

# Building Back Childhood

– NCB's impact  
in 2021–2022



The impact of our work has never been more important. The system that children and families rely on for education, support and wellbeing is not fit for purpose.

The increasing strain on family budgets will undoubtedly push more babies, children and young people into precarious situations. NCB will continue to make the case for investment in children, and we will hold to account those who have the power to change the system.

*Anna Feuchtwang – Chief Executive*



## Our impact in 2021–22: Our five strategic areas of focus

1. Using our evidence to inform policy and practice
2. Involving children, young people and families
3. Bringing organisations together
4. Developing the children's workforce
5. Building a high-performing charity

## Strategic outcome 1

### Using our evidence to inform policy and practice

*This is about driving change based on high quality evidence about what works for children and young people.*



### Our impact in 2021–22

- NCB led the children's sector campaigning on the government three-year Comprehensive Spending Review. We united over 150 organisations in a series of campaign actions calling on the government to #BuildBackChildhood and put #ChildrenAtTheHeart of their long-term spending plans. In response, the Treasury **provided over £500m in additional services for children and families** this year.





- NCB delivered a sustained programme of Parliamentary influencing to put babies, children and young people at the heart of new NHS structures in England. We secured a number of **changes to primary legislation** in the Health and Care Act 2022, requiring Integrated Care Systems to respond effectively to the needs of all children when planning and commissioning health services.



- NCB published and disseminated a series of insight reports on a range of early childhood issues using evidence from the five A Better Start partnerships, funded by The National Lottery Community Fund. We used our outstanding reputation with government to **place this evidence at the heart of national guidance** on Family Hubs and Start for Life.



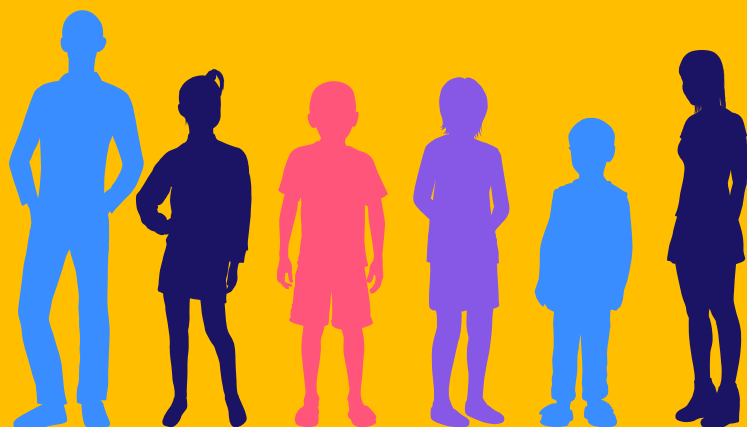
## Strategic outcome 2

### Involving children, young people and families

*This is about enabling children and young people and parents to actively participate in decision making and influence change.*



### Our impact in 2021-22



# 1,490

Children and young people involved in NCB's work



Development of podcast series by NCB young people



# 2,913

parents/carers involved in NCB activity



# 959

Practitioners received NCB participation training or support

## Involving young people

Here is a flavour of the feedback that we've had from some of the children and young people that have worked with the NCB over the last year...



*"Now I know I am able to change the world. I know that young people's voices are being heard."*

*"It has given me the chance to meet many other young people and discuss areas that affect every young person."*

*"As a young NCB member, I've gained more confidence, met new people and spoken out on issues that have an impact on my life as a young person."*

*"That means so much to me because of what I have experienced. It's so great to be able to get somewhere with this in a positive way. Yes, I feel listened to."*

*"Being listened to in this way is what I wanted ever since entering care."*



## Strategic outcome 3

### Bringing organisations together

*This is about using our convening power and networks to bring people and organisations together to bring about the best for children and young people.*



### Our impact in 2021-22



1,858 

individuals attended  
partnership events

1,047



Organisations convened  
to unite on national  
(cross-cutting) issues



## Anti-Bullying Alliance

Creating safe and secure environments in which children and young people can live, grow, play and learn without fear of being bullied by others is fundamental to a healthy and happy childhood. The Anti-Bullying Alliance is a unique collaboration, bringing together organisations and individuals to put an end to bullying for good.



### Our 2021-22 highlights include:

- Gaining support from the Welsh government to extend, coordinate and deepen anti-bullying work in schools across Wales.
- Delivering Anti-Bullying Week, reaching 7.5 million children across the UK, with 80% of schools taking part.

## Schools' Wellbeing Partnership

Early intervention and a whole school approach can be highly effective in improving wellbeing and responding to the mental health problems of children and young people. The Schools' Wellbeing Partnership brings together over 50 education, health and children's organisations to work towards this goal.



### Our 2021-22 highlights include:

- Convening two events with the Children and Young People's Mental Health Coalition focussed on better systemic responses to children and young people's mental health in schools.
- Growing our membership and schools forum.

## LEAP

The aim of the Lambeth Early Action Partnership (LEAP) is to give thousands of children aged 0-3 across four London wards a better start. The work of the LEAP team shows how children's life chances can be improved through increased early years investment and by integrating services around children and families.



### Our 2021-22 highlights include:

- A shared measurement framework underpinning our collective impact evaluation.
- Successful development of our community engagement programme through an approach based on seasonal campaigns and co-creation with our partners.

## Childhood Bereavement Network

All children and young people in the UK, and their caregivers, should be able to easily access high quality local and national information, guidance and support to manage the impact of death on their lives. The Childhood Bereavement Network works collaboratively with expert individuals and organisations to make this vision a reality.



### Our 2021-22 highlights include:

- Guiding the UK Commission on Bereavement, investigating experiences of bereaved people and recommending support improvements.
- Creating a community of practice for over 1000 bereavement professionals and volunteers with our monthly webinars.

## Northern Ireland Anti-Bullying Forum

A collaborative approach is key to ending bullying and creating a society where children and young people can live free and feel safe. The Northern Ireland Anti-Bullying Forum brings together over 20 statutory and voluntary sector organisations representing the region's schools and communities to work towards this vision.



### Our 2021-22 highlights include:

- Delivering a successful Anti-Bullying Week in NI, providing anti-bullying activities and resources to all schools in NI.
- Celebrating our Anti-Bullying Week Creative Art Competition and starting our School Staff Award.

## Council for Disabled Children

Our society should respect the rights of disabled children and young people, support them to be active in their communities and allow them to fulfil their potential. The Council for Disabled Children brings together professionals, practitioners, policymakers and children and families themselves, to deliver systemic change across education, health and social care.



### Our 2021-22 highlights include:

- Sharing good practice and working collaboratively to overcome challenges related to the implementation of the SEND reforms.
- Working in partnership to improve access and inclusion for young children with SEND.



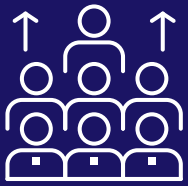
## Strategic outcome 4

### Developing the children's workforce

*This is about all of the work that we do to support practice development and service improvement, equipping people and services to be knowledgeable and skilled to deliver the changes that make childhood better.*

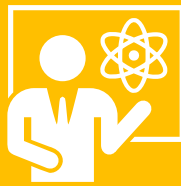


### Our impact in 2021-22



**577**

workforce development  
activities delivered in  
2021/22



**51%**

of activities were  
facilitator-led  
workshops using  
online platforms



**57,877**

individuals participated in  
workforce development  
activities in 2021/22  
(includes e-learning)



**13,486**

individuals participated  
in workforce  
development activities  
excluding e-learning  
modules/courses



**89%**

of participants rated  
training/support good  
or excellent



**93%**

of participants stated  
training/activity supported  
improved knowledge

## Strategic outcome 5

### Building a high-performing charity

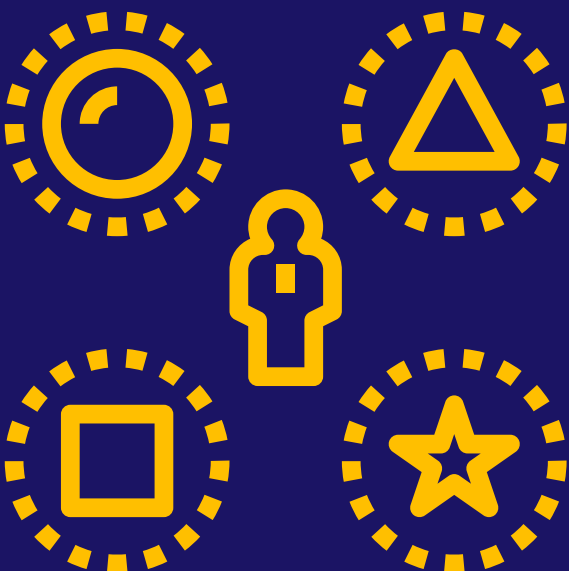
*This is about embodying our core governance principles of leadership, integrity, transparency and accountability.*



### Our impact in 2021-22



We successfully recruited seven new trustees – four of whom are aged between 18 and 25 – and one independent board member, filling all our trustee and independent member posts.



This recruitment has significantly diversified our leadership, increasing representation of disability, ethnicity, youth, and lived experience of the care system at a board level.



## Flexible and supportive culture

We established and implemented our 'Ways of Working' policy to support all our staff to work flexibly whilst recognising the value of face-to-face interpersonal connections and collaboration.

NCB also took important steps to support our team's wellbeing, creating a mental health framework and plan in close collaboration with staff. We also joined MIND's Workplace Wellbeing Index and ran a wellbeing staff survey at the end of the year with results expected in early 2022/23.



## Delivering the digital strategy

Our digital strategy moved forward significantly during the year helped by the development of clear governance processes that allow our senior leadership team to approve and prioritise projects and regularly report on progress.

Other achievements included piloting a new event management system, developing end-to-end income tracking in Salesforce, and ongoing testing to support the selection of a new learning management system.



## Financial responsibility

To protect NCB during a time of financial uncertainty, we developed a five-year financial model to support longer-term strategic decision making and to provide early warning of financial challenges ahead. NCB also reduced annual central costs by approximately 15%, as the not-for-profit sector adjusts to economic pressures.



## Thinking strategically

To ensure NCB's effectiveness and financial resilience, we established an annual plan aligning planning and reporting processes with clear read across to the annual budget, quarterly re-forecasts, income growth plans, operational plans, and quarterly impact reporting. We also undertook a six-month project to explore the potential of the schools' market and revised our research strategy with a focus on clearer links with academic institutions, increasing opportunities for larger, longer-term pieces of work.



## Improving tools and systems

NCB introduced an integrated HR and payroll system increasing staff's ability to 'self-serve' and providing better data and more powerful reporting tools. An upgrade of our finance system was also started to ensure seamless provision, and all staff laptops and mobile phones were updated to ensure effective working.







## United for a better childhood

The National Children's Bureau brings people and organisations together to drive change in society and deliver a better childhood for the UK. We interrogate policy, uncover evidence and develop better ways of supporting children and families.

Let's work together: 020 7843 6000 | [info@ncb.org.uk](mailto:info@ncb.org.uk)

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Part of the family

**NATIONAL CHILDREN'S BUREAU**

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