reviewed			
	CYP consultation	Agreed protocol in place to	by CYP implementing	% of policies		
		ensure that children and	· · · · · ·	·		
	completed	young people are directly	CRIA effectively.	influenced by CYP		
		involved in policy				
		development.				
			% of trained	Improved confidence		
	Cohort of staff	Training delivered and tools	professionals who feel	and capability		
	identified for training	developed to listen	confident meaningfully	reported in staff		
	and capacity building	meaningfully to CYP.	listen to CYP	across partnership.		
	and capacity building					

	and baseline survey completed.				
MoV	Self-evaluation tool and list of priority services.	Self-evaluation tool reports.	Examples of service- specific strategies.	Case studies	
	Consultation conclusions.	CRIA protocol endorsed by the Children's Services Board	Feedback from CYP	Audit data	
	Cohort list and baseline results.	Training attendance register and produced tools.	Case studies and audit of staff confidence.	Audit of staff confidence	
Summary Assumptions	That partners remain o	committed to taking a CRBA.	I	1	

Participating

Including children in decision making processes will ensure that a Children's Rights Based Approach is adopted across the multi-agency partnership. Importantly, those children and young people who take part in the 'participation network' must know how their input has influenced the decisions that affect them.

Activity focus	Some	Meaningful	Significant	Sustainable	Outcome	Impact
	Activities/Outputs	Activities/Outputs	Activities/Outputs	Purpose		
Children and young	A range of opportunities	Children and young	Participation	Ongoing review	Children and young	CYP feel equipped to
people (CYP)	and approaches are	people have	mechanisms are	mechanism agreed	people participate	and can influence in
influence and	identified for children	opportunities to	established for CYP	with children and	effectively in the	our CFC journey

scrutinise the CFC	and young people to be	learn more about a	to undertake self-	young people and	development and	
journey	able to directly influence	CRBA and the range	evaluation, quality	mainstreamed in	implementation of	
	the CFC journey, and	of ways and	assurance and	practice.	the CFC programme	
	activity enabling co-	opportunities for	reviews of CFC plan.			
	leadership is underway.	CYP to contribute to				
		CFC journey is				
		expanded.				
Ensure engagement of marginalised groups	Audit current representation of marginalised children and young people in youth governance structures.	Create plan based on the audit to ensure that CYP, especially those experiencing discrimination or disadvantage, have increased opportunity to engage in meaningful participation experiences and understand how their voices make a difference locally.	Implement plan to ensure that CYP, including those experiencing discrimination or disadvantage, engage in meaningful participation experiences and understand how their voices make a difference locally.	Review effectiveness of new / more purposeful focus on reaching and including marginalised groups on participation engagement and embed the learning in future work.	CYP previously unheard due to marginalisation have more opportunities to participate and there is clarity about how their contributions have made an impact	Increase in marginalised children reporting meaningful participation
		Mechanism(s) to pull				
		the work of all				
		participation groups	Youth Participation			
		together (including	Toolkit is rolled out			
		the Children and	and being utilised,	Network members	Network members	
		young people's	and best practice	proactively build	more confidently	
					more confidently	

	Establishment of a	council; Champions	being shared	capacity in others	and routinely	Network members
	support network for staff	board; Aberdeen	through the	across the	provide range of	report feeling more
Supporting staff to		•	Network.			•
lead participation	working directly with	City Youth council	Network.	partnership.	quality opportunities	confident supporting
	young people on youth	and Youth Housing			for children and	CYP to participate,
	voice / participation	Network) are			young people to	and there is
	roles.	established and			participate in	increased evidence /
		together, a Toolkit to			decision making.	range of examples of
	Dasalina survov	support practice will				participation directly
	Baseline survey	be developed				impacting decision-
	undertaken to capture					making
	network members					
	confidence in supporting					
	CYP to participate in					
	decision making.					
IMPACT	Range of participation	Increased of children	Some child friendly	Child Friendly		Increase in
	opportunities identified	trained in a child	records	mechanisms for		marginalised
	including gaps to be	rights-based	demonstrating CYP	participation are		children reporting
	addressed.	approach	influence in CFC	embedded in range		meaningful
			journey.	of ACC activity.		participation
	Baseline of	Increased awareness				
	representation of	of CFC in children	Improvement in	Further increase in		
	marginalised CYP	and knowledge of	levels of	levels of engagement		
	established	how to claim their	engagement and	and participation of		
		rights	participation of	marginalised groups		
			previously	of children.		
	CYP from marginalised		marginalised groups			
	communities reporting	Action plan to	against baseline			
	meaningful participation	improve levels of		Shared ownership in		
	(baseline)	engagement and		participation		
			Increase in good	network is evident.		
			practice examples of			

	Network of key participation staff is established.	participation against baseline is produced Toolkit developed collaboratively	participation being shared amongst the network.		
MoV	Situational analysis of current opportunities Baseline data established for marginalised groups Network directory	Training logs and evaluations. Participation plan produced Youth Engagement Toolkit	Catalogue of Child Friendly materials and content is available that demonstrates CYP involvement and scrutiny throughout the CFC process. Participation data comparative to baseline Case studies of improved participation including from marginalised groups. Repository of good practice examples	CYP participation identified and named in range of ACC documents / plans. Participation data & case studies over time. Network meeting notes and comms.	Participation data and case studies over time

Summary	That staff are freed up to attend networks and learn from each other.
Assumptions	

Place

If the below outcomes are successful, then children and young people across the city will feel empowered to take part in the production of key urban planning documents and will understand the importance of these documents in shaping communities both now and in the future. Children and young people will also have their voices heard during the development of civic design projects and programmes.

	Some	Meaningful	Significant	Sustainable	Outcome	Cumulative Impact
	Activities/Outputs	Activities/Outputs	Activities/Outputs	Purpose		
Workforce development	Identify those working in strategic place planning to be trained in CRBA within workforce development plan. Design guidance as part of the workforce development plan.	Workforce development plan is implemented and identified cohorts of colleagues are trained in taking a CRBA during design, development and provision.	Technical Officers create opportunities for effective and meaningful engagement with children and young people as part of city Master Planning.	Training plans are kept up to date as new officers join the council and children and young people are routinely supported to directly influence planning.	Urban planning services apply a child rights-based approach (CRBA) to design, development, and provision.	75% of technical urban planning workforce trained in CRBA
	Identify relevant upcoming plans and outline how views of	Implementation of effective and meaningful engagement with CYP	Child-friendly, accessible version of identified plans to be produced once plans finalised.	Future local plans include meaningful engagement with CYP, use of CRIAs and child-	Children and young people inform local	

Local plans are informed by children and young people	children and young people will be sought.	across identified plans and a CRIA conducted on each of these plans.		friendly versions as standard.	plans regarding place.	Increase in number of plans being influenced by CYP.
Children and young people understand how they can influence local plans	Identify schemes and opportunities for CYP to influence and develop a child friendly version of the place standard tool.	Implement use of child-friendly place standard tool when engaging with CYP on identified schemes.	Evaluate and amend use of CF place standard tool and other engagement with CYP based on feedback during implementation.	Use of child-friendly place standard tool (or amended version) mainstreamed into practice for relevant plans.	Local plans and policies focussing on improving air quality, road safety, and making the community more pedestrian and cycle friendly for children and young people are clearly influenced by CYP.	Percentage of plans and policies reflect collaboration with CYP.
IMPACT	Workforce development plan produced.	35% of identified workforce trained in CRBA. CRIAs completed for identified plans.	75% of identified workforce trained in CRBA. Child-friendly version of plans produced.	Training levels remain consistent over time despite Officer progression / turnover. Mechanisms for participation, use of CRIA and creation of		

	1		T	T	
	Upcoming local plans			child-friendly version of	
	and range of ways to			plans are embedded in	
	engage CYP identified.			strategies for new local	
				plans.	
				Reporting on key local	
				plans will include the	
				outcomes of	
		Child-friendly place	Use of Child-friendly	engagement	
		standard tool used.	place standard tool	undertaken with CYP.	
	Schemes and		has been amended.		
	opportunities identified				
	and child-friendly place				
	standard tool				
	produced.				
MoV	Workforce	Training logs.	Training logs and	Training logs and	
	development plan.		cases studies.	induction	
				information/plans	
				given to new officers.	
		Danauda af			
		Records of			
		participation by CYP			
		and completed CRIAs.			
	Participation plan.		Child-friendly plans.		

				CYP participation data, completed CRIAs and child-friendly plans	
	Child-friendly place standard tool.	Child-friendly place standard tool results.	Amended child- friendly place standard tool.	Reports on local plans.	
Summary Assumptions		tunity to attend training. nt EU/UK Gov/SG air quali	ty objectives for NO2 and	PMs will be carried out.	