

The background of the slide is a photograph of a fountain at night. The fountain has a central, tall, narrow jet of water that cascades down, surrounded by several smaller, arched jets of water. The water is illuminated from below, creating a bright, shimmering effect. The fountain is set against a dark, textured stone wall. The overall scene is dark, with the light from the fountain providing the main source of illumination.

# Southampton Child Friendly Cities Insights and Data Pack Communication Badge Summary – 2022

Southampton City Council – Data, Intelligence & Insight Team



The main aim of the Child Friendly Southampton discovery stage was to collate both intelligence and insight across the city to provide a wider view of the children and young people in Southampton, and how they feel about a variety of topics.

This engagement activity ran through Summer 2022.

The main route for feedback was our Child Friendly Southampton Baseline Survey, which was circulated across the city with a main version as well as an easy read version for SEND and early years. We also created some activities to get feedback on certain topics in the questionnaire. The surveys and activities were promoted in the following ways:

- Roadshow
- Youth groups
- Local Events (e.g. Mela Festival and SPCA Play Day)
- Social Media
- Education settings
- Digital posters
- E-bulletins
- On the website
- Emails to stakeholders and partners
- Focus Groups

We also asked and collated questions from other surveys to that ran across the city including:

- Children and Young People's Draft Strategy Consultation (a younger version of the questionnaire was circulated to children and young people across the city at the end of 2021)
- Make your Mark (a poll and a questionnaire was circulated to children and young people across the city in Spring 2022)
- School Streets Survey (a survey that was conducted at selected schools in Summer 2022)

This report also outlines some of the key data intelligence figures around children and young people in the city on a variety of topics including safety, health, place and education.



# About the respondents

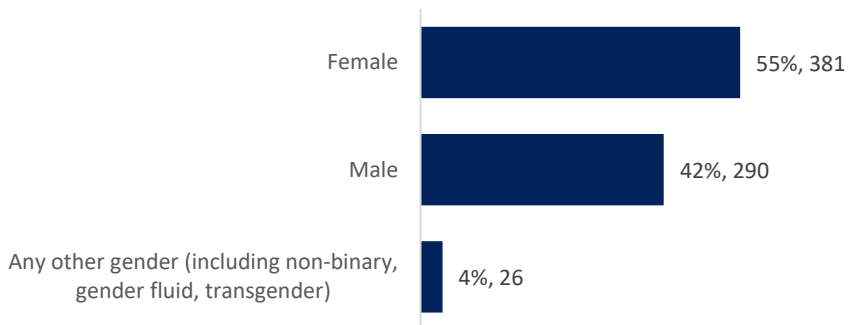


# Child Friendly Baseline Survey & Activities – about the respondents

In total, we had **1338 responses** from our Child Friendly Baseline Survey and Activities.

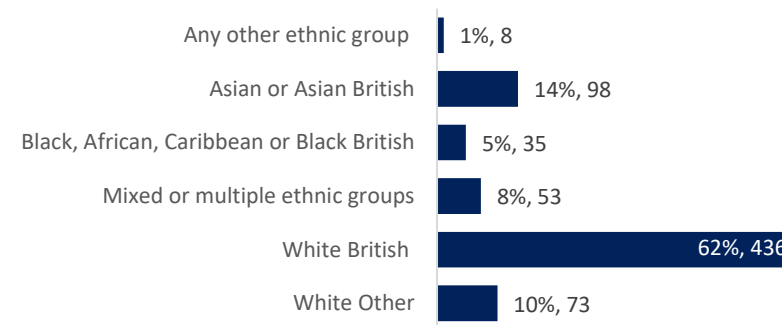
We asked these respondents a variety of demographic and profiling questions to ensure that there was a broad representation of children and young telling us their thoughts and views, and to understand how different children and young people feel across the city.

## Gender:



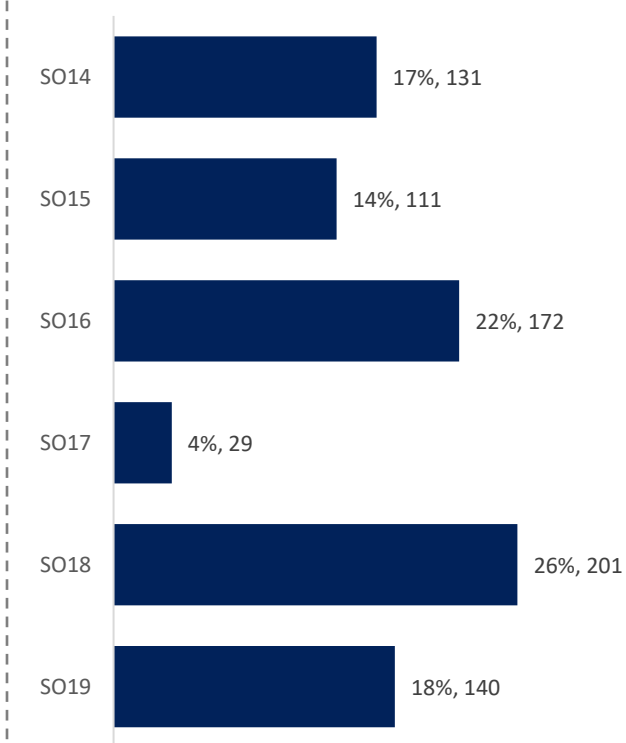
*This information was asked in the Baseline & Easy Read Surveys*

## Ethnicity:



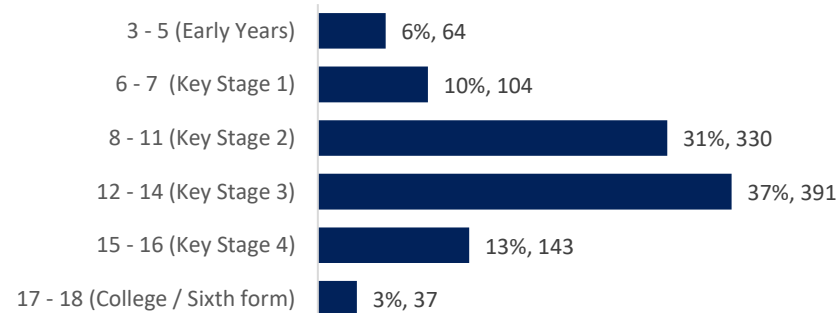
*This information was asked in the Baseline & Easy Read Surveys*

## Location:



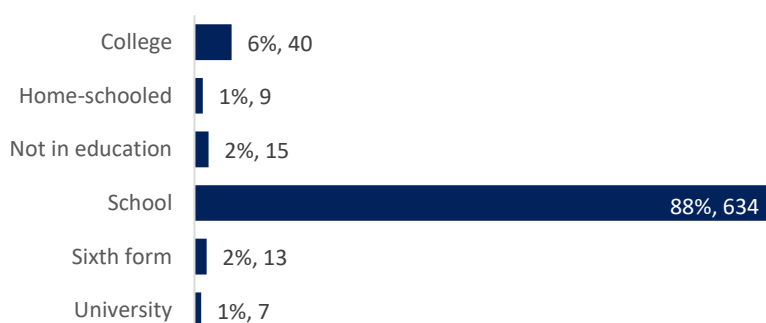
*Location information was asked in the Baseline & Easy Read Surveys, Activity 1, Activity 2, Activity 3 and Activity 4*

## Age:



*This information was asked in the Baseline & Easy Read Surveys, Activity 1, Activity 2, Activity 3 and Activity 4*

## Educational setting:



*This information was asked in the Baseline & Easy Read Surveys*

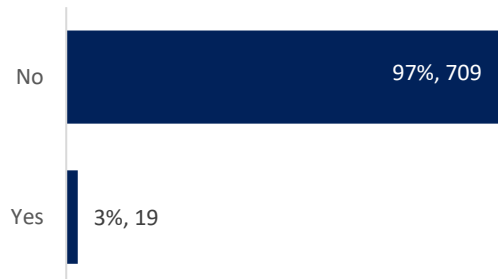


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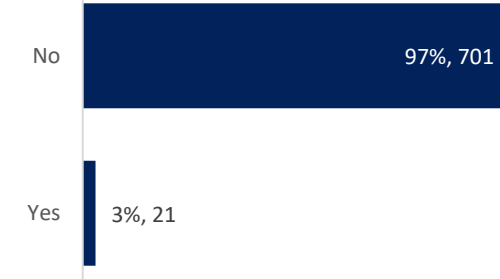
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## Parent:



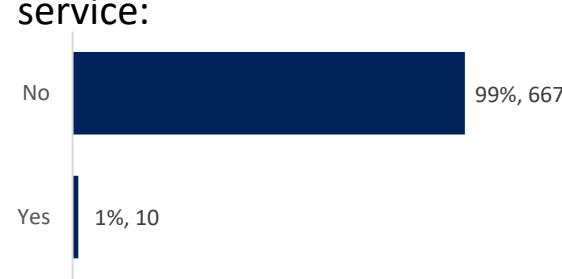
*This information was asked in the Baseline & Easy Read Surveys*

## In foster care:



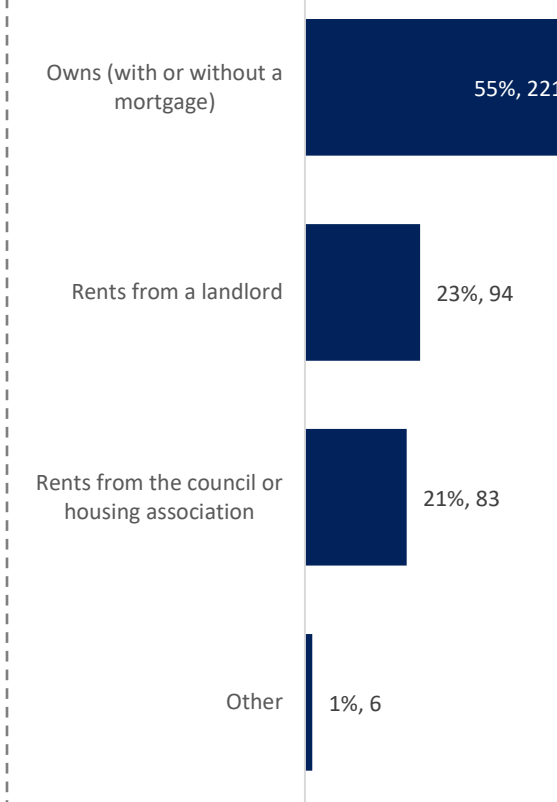
*This information was asked in the Baseline & Easy Read Surveys*

## Involved in the youth offending service:



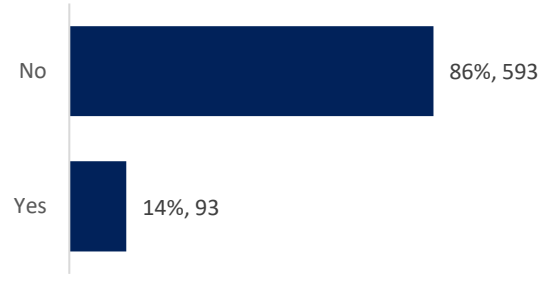
*This information was asked in the Baseline & Easy Read Surveys*

## Tenure:



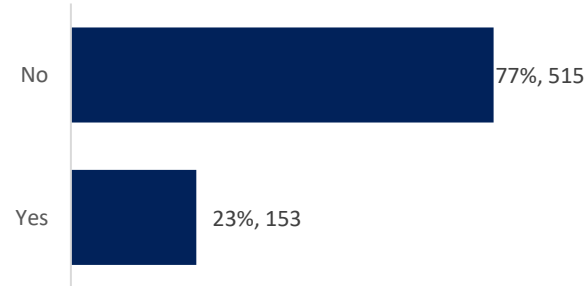
*This information was asked in the Baseline Survey*

## Young carer:



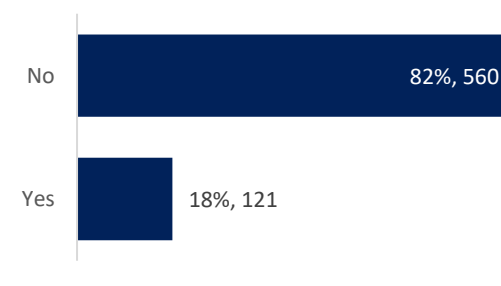
*This information was asked in the Baseline & Easy Read Surveys*

## Disability:



*This information was asked in the Baseline & Easy Read Surveys*

## Special Education Needs:



*This information was asked in the Baseline & Easy Read Surveys*



# Communication

Across the city:

- Information about children's rights is shared with children, young people and adults in different ways.
- People know when important decisions affecting children, young people and families are being made.



**For the communication badge, we spoke to young people about finding out information. We found out that:**

- *The majority of children and young people we surveyed know what children's rights are.*
- *They mostly found out about their rights at school, compared to anywhere else.*
- *1 in 10 respondents disagreed that children and young people have rights in Southampton.*
- *Respondents from minority ethnic and younger age groups selected that they know what children's rights were more, and that they had learnt about them more, compared to white ethnicities and older age groups.*
- *When asked about finding information about things to, places to get help and children's rights, over a fifth of respondents selected it was difficult to find information.*
- *The top two places that respondents currently go, and the top two places where they would most like to go to find information on these topics, are friends and family, and school.*
- *17% of respondents selected that they currently get information from the library, compared to almost half of respondents who said that they would like to get information from the library.*
- *Compared to other sections, 'getting information' was the topic that children and young people were least interested in answering questions about.*

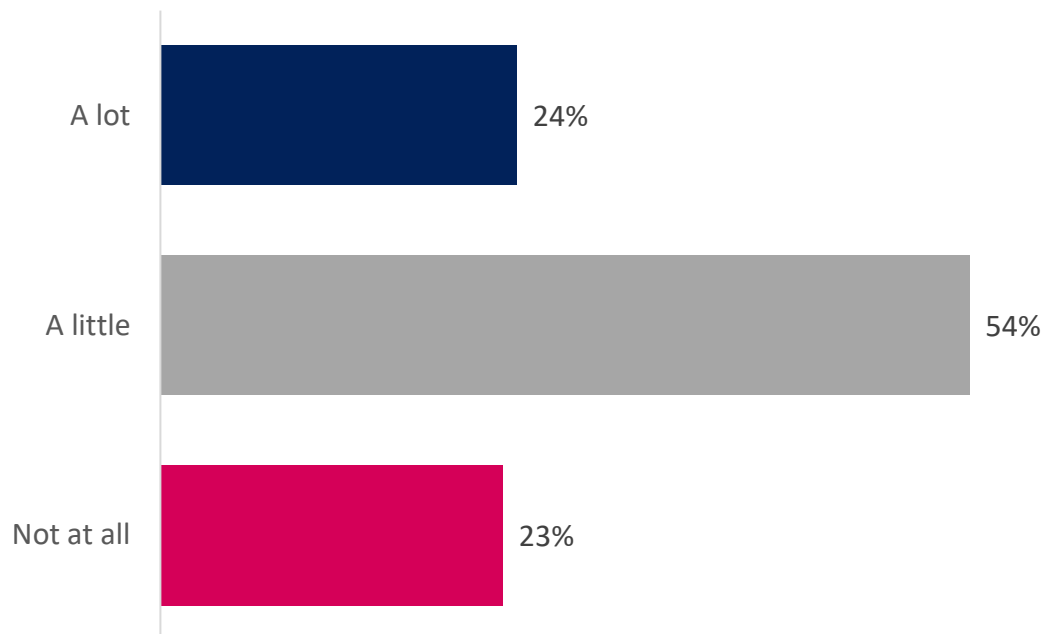


Base respondents: 656

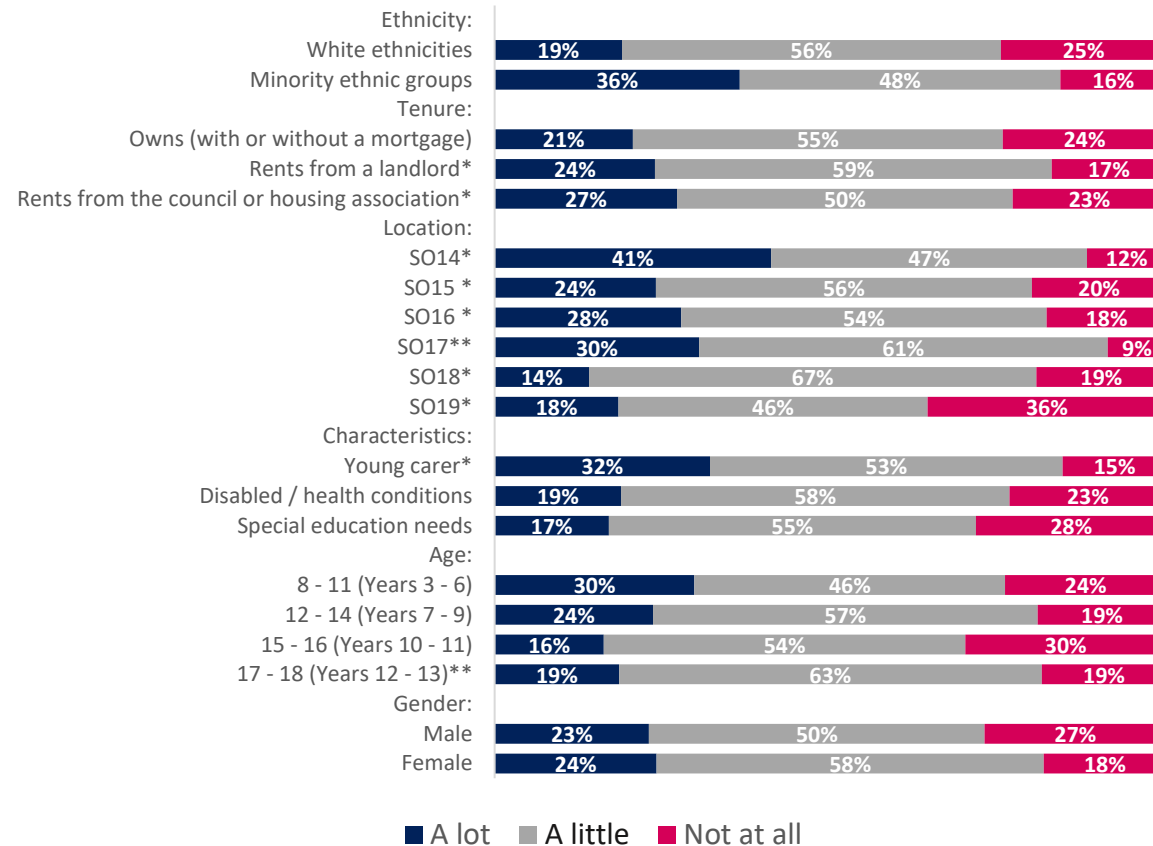
## The detail:

Question: Have you heard or learnt about the following? I have heard about children's rights

### Overall:



## Broken down by demographics:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 responses



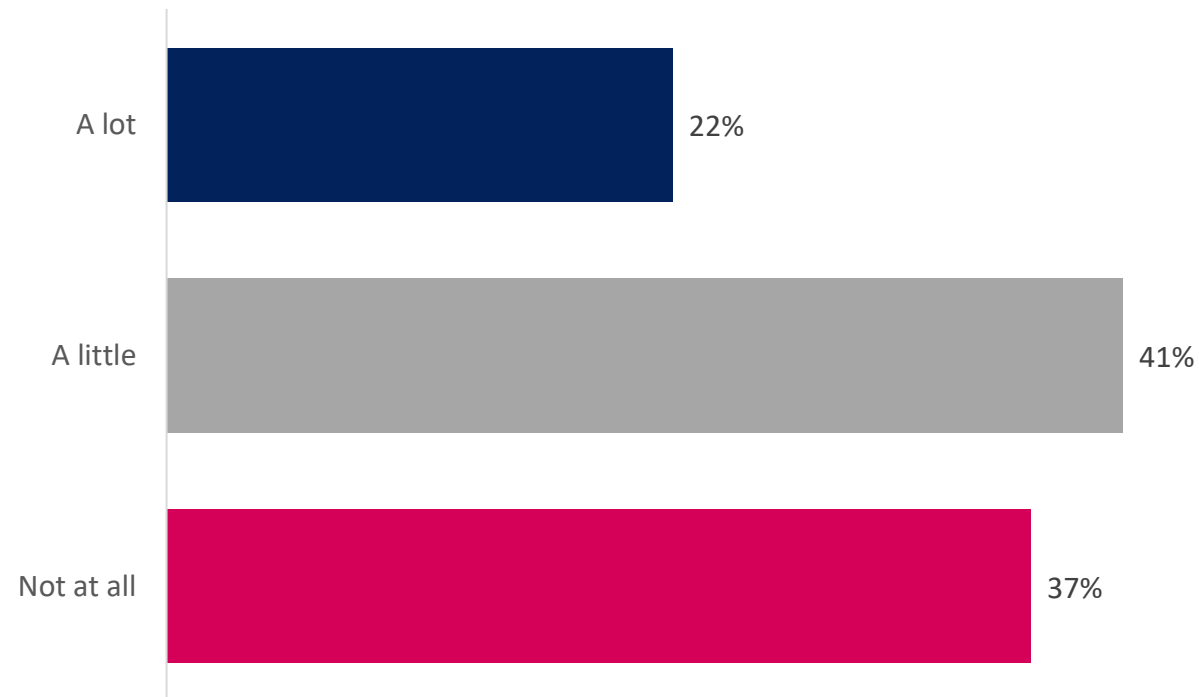


Base respondents: 455

## The detail:

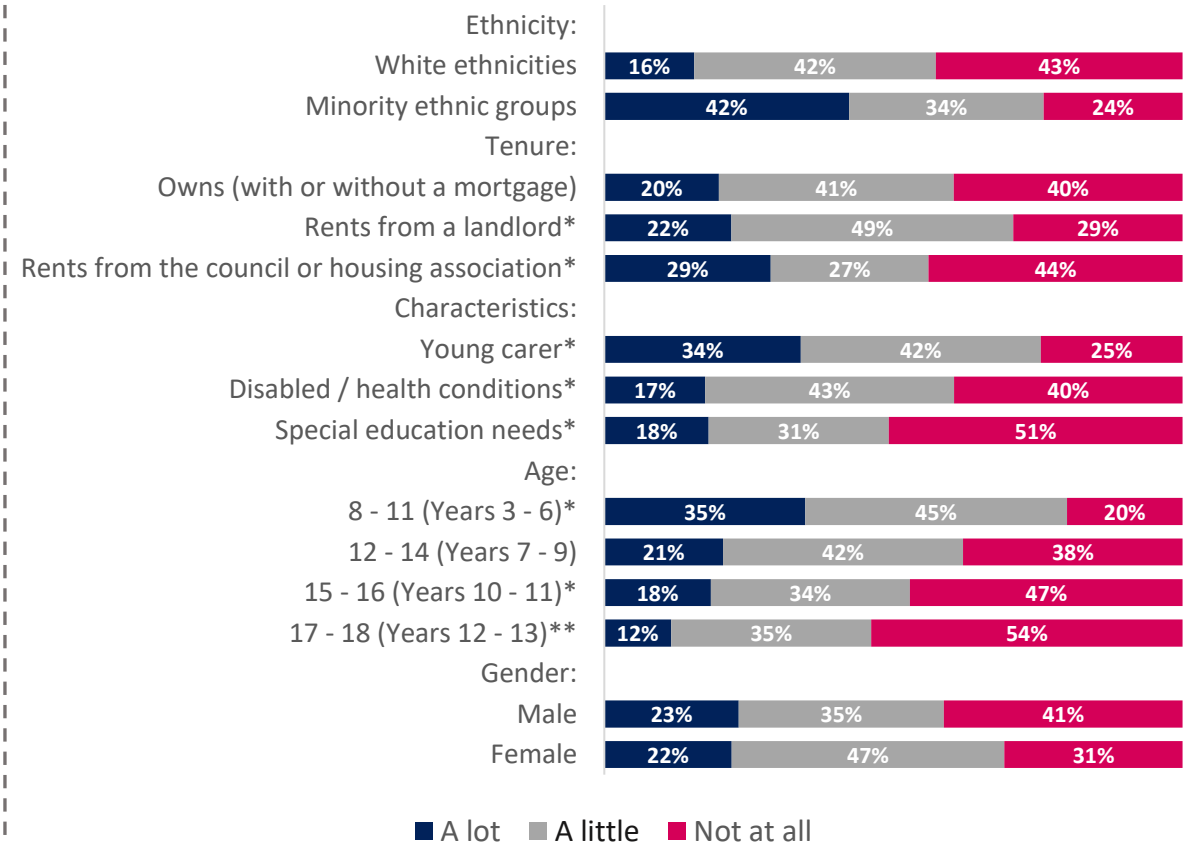
Question: Have you heard or learnt about the following? I have learnt about children's rights at school

### Overall:



Badge/s related: Culture, Communication

## Broken down by demographics:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 responses

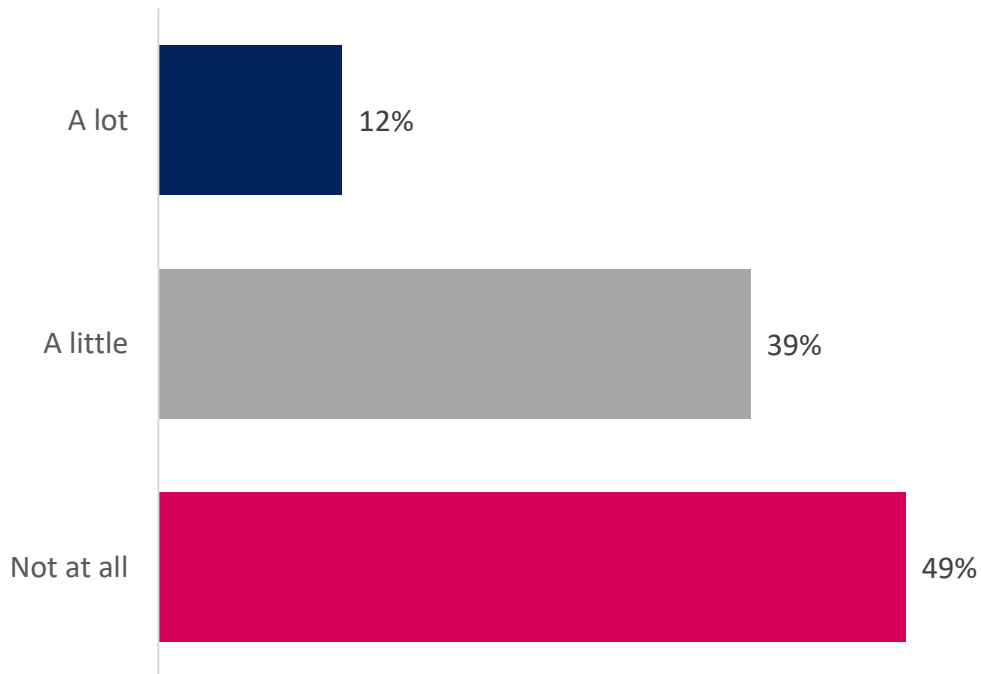


Base respondents: 422

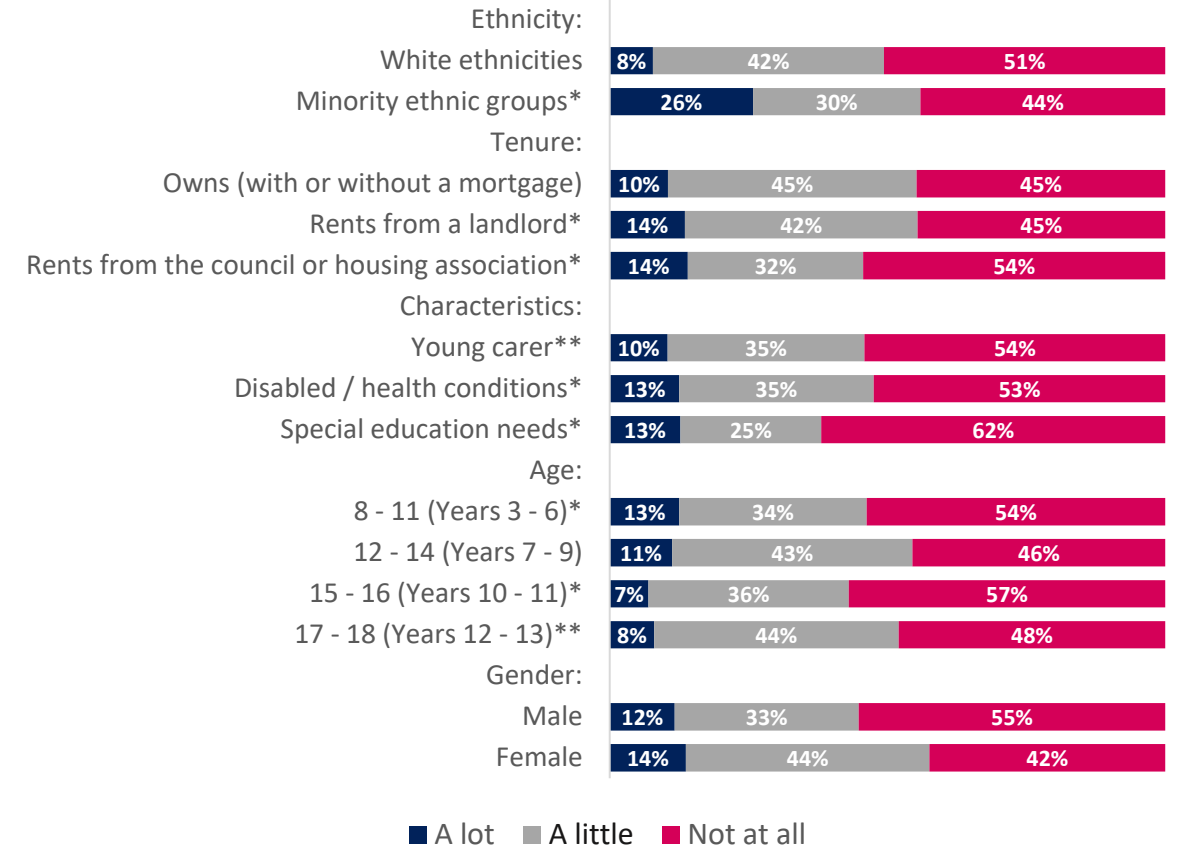
## The detail:

Question: Have you heard or learnt about the following? I have learnt about children's rights somewhere else

### Overall:



## Broken down by demographics:



\* Small sample size – fewer than 100 respondents

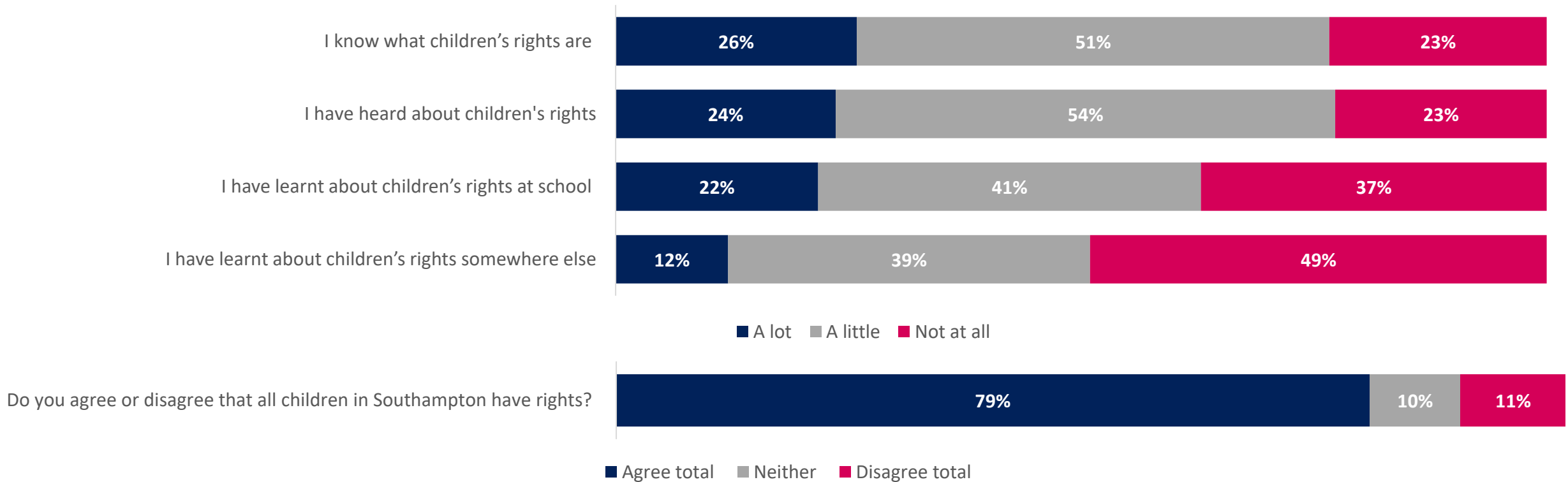
\*\*Small sample size – fewer than 50 responses



## Key findings:

- Respondents that selected they knew what children's right were and had learnt about them to the highest extent included those from minority ethnic groups and younger age groups.

## Overall:



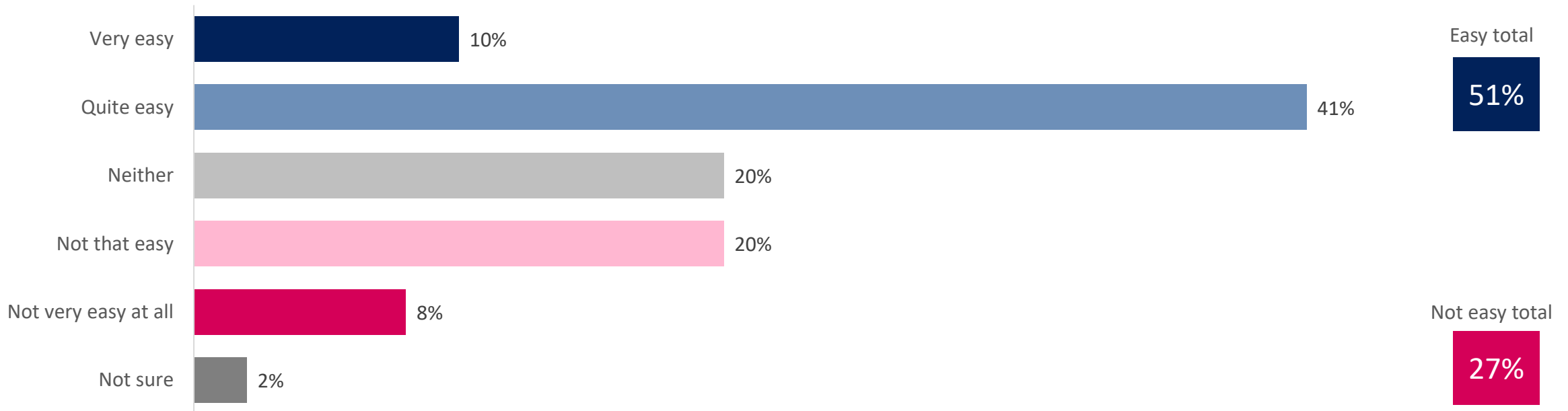


Base respondents: 51

## The detail:

Question: How easy do you think it is to find information on these topics: Things to do in Southampton for you and your family

### Overall:



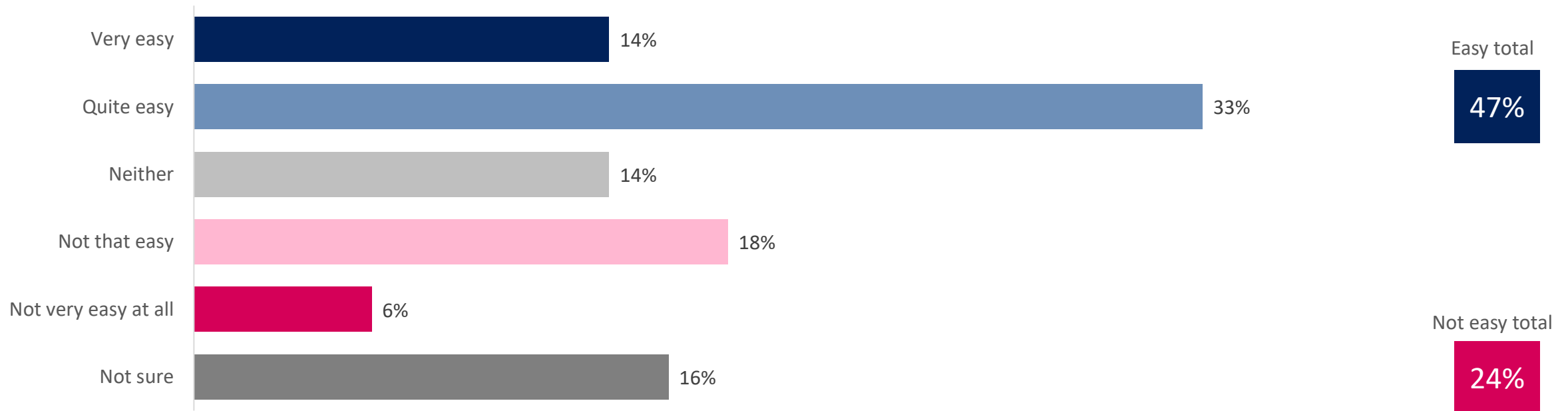


Base respondents: 51

## The detail:

Question: How easy do you think it is to find information on these topics: Places that you and your family can visit to get help

### Overall:



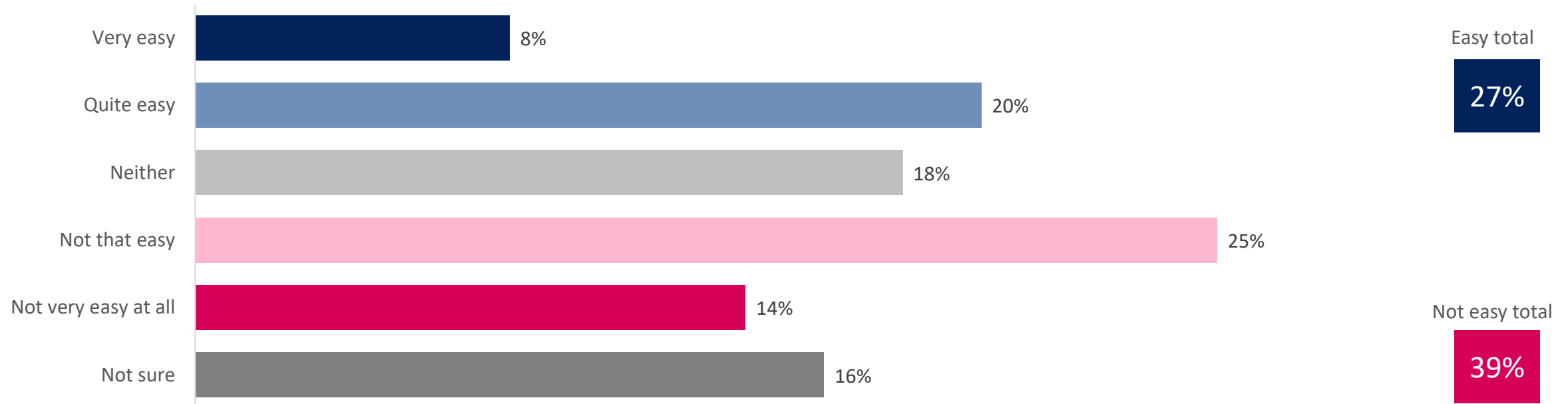


Base respondents: 51

## The detail:

Question: How easy do you think it is to find information on these topics: Children's rights

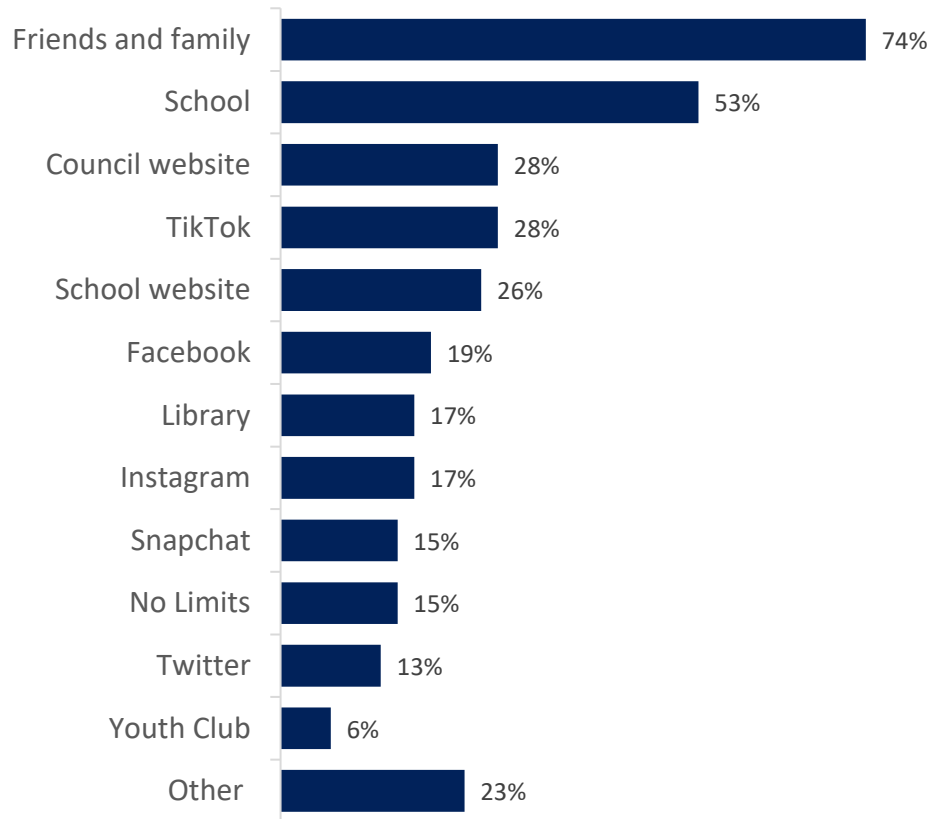
### Overall:





Base respondents: 47

## Where do you go to get information about these topics?



Base respondents: 45

## Where would you like to go to get this information in the future?

