

## NOTTINGHAM CHILDREN'S PARTNERSHIP BOARD 2009

<b>Title of paper:</b>	National Family Week (w/c 25 May 2009)	
<b>Director(s)/ Corporate Director(s):</b>	Ian Curryer – Acting Corporate Director of Children's Services	<b>Wards affected:</b> All
<b>Contact Officer(s) and contact details:</b>	Candida Brudenell Director – Children's Trust Transition Programme <a href="mailto:Candida.brudenell@nottinghamcity.gov.uk">Candida.brudenell@nottinghamcity.gov.uk</a> T: 0115 9150782	
<b>Other officers who have provided input:</b>	Jane Richardson, Head of Targeted Services 0-7 Clare Yau, Marketing and Communications Manager	
<b>Relevant Council Plan theme(s):</b>		
Choose Nottingham		
Respect for Nottingham		
Transforming Nottingham's Neighbourhoods		
Supporting Nottingham People		YES
Serving Nottingham Better		
<b>Summary of issues (including benefits to customers/service users):</b>		
<p>Britain's first National Family Week is taking place during w/c 25<sup>th</sup> May (the half term week). During this week there will be a number of events and promotions in Nottingham, led by Nottingham City Council and its partners represented on Nottingham Children's Partnership Board.</p> <p>The aim is to raise awareness of local services which support families and free/cheap things for families to do in and around the city. This will happen throughout May, but with a focus on w/c 25 May.</p>		
<b>Recommendation(s):</b>		
<b>1</b>	That Nottingham Children's Partnership Board endorse the National Family Week campaign	
<b>2</b>	That the Board agree that appropriate promotional activities e.g. bus shelter campaign will include Nottingham Children's Partnership branding (logo).	

## **1 BACKGROUND**

- 1.1 National Family Week is a new initiative which aims to encourage families to spend time together. It is supported by all political parties and is likely to become an annual event to celebrate family life in Britain. Local government, not-for-profit organisations, companies and families across the country will be involved in a week of activities which encourage families to spend time together. Full details can be found at: [www.nationalfamilyweek.co.uk](http://www.nationalfamilyweek.co.uk)
- 1.2 National Family Week contributes to the 'Every Child Matters' agenda. It supports key priorities contained in the city's Children and Young People's Plan and the Early Intervention approach.
- 1.3 There will be a bus shelter campaign running messages about services for families running between 5 May and 2 June and there will be a banner on the Council House in the Old Market Square. Coverage of services and things to do for families will be secured through local media coverage around National Family Week. The Victoria Shopping Centre is also running a number of events – visit [www.victoriacentre.uk.com/nationalfamilyweek](http://www.victoriacentre.uk.com/nationalfamilyweek) for more details.
- 1.4 Locally, a range of activities for children, young people and families will take place throughout the week taking place in Children's Centres, libraries, city leisure centres, youth centres, play centres and there will also be extended schools activities. In addition there are a number of events taking place, including:
  - Mon 25 May – families will be encouraged to take part in the national Guinness World Record attempt for the Largest Picnic at multiple venues. Nottingham's parks and open spaces will be promoted.
  - Wed 27 May - Children's Services (Families Information Service advisors) will be in the Victoria Shopping Centre between 9am and 3pm providing information for parents on a range of things and there will be puppet making activities for children (provided by Family Learning team). The council's Library Service will be doing tots time sessions and providing reading tents in the Victoria Shopping Centre.
  - Thurs 28 May - NHS Nottingham City will have a stand at the Victoria Shopping Centre to provide advice to families on health related issues and there will be a variety of activities for families.
  - Fri 29 May – things to do for families and offers such as the Citycard will be promoted.
  - Sat 30 May – a sports themed day including: the launch of the council's Active Families initiative; Cricket 2020 showcase event on the Old Market Square; sporting activities at the Victoria Shopping Centre; promotion of free swimming for people aged 16 and under and over 60 at council leisure centres.

## **2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)**

- 2.1 Not applicable

## **3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

- 3.1 None

**4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)**

4.1 None

**5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS, CRIME AND DISORDER ACT IMPLICATIONS AND EQUALITY AND DIVERSITY IMPLICATIONS)**

5.1 None

**6 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION**

6.1 None

**7 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

7.1 None