



20 ANNUAL 24 REPORT



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Introduction to CFL

Child Friendly Leeds (CFL) is a twelve-year-old initiative, driven by the question “What is it like to be a child in Leeds, and how can we make it better?”

As part of the Children and Families Directorate (LCC), our work aligns with the Children and Young People’s Plan and its 5 outcomes, that all children and young people...

1. are safe from harm
2. do well at all levels of learning and have skills for life
3. enjoy healthy lives
4. have fun growing up
5. are active citizens who feel they have a voice and influence



Introducing the team

Whilst the entire Leeds City Council (LCC) Children and Families directorate shares the 'Child Friendly Leeds' vision, the scope of this report is the work of the Child Friendly Leeds team only:



Hannah Lamplugh -
Children's Strategy &
Influence Lead



Sadiya Salim -
Partnership &
Development
Coordinator



Emma Southam -
Engagement &
Participation Officer



Jenny Rutherford -
Play Strategy Officer



Rowan Beaumont -
Communication &
Engagement Officer

Jan to Dec 2024



FEBRUARY

CFL Awards process

Shortlisting and judging for the awards took place, from 300 nomination to 7 winners!

NSPCC Online Safety Launch

In partnership with the NSPCC, CFL launched online safety training.

MAY

Play Sufficiency Partnership Board

The first PSPB meeting took place, driven by CFL and Active Leeds

Hidden Disabilities Campaign

The campaign was launched at the Merrion Centre in Leeds

JUNE

Women in Engineering workshop

For International Women in Engineering Day (INWED), CFL teamed up with Arcadis to put on a workshop for children and young people.

JULY

CFL Awards

The ninth CFL awards ceremony took place at City Varieties Theatre.

Consultation

A survey on enrichment activities involved 150 care-experienced children and young people.



DECEMBER

Christmas gifting

CFL run the annual Christmas gifting initiative supporting care-experienced families and families experiencing hardship.

NOVEMBER

Baby Week

CFL support the Baby Week Leeds programme of events.

UoL partnership launch

Event to launch the partnership between University of Leeds and Child Friendly Leeds

OCTOBER

Fostering workshop

CFL hosted an ambassador workshop about making a difference to children in care. [Read more here.](#)

Festival of Play

The city's first DIY festival of play took place 25 October to 3 November.



2024 Strategic Priorities



This year, we have worked towards our four strategic priorities. These priorities will be carried forward into 2025 and, in no particular order, are:

01. The Child Friendly Leeds 12 wishes

03. Special Educational Needs and Disabilities

02. Play Sufficiency

04. Fostering & Enrichment



1 - The CFL wishes



The 12 wishes represent the voices of 80,000 children/young people ([find out more about the 12 wishes and how they were formed](#)). The team continues to use the wishes as a framework to drive positive change and, in 2024, the CFL team has...

Created a film to promote the refreshed 12 wishes. In the first 4 months live on YouTube, it has received 94 views.

128
views

Added a category to the CFL awards for 'exceptional contribution to the CFL 12 wishes' and received 41 nominations in this category.

41
nominations

Delivered a 12-month communications campaign to raise awareness of the wishes with a total reach of 116k.

116k
reach

Developed a page per wish on our blog-site, visited 2.2k times, to communicate the work around the wishes back to stakeholders.

2.2k
visits

1 – The CFL wishes



To put the wishes into action, Child Friendly Leeds also coordinate an internal working group made up of a representative for each wish with expertise in the area, called the ‘wish lead’. CFL have driven this forwards in 2024 by...

Inviting each wish lead to report to CFL Forward Planning Group chaired by Cllr Scopes, on updates against their action plan.

3
hours of
collective
reporting
by wish
leads

Reporting back on the 2023 to 2024 12 wishes action plan, which wish lead's wrote short and long-term goals for in July 2023. Read the full report [here](#).

33
goals
achieved

Producing the second 12 wishes action plan for 2024/2025 with updated short-term and long-term goals to improve outcomes for each wish. Read it [here](#).

36
new
goals

2 - Play Sufficiency



Play Sufficiency is the ongoing process of research and action to assess, improve and protect children's play. Active Leeds and Child Friendly Leeds work in partnership on this approach and took a report to Executive Board in December 2023.

So, what have we done *this year* to improve children's **time**, **space** and **permission** to play?

10k
income

Consulted on a project with NESTA which culminated in the creation of 7 playful installations at a community hub, generating £10k income for CFL.

4 **43**
meetings members

Managed the Play Sufficiency Strategic Partnership board meetings, working to deliver the 9 research-informed priorities in the Play Sufficiency action plan CFL co-authored.

32k
awarded

Managed the Play Enabling Grant, taking applications, shortlisting and allocating funds to 11 community organisations.

77 **300**
play streets hours of play

Led on the 'Play Streets' programme to support free, local, safe resident-led play.

2 - Play Sufficiency



Festival of Play content was created and shared on CFL social media to promote play streets and the events taking place:



105k views
73k reach



25k views
17k reach

Delivered a press release to promote the festival, which was picked up by Yorkshire Evening Post and the BBC Radio Leeds and BBC online.

Shared the story of play sufficiency in Leeds and our commitment to play at various events or workshops, including: TCPA Conference; LGA Annual Conference; Starlight Symposium; Play England Webinar.

10+
workshops

Co-created the Community of Play, which creates a network of people with a shared commitment to play.

4
meetings
100+
members



In partnership with LCC Planning, submitted evidence to the Levelling Up Housing and Communities (LUHC) inquiry ([find out more](#)), and were invited to the December 2024 review at the House of Lords. Leeds were called the '**gold standard**' by Alice Ferguson, in reference to the 'Play Strategy Officer' post in the CFL team.

Established a Play Sufficiency communications working group to share the power of play, representing multiple LCC directorates as well as 3rd sector groups, with more joining in 2025.

15
members

3 - SEND



The CFL team are supporting the Council in improving outcomes for CYP with SEND. In 2024, they co-led a project called 'Raising Awareness of Hidden Disabilities...What young people want you to know'.

Worked with the Voice Influence and Change team to analyse the words and ideas of 50 young people from 5 different settings. From this analysis, themes and direct quotes from young people were used to create 3 posters.

50
young
people

3
posters

Worked with the Public Health Resource Centre to distribute over 100 posters. The poster are shown in locations such as schools and doctors waiting rooms.

100
posters
distributed

Created and delivered an assembly aimed at Primary age-phase. Offered to deliver it in schools during October and visited 4 schools in this time.

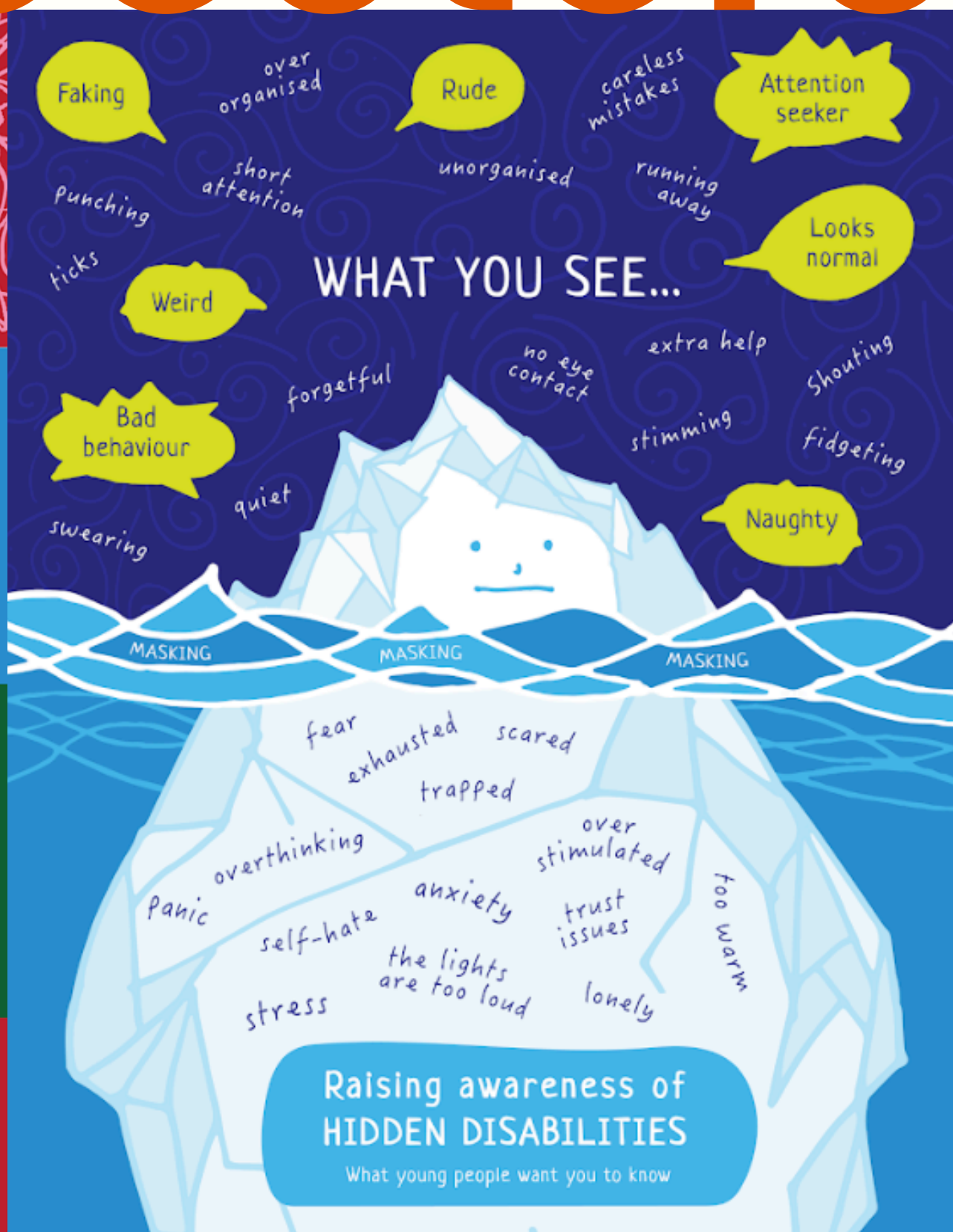
4
assemblies

Developed and launched a campaign page for the project on the CFL blog to tell the story and host the posters.

1.6k
visits

3 - SEND

The posters



4 - Fostering & Enrichment



The CFL team are supporting the Council in recruiting and retaining foster carers, so that children from Leeds who are in care, live with families and live in Leeds. So, what have we done this year...

Delivered our Enrichment offer, supporting care-experienced families by providing opportunities that may not have otherwise been accessible.

1033
tickets

675
gifts

1500+
families

Led a quarterly Enrichment partnership meeting.

28
members

Carried out consultation to learn about what experiences care-experienced CYP would like to see as part of our enrichment offer. [Read the report here.](#)

150
responses

Delivered an ambassador workshop - **“Making a Difference to the Lives of Children in Care”** - to raise awareness and drive partnership work to improve the offer in Leeds for care-experienced families.

46
attendees

59
pledges

4 - Fostering & Enrichment



Continued...

Supported the Archway hub's sports day for Care Leavers.

64
care leavers

Supported the Archway hub's Powerleague tournament - an opportunity for care leavers.

60
care leavers



Supported the Archway hub's first Care Leavers Celebration evening, including offering prizes via our ambassador network.

£500
prizes

Worked with CFL ambassadors, who generously supported initiatives supporting children, young people and families.

15
partners

Thank you to...

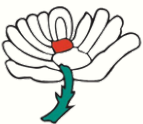
first direct



first direct arena



PARK
SQUARE
BARRISTERS



THE YORKSHIRE
COUNTY CRICKET CLUB



LLOYDS



Leeds
Libraries



white rose
shopping centre



FOUNDATION



ACCEPT THE CHALLENGE...

Leeds
Heritage
Theatres



Est 1914



The CFL brand & network

Alongside our work on strategic priorities,
how have our communications channels and
partnership networks performed?

Communications



Facebook



followers **13.1k**
up 900 from 2023

views **743.3k**
new measure

interactions **10.8k**
up 1.8k from 2023

reach **309.5k**
up 73k from 2023

Instagram



followers **4.8k**
up 860 from 2023

reach **63.4k**
up 44.3k from 2023

engagement **121.6k**
up 121.1k from 2023

Twitter



followers **13.4k**
down 0.4k from 2023

LinkedIn



followers **843**
up 369 from 2023

impressions **28,311**
up 11.2k from 2023

members
reached **17,495**
reactions **827**
new measures

Website update

This year, we have managed a new website update, and is now updated with new content for a variety of audiences. This has also involved an additional logo, in line with updated web-accessibility guidelines:



CFL blog



<https://wearechildfriendlyleeds.com>



35.3k
views

+ 23.6k from
2023



6.7k
visits from
search engines



18.1k
visitors

+ 11.2k from
2023



51
blog posts
written

+ 32 from 2023

The top blog on CFL's wordpress site was the summer guide to free/low-cost things to do, viewed 6,642 times

presents your 2024...

Summer Guide

to free/low cost activities happening across Leeds

MONOPOLY LEEDS TAKEOVER

July...

- 12 Tiny Totley opens! Leeds Central Library
- 20 Pop up Park City Square
- 22 Jul - Token Treasure Hunt 30 Aug Leeds City Museum
- 23 Jul - Urban Nature Trail 01 Aug Kirkstall Abbey
- 30 Burley Banksy art workshop Leeds City Museum 11-3pm
- 30 Board game workshop Leeds City Museum 10-12, 1-3pm
- 30 Jul - Bumper Cars 02 Aug Kirkgate Market 11-3pm
- 31 Fabulous fashion workshops Leeds Discovery Centre 10-12pm
- 31 Board game builders Leeds City Museum 10-12, 1-3pm
- 27 Jul to 1 Sep - MONOPOLY Leeds Takeover
- Jul-Aug Kirkgate Market, 11-3pm
- Jul-Aug Lego, duplo & colouring
- Jul-Aug Summer reading challenge Leeds Libraries
- Jul-Aug Healthy Holidays clubs citywide places available

August...

- 1 Pot a Plant Temple Newsam, 1-3pm
- 1 Board Game Builders Leeds City Museum, 10-12, 1-3pm (+ other dates)
- 2 Sensory Storytime Abbey House Museum 10:30-11:30am
- 6 & 20 Aug CFL TAKEOVER
- 7 The Trees are Alive - National Play Day City Square 10-3pm
- 7/9 Den Building Kirkgate Market, 11-3pm
- 8 Augmented Reality Gaming Workshop Leeds City Museum 10-12, 1-3pm (+ other dates)
- 8 Crafts Thursdays at Kirkstall Abbey (+ other dates)
- 13 Aug - Circus workshop 16 Aug Kirkgate Market, 11-3pm
- 14 A piece of the puzzle Leeds Discovery Centre 10am-12pm
- 20/21 Hello Hip Hop Kirkgate Markets, 11-3pm
- 21/23 Den Building Kirkgate Market, 11-3pm
- 21 What Lies Beneath Leeds Discovery Centre, 10am-12pm
- 21 Flower Forage Leeds Discovery Centre, 10am-12pm
- 27 Aug - Roller Skates 30 Aug Kirkgate Market, 11-3pm
- 31 Aug - Kirkstall Abbey Markets 01 Sep Kirkstall Abbey

Join our Summer Challenge! Multiple prizes available!! All you have to do is use this guide to visit any 3 places!

information about the summer challenge & details of all listed events...

<https://bit.ly/cflsummerschedule>

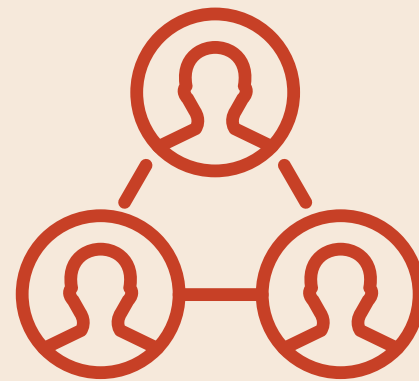
Partnership



Ambassador network

This year, the CFL network of ambassadors grew by 80.

Find out more about how anyone can get involved with CFL here.



600+
ambassadors in our
network
+ 80 sign-ups this
year

CFL Awards

This year, we secured £7k sponsorship from first direct arena, The Grammar School at Leeds, Hamara Leeds, University of Leeds, White Rose Shopping Centre, Trinity Leeds, to run our ninth Child Friendly Leeds Awards



7k
income generated
through sponsorship
maintained from
previous awards

Best practice

CFL facilitate the Leeds Relational Practice Centre, sharing good practice with a network of other local authorities, who hope to learn from the journey of Child Friendly Leeds



Schools partnerships



Leeds for Learning

This year, CFL wrote 17 news articles aimed at schools, through the Leeds for Learning channel. They were viewed 6,018 times, with the top article being 'Not long left for schools to claim their free Monopoly games!' with 1,394 views...

17
articles

6k
views

Monopoly giveaway

Child Friendly Leeds teamed up LeedsBID Hasbros and Leeds Libraries to manage a huge giveaway of Monopoly games, following the LeedsBID summer of Monopoly. In the month of November and December, 113 schools/learning settings received their free games with more to get their games in 2025!

143
games
given
away,
and
counting

This year we have engaged with many schools in Leeds, from visits and meetings, to signing up as ambassadors. These include:

- Grimes Dyke Primary
- Rosebank Primary
- Chapel Allerton Primary
- Dixons Trinity Chapeltown
- Wigton Moor Primary
- Rawdon St Peters
- Broadgate Primary
- Primrose Lane Primary
- Swinnow Primary
- Farsely Springbank Primary
- Leeds City College
- Ruth Gorse Academy

The CFL awards



The Child Friendly Leeds (CFL) Awards 2024

With nominations starting back in September 2023, the awards were a huge part of the team's work in 2024.

A team of 7 young people were instrumental in putting the awards together, choosing the theme, working on the script and presenting the awards on the night. There were also 7 categories this year! Find out the categories, winners, and highly commended runners up [here](#).



Child Friendly Leeds worked with partners on the event:



first direct arena



white rose
shopping centre



UNIVERSITY OF LEEDS



THE GRAMMAR
SCHOOL AT LEEDS
Be Inspired



300
nominations

350
attendees

36
shortlisted

36
young people
on stage



CFL Partnership

spotlights

All our ambassadors work hard but here are some ambassadors who have gone above and beyond...

Partnership spotlights



Arcadis

This year, Arcadis have aligned their social value work to the Child Friendly Leeds wishes, ensuring that their work is motivated by the voices of children and young people in Leeds.

- CFL teamed up with Arcadis to put on a workshop aimed at schools, for International Women in Engineering Day hosted by Wellington Place. We promoted the event to schools and 7 learning settings and 40 individuals attended.
- Staff away day. CFL provided an opportunity for Arcadis for their voluntary away day and, as a result, provided 144 hours of community volunteering valuable support with the upkeep of Herd Farm, a residential site for children in Leeds.



“I have worked as a CFL Ambassador for over 5 years, the opportunity I have to shape a better City for young people is both a privilege and an honour. Working with the CFL enables Ambassadors to have both voice and an impact which will changing futures that will create hope and inspiration” - Cherie Leavy, Associate Director of Social Value, Arcadis

Arcadis, British Transport Police, and CFL staff volunteering at Herd Farm

Partnership spotlights



University of Leeds

This year, the University of Leeds have continued to work closely with CFL and to use the CFL 12 wishes to guide their work. This year they:

- Invited CFL to their annual families' event, 'Be Curious', which CFL helped to promote.
- Officially launched the partnership between the University of Leeds and CFL with a workshop at Nexus inviting 60, university staff, researchers & ambassadors to find out how they can link their future work/projects to the wishes.
- Sponsored and presented an award at the CFL Leeds Awards.
- Supported CFL to monitor progress against the wishes by highlighting relevant research projects.



“The CFL Awards are a fantastic way to celebrate all the incredible people in our city, who make sure every child in Leeds gets the chance to shine. We are immensely thankful for the chance to participate and we are so proud to be from Leeds.” - Celine Roblin-Robson, Public Engagement Officer, University of Leeds

Partnership spotlights



John Lewis and Hamara continue to work closely with the CFL team. This year they:

John Lewis

- Supported Baby Week through the use of their Community Room inviting over 10 partners to host events, whilst running their own early years and parent events during the week.
- Provided decorations for children's awards ceremonies.
- As a foster-friendly employer, they recently attended our ambassador workshop focused on fostering and enrichment offers for our children in care and pledged to do more work locally.

Hamara Leeds

- Sponsored the CFL Awards 2024 and presented an award on the night.
- Hosted an ambassador workshop complimentary inviting over 45 individuals.
- Attended our ambassador workshops forming new partnerships and pledging to support children and care and enhance the cultural offer.
- Invited us to their community Iftar and partnership events.





The CFL 2024

photo album

Take a look at our year in pictures...

January/February



**Children and Families staff
conference, discussing the 12 wishes**



**Pantomime showing for
care-experienced families
at Leeds Central Library**



March/April



Easter eggs for families



Celebrating Iftar at Hamara Centre



Working with LeedsBID to promote their Easter holidays activities

May



**STARS
awards at
Elland Road**



**Raising Awareness
of Hidden Disabilities
poster launch at The
Merrion Centre**

**Women in
Engineering
schools
workshop with
Arcadis**



June



**Dustin Smith, Skywall
Photography**

**CFL at
UoL's Be
Curious**



July



**Care leavers
Powerleague
tournament event**



**CFL
awards**



July

more CFL Awards...



August

**Playful provision across Leeds,
funded by Play Enabling Grant**



August

Play Street in Leeds...



**CFL summer
competition winner**



October



**Schools Monopoly
giveaway launched
with LeedsBID and
Leeds Libraries**



**Leeds Children's Mayor
finals night**

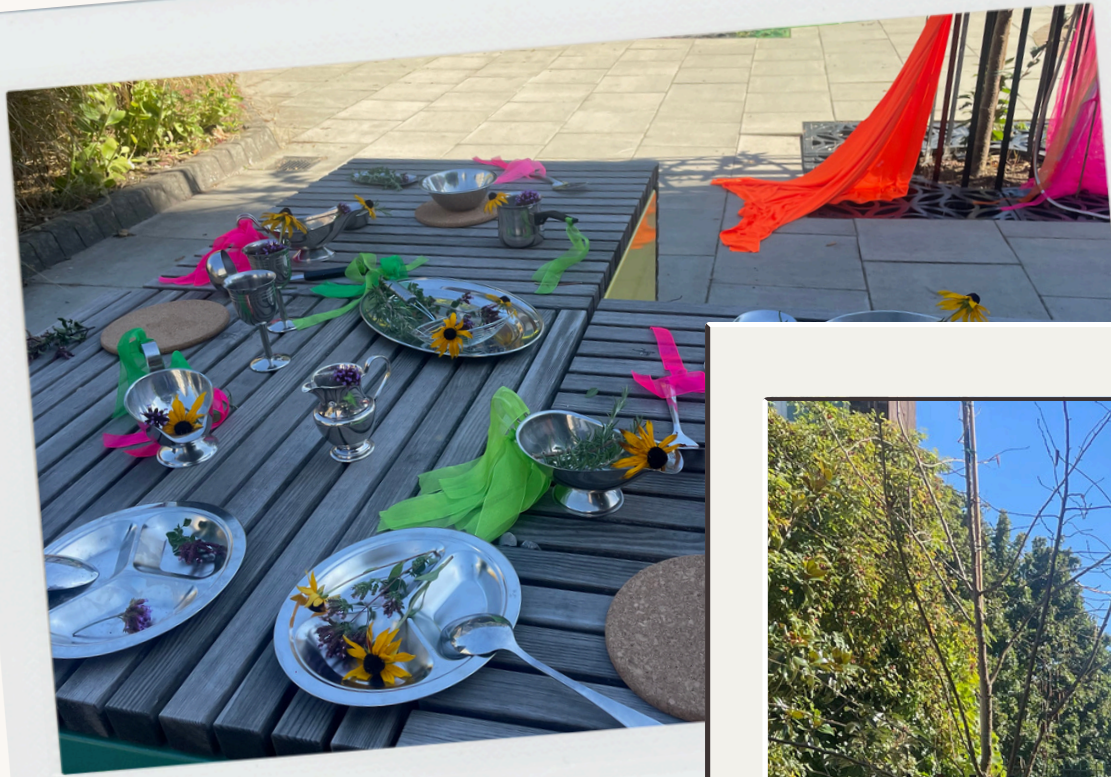


October



City-wide Festival
of Play

September



**Playful provision in
Lincoln Green
funded by the Play
Enabling Grant**



**Volunteering day at
Herd Farm with Arcadis**

November

Baby Week 2024



Launching the
partnership between
University of Leeds
and **Child Friendly**
Leeds



we are
child
friendly
Leeds

December



**Compass House
stall at Kirkgate
Markets**



City businesses are digging deep to bring cheer

by Charles Brown

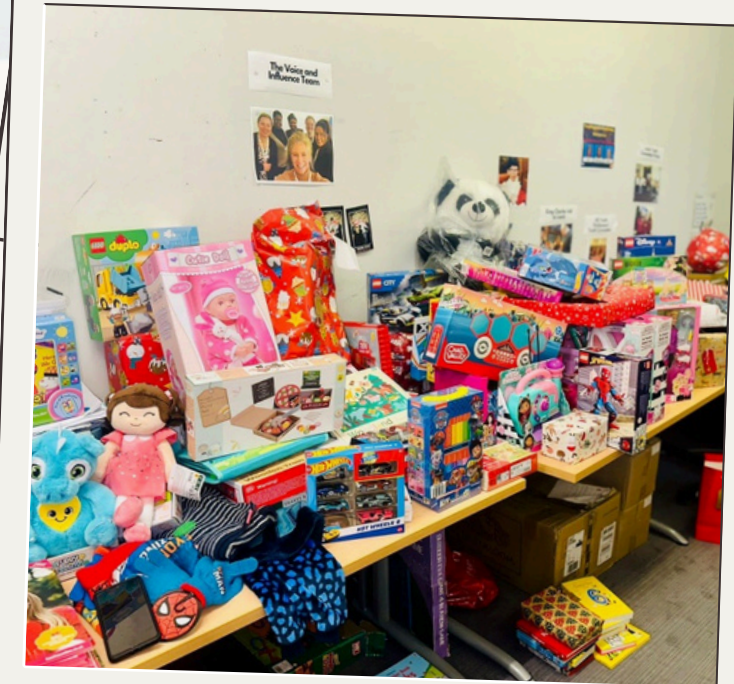
100
More than 100 people have already given out...

people in Leeds. CFL staff...
More than 100 people have already given out...

Factfile
Doves and presents...
The Christmas Giving initiative...



CFL Enrichment Christmas gifting initiative, present collections!



December



**Launch of playful
installations at the
Compton Community
Centre**



**Visiting a Road
Safety Pantomime in
a school**