

Bright Futures 2019 – Getting the Best for 30 Years

Purpose of report

For information.

Summary

In 2017, the Local Government Association launched *Bright Futures: Getting the Best for Children, Young People and Families*, a seven-point plan for coordinated action across the public, community and voluntary sectors to improve outcomes for children and families.

In November 2019, we published *Bright Futures: Getting the best for 30 years*. This draws on the Children Act 1989 and the United Nations Convention on the Rights of the Child – both of which celebrated their 30th anniversary that month – to outline the LGA's focus for the coming year as it continues to take forward the *Bright Futures* campaign.

The document is shared with members for information and discussion.

Recommendations

That members note the latest *Bright Futures* report.

Actions

Officers to take action as required as a result of discussion.

Contact officer: Louise Smith
Position: Senior Adviser – Children and Young People
Phone no: 0207 3664 3163
Email: louise.smith@local.gov.uk

Bright Futures 2019 – Getting the Best for 30 Years

Background

1. In 2017, the Local Government Association launched *Bright Futures: Getting the Best for Children, Young People and Families*, a seven-point plan for coordinated action across the public, community and voluntary sectors to improve outcomes for children and families.
2. In 2018, *Bright Futures: One Year On* was published outlining achievements and areas for further action in the campaign.
3. At the National Children and Adult Services Conference in November 2019, we published *Bright Futures: Getting the best for 30 years*. This draws on the Children Act 1989 and the United Nations Convention on the Rights of the Child – both of which celebrate their 30th anniversary this month – to outline the LGA's focus for 2020 as it continues to take forward the *Bright Futures* campaign.

Bright Futures – Priorities for 2020

4. The focus for the LGA for 2020 will be in three key areas:
 - 4.1. Funding for children's services
 - 4.2. Early help
 - 4.3. Putting children at the centre of decision-making.
5. Funding continues to be a significant issue for children's services as demand and costs increase and council budgets have suffered reductions. As a result, our overarching priority will continue to be ensuring children's services are fully funded, including reinvestment in the preventative and early help services that children and families need.
6. The Children Act 1989 and the UN Convention on the Rights of the Child were both clear about the importance of providing children with the support they need to thrive, and to live with their families where possible and safe to do so. Our work will build on this, making the case for investment in early help, sharing best practice and improving the use of evidence in commissioning.
7. Both the Children Act and the UNCRC also placed children and children's rights at the centre, and we will work to see this vision embedded across central and local government. We will be looking at how to support councils to develop whole-council approaches to supporting children and families, and call on the Government to develop a cross-Whitehall ambition for children that clearly articulates the role that all departments have to play. We also want to see responsibility for the implementation of this strategy given to a named Minister.

22 January 2020

Implications for Wales

8. Children's services are devolved in Wales.

Financial Implications

9. None.

Next steps

10. The *Bright Futures* document will be used in the LGA's campaign work for the coming year.