



Children North East Impact Report 2022/23



**Helping babies,
children and young
people grow up to be
happy and healthy
since 1891**

We are Children North East

Children North East is a large children's charity based in the North East of England, with work extending across the UK.

We exist because we want all babies, children and young people to be happy and healthy, and to grow up feeling:

- Safe and loved
- Resilient to the challenges they may face
- Valued and confident.

We have a strong children's rights ethos and believe that real social change is achieved when those who are, or have, experienced issues lead the change.

We campaign on issues and challenge those in positions of influence who make decisions affecting the lives of babies, children and young people. We influence social policy and system change.

Children North East delivers services, support and initiatives that provide a platform for babies, children, young people and families to work through issues, take action and which provide them with the tools to reach their full potential.

Our support and services include:

Therapy: Promoting happy, healthy lives through therapy.

Mental Health: Empowering children, young people and families to confidently manage their mental health.

Youth Work: Creating pathways for young people to connect, explore and pursue a future that matters to them.

Family Support: Giving families the opportunity to thrive, through safe and strong relationships.

Domestic Abuse: Supporting children, young people and families in their journey to recovery from domestic abuse.

Community Services: Providing services to families on their doorstep and in the heart of communities, including for SEND and Neurodivergent young people.

Consultation: Giving a platform to the voices of children, young people and families.

Poverty Proofing®: A nationally recognised tool for removing barriers faced by people living in poverty.



"None of this would have been possible without our dedicated staff, trustees, volunteers and supporters; whose expertise and commitment have been the backbone of our success."

Message from the Chief Executive



For Children North East and its communities, the last year has been marked by a mix of challenges and inspiring achievements.

In the North East and across the UK, we have seen policies fail to meet the basic needs of babies, children, young people and their families. The increased demand for our services has been stark, driven by the pressures of the cost-of-living crisis on families, continued cuts to funding for youth work and the profound impact of COVID-19 on children and young people.

We have increased our policy work in response, this year using our voice to advocate for a basic standard of living for all, including calling on the Government to uprate benefits in line with inflation and scrap the two-child cap. We are now campaigning for a national strategy that acknowledges and addresses child poverty, which affects 4.2 million children in the UK.

Meeting the demand for our services and ensuring the stability of our core functions has been no small feat, but it's one we've embraced with determination. The charity

has worked creatively, and responsively to serve its mission that every baby, child and young person has the opportunity to grow up happy and healthy.

In March we opened Cafe Hope at our Cowgate space, creating a hub for families from the local community to eat, stay warm, access services and build their support networks. In Northumberland, where some towns have 65% of their households being identified as deprived, we've launched a new base to run services. Activities like these have helped us grow the reach of our support by 10% this year, with 4,544 individuals accessing our services.

None of this would have been possible without our dedicated staff, trustees, volunteers and supporters; whose expertise and commitment have been the backbone of our success.

I would like to take this moment to thank them for their hard work, and to thank the hundreds of supporters who make a difference to the lives of babies, children and young people by donating, fundraising and raising awareness.

Leigh Elliott, Chief Executive

Our impact in 2022/23

4,544

Number of individuals supported

The number of individuals supported represents the number of babies, children, young people and parents/carers accessing our frontline services and support, such as counselling, youth groups or family support. This figure represents a 10% increase in relation to last year (2021/22).

69

Number of programmes delivered

The number of projects supported represents the number of unique services and projects we have delivered to support babies, children, young people and families.

1,456

in our supporter community

The number of people in our supporter community represents those who are engaged with our asks for donations, fundraising, volunteering and other types of support. It includes 402 individual fundraisers and 52 organisations who have donated or raised funds on our behalf. It does not capture the diverse and wonderful range of groups and individuals who lend a helping hand to our teams.

Our geography



This map represents the postcodes in which we deliver programmes. These include services and projects in every Local Authority area in the North East. Postcodes outside the North East recognise where we have delivered Poverty Proofing© services to organisations across the UK.

Family support

Giving families the opportunity to thrive, through safe and strong relationships.

Approximately one in five families report 'distressed' relationships, managing pressures on family life such as the breakdown of adult relations, parenthood, health challenges or finances. Our expert teams offer a range of services in community venues and at home. These include support and activity groups, which create a space to focus on play, communication and spending quality time together. We also provide one-to-one help for families in periods of crisis, such as supporting them to engage with Children's Social Care or during legal proceedings, with the goal that families are supported to stay safe, care for each other and play a positive role in each other's lives.

884

Individuals accessed the Community Family Offer

Case Study: Community Family Hub

All families should have access to the information and tools they need to care for and interact positively with their babies and children, and to look after their own wellbeing. Yet, families have said that they sometimes experience difficulty interacting with the complex service landscape and have to 're-tell their story' to different services and professionals.

Children North East at the Cowgate Centre is one of the two Newcastle Community family hubs in the Inner West of the city, funded by Newcastle City Council. It delivers services to babies, children, young people and their families in one place, serving the needs of the local community.

In 2022/23, the Centre facilitated a number of different sessions through the centre for children and families, supporting development, family bonding and community building. These included Stay and Play, Sensory play, Crafty kids group, First Words, Boogie Bairns and Baby massage.

We offered a number of parenting programmes to help families deal with the challenges of everyday life, such as non-school attendance, behaviour issues, anxiety and poor mental health, pregnancy and nurturing in the Early Years.

The community family hub also offered access to other services, which are delivered from the centre, including Baby clinics, 'Under 5' health clinics and meetings with professionals and agencies.

This year, six parents who accessed the service at Cowgate were supported to attend our volunteer programme to support the work we do at the hub as a whole. Two have now successfully moved into paid employment.

Case study: Beach trip

Children North East repeated history as the charity took over 70 children, teenagers, parents and carers on a trip to Cullercoats beach. It was a much needed day of fun in what has been a very difficult summer for many families.

The visit was a special moment, harking back to the trip which started it all for us 131 years ago, when founders John Lunn and John Watson took children from the city on a trip to Tynemouth beach to help their health.

The event was attended by groups engaged with different services, from families with little ones to youth groups. There was splashing in the sea, beach volleyball, sandcastle competitions and an ice cream for everyone. Some of the children on the trip had never been on a visit to the beach before, with one mum sharing it was only her second time.

One mum, Samah, said "It's better than staying in and doing nothing. The children have really enjoyed it, they've got to play and meet each other. It's really beneficial."

Jibran, aged 15, said, "It's been really fun. Normally I would come to the beach a lot, but I've been put into foster care so I haven't been able to do anything like this. I'm really happy I got invited to come. I've enjoyed digging holes, building sandcastles and going in the water."

The trip was made possible by many of the charities 60 different services collaborating, including teams delivering youth work, domestic abuse recovery, family support, mentoring, counselling and community activities.

Mandy Brown, Deputy Head of Families and Parenting, commented, We have some families and young people who have never been to the beach. It's important to provide opportunities like this"





**"I feel I have space now to incorporate
the things I had stopped enjoying."
Counselling service user**

Therapy

Promoting happy, healthy lives through therapy.

Therapy is a proven way of overcoming difficult mental health experiences, such as trauma, grief and the breakdown of relationships, yet people can find it difficult to access therapy when they most need it. Our expert teams can offer a range of therapeutic support, such as counselling, behavioural therapies like CBT, EMDR and parent-infant therapy. We provide specialist treatment to babies, children, young people and families at times when therapy can make a significant difference to their quality of life and long-term health.

Case study: Counselling

Declining mental health amongst young people in the North East continues to grow year on year, which in turn creates longer waiting lists for young people to be seen by qualified mental health practitioners including counsellors and therapists. Young Minds latest data reports 59% of young people seeking help suffered worsening mental health whilst waiting to be seen.

Our counselling service offers counselling to support 9-25 year olds who have emotional wellbeing and mental health issues. We have a team of trained and experienced counsellors, working with a higher level of counselling referrals which include trauma, domestic violence, sexual abuse, bereavement, anxiety and depression.

The counselling team have been working across Northumberland, Tyne and Wear and Durham, and the quality of the work has been praised by current funders. This year, Children North East delivered contracts through the North East and North Cumbria ICB, the Police and Crime Commissioner and BACP (engagement and support to young refugees and asylum seekers), making 524 referrals into its services and completing 447 initial assessments.

The counselling team are adept at dealing with high rate of referrals, and keeping the referral waiting time to an absolute minimum, with waiting time averaging at six weeks. The team is able to adapt its counselling within different environments, with counsellors utilising pre-assessed venues to deliver counselling in schools, youth centres, community centres, allotments and more. This adaptability also helps our counselling team deliver person centred care in appropriate environments.

100%

of those accessing counselling stated their mental health has improved

97%

feel they have more strategies and feel more positive about their future

Mental Health

Empowering children, young people and families to confidently manage their mental health.

1 in 6 children will experience a mental health challenge, whilst 6% of 10 to 15 years olds report they are unhappy with their lives. Our mental health work gives children, young people and their families the opportunity to access early help and to develop tools to understand and manage their mental health. Our wide-ranging approaches include delivering mentoring and peer-support programmes, one-to-one and group activities, educational sessions and training for those wanting to support family members. We can offer specialised support for those with unique needs, including SEND, neurodiversity and refugees. Our work helps build the confidence of individuals and families to manage their mental health, grow their resilience and overcome challenges before they escalate.

Case study: BU Wellbeing

North Tyneside Learning Trust partnered with Children North East to offer 119 pupils the charity's BU Wellbeing course, which helps children and young people to build resilience and develop positive techniques to manage their mental health.

Staff shared that the sessions made a significant impact on many of the young people and that they saw them using what they had learned in practice, such as coping techniques during times of stress. One teacher was happily surprised to see the quieter male students they had expected to shy away from the topic embrace it and speak freely about some of their experiences.



Gary Munday, Pastoral Guidance Officer at Monkseaton Middle School explains, "The children have responded well to the sessions, and we can see them grow into it as the weeks build up. The sessions have given the students the skills, confidence, and resilience to support them to achieve."

One thing which shone through the feedback was the positive reflections of the pupils, with one even calling it "absolutely magnificent". Many of the stories shared by the staff supporting the project fitted into three themes; it was helping the young people cope better, groups have developed strong friendships and they were enjoying the time spent exploring their emotions. Or, as one young participant explained, "...sharing feelings cos sometimes you don't like to talk about them". One pupil mentioned in their feedback that it had been a really important outlet to speak about their feelings.

Katrina Moffat, Project Manager at the North Tyneside Learning Trust shares how the programme created value for pupils, "Through working with Children North East, we have been able to provide groups of young people with access to the BU programme and also provide training for staff in schools allowing them to continue to provide support. We're really pleased to have been able to work with Children North East and support North Tyneside Learning Trust schools in this important area."





“Thank you for helping us make wonderful artwork and games. Just to let you know one more time we love Children North East!”
Reem, HAF attendee

Youth work

Creating pathways for young people to connect, explore and pursue a future that matters to them.

Youth work offers a unique opportunity for young people to explore and grow, providing safety, learning, fun and friendship. We offer a wide range of youth work projects, including drop-ins, cooking and activity sessions, peer support groups and sexual health services. We reach young people in places that matter to them across the North East, including at our youth friendly centres and award-winning allotment, which offers a chance to get back to nature. The young people we work alongside are empowered to be themselves, connect with their community and pursue the lives they want to lead.

264

Benefitted from Holidays and Activities school holiday provision

2,155

interventions providing advice and support on sexual health

Case Study: Sexual Health Services

Sexual health is an important part of young people's lives, whether they are sexually active or not. Sexual health includes protection from STIs and reproductive health but it is just as important for young people to enjoy respectful and healthy relationships.

Children North East believe that every young person regardless of age, gender, ethnicity, religion, sexuality or socio-economic status should be able to access free and confidential advice, information and support on healthy relationships, appropriate contraception and the ability to make sexually healthy choices.

Working in partnership with Streetwise, the team offer a full range of sexual health support to young people in Newcastle, reaching thousands of young people across the city.

Children North East also support within nurse led CASH drop ins and clinics providing specialised support. Staff speak to young people through weekly drop-in youth groups, in the community and within schools, colleges and children's homes.

The project also focuses on targeted delivery for specific communities including the LGBTQ+ community, young people with disabilities, looked after children and those from ethnic minority backgrounds, with four weekly sessions for these groups.

In 2022/23, the team provided 2,155 interventions providing advice on sexual health and supported 1,635 young people to access contraception. Feedback from those using the service has included: **"They gave us valuable information to keep us safe", "I feel safer now", and "I finally felt confident opening up"**.

Community services

Providing services to families on their doorstep and in the heart of communities.

No family should miss out on vital services because of where they live or their ability to travel, yet sadly this is often the case. Our community services provide a wide range of support opportunities in underserved places, from family activities to learning to experiences that bring communities together. The primary focus of our community services is promoting physical health and developing local support networks for groups with inadequate provision, such as young people with SEND and families living in poverty. Residents are supported to overcome challenges they face, experience less isolation and a chance to thrive together, as a community.

236

Young people supported through our Neuro and SEND provision

1

Community cafe launched: Cowgate Hope at Cowgate

Case Study: Send and neuro support

There is currently a lack of support for neurodivergent young people; a challenge which is being exacerbated by funding cuts within state healthcare and educational budgets. For example, a young person in the North East can wait up to two years for an autism diagnosis.

Children North East's work in this area plays a vital role in meeting local need. Our support for SEND and neurodiverse young people provides essential support for mental health and well being of those work with and feeds into wider areas of their life such as school, relationships and navigating the world around them.

This year our provision included:

- Masquer-aid support programme
- Neuro Peer support groups
- Mentoring
- 1-2-1 work through the Children with Disabilities programme
- Social action projects for neurodiverse young people

The support groups deliver a positive impact on self-esteem, confidence and mental health. For example many neurodivergent young people feel lonely and have a strong desire to form friendships with their peers which the groups facilitate. They enable individuals to socialise without the need to mask, or pressure to adhere to neurotypical behaviours, and helps them develop socialisation with the support of a Mental Health Youth Worker.

Case study: Wren's story

Masquer-Aid is a peer support group for 11 to 25 year olds who have recently found out they are neurodifferent or are waiting for a diagnosis. It also provides young people with opportunities to engage in therapeutic support with a counsellor and access support from a specialised mental health youth worker, as well as engage in fun activities.

The programme was developed in response to a lack of support for neurodivergent young people across the region, with many left with no support at all during the often lengthy diagnosis period (for example the wait can be two years for an NHS autism diagnosis).

One young person, *Wren, attended Masquer-Aid groups and accessed one-to-one sessions with a youth worker. They shared they often felt guilt and shame over their behaviour at home and their progress at school.

In sessions, Wren and their youth worker explored what it meant to be neurodivergent and some of the challenges that this presents. Wren reflected that their impulsiveness, sleep issues and inability to concentrate in lessons could be

something beyond their control and this enabled them to have a more positive opinion of themselves and improved self-esteem.

Mam reported that since participating in Masquer-Aid, Wren talks about themselves in a more positive light, has fewer angry outbursts, has been able to explain how they feels more easily and asks for help when things become overwhelming.

The youth worker also sent a report to Wren's school and met with its Special Education Needs Coordinator. As a result, some changes were put in place to support Wren, for example the option to visit the welfare department first period to help them settle into the day.

Feedback from the family included, "You are a great support to families like us, thank you for listening without judgement".

** Names changed for privacy*





"This session has completely reframed my understanding of what poverty truly looks like. I now feel more confident speaking to those experiencing poverty and admiring them on help available."

Poverty Proofing© Training participant

Poverty Proofing©

A nationally recognised tool for removing barriers faced by people living in poverty.

In the UK, approximately 20% of people live in poverty. They often face additional barriers to participating in important experiences, such as school, healthcare, and cultural and community activities. Our Poverty Proofing© service supports organisations to listen to the experiences of those living in poverty and to use that insight to identify and address barriers to participation and stigma. We also provide training on the impact of poverty and how teams can 'Poverty Proof' their decision-making. The outcome is reduced inequalities, making it possible for everyone to participate and thrive in vital services, cultural experience and within their communities, regardless of financial background.

105

settings 'Poverty Proofed'

33,736

individuals consulted

1,342+

individual trained

Our Poverty Proofing© work is now truly national across all sectors we work in, from Pembrokeshire to Berwick-upon-Tweed, school pupils are benefiting from the work our School's Team delivers.

In Health, we have worked with maternity services, paediatric diabetes and General Practice to name a few, partnering with NHS bodies and national charities on much of the work.

Partnership work remains important across all our work, whether it is with the 10 Local and Combined Authorities, regional bodies, Multi Academy Trusts and Dioceses' across England and Wales that the Schools team currently works with or cultural organisations such as the Tees Valley Museums with whom we began working with this year.

Our team in the West Midlands embarked upon the first Poverty Proofing Communities intervention with Warwickshire Council, a one-year programme spanning two financial years with this first phase involving four settings, including leisure centres.

In 2023, Poverty Proofing Health Settings was shortlisted for 'Most Impactful Project Addressing Health Inequalities' at the national HSJ Partnership Awards 2023, recognising their outstanding dedication to improving healthcare and effective collaboration with the NHS.

Outside of delivering Poverty Proofing services, the team pursue opportunities to raise awareness about the the causes of poverty and ways to address its impact through speaking at conferences, publishing resources for professionals and sharing insights through a quarterly newsletter and Twitter.



Case Study: Sandwell Council

It is often repeated that every journey begins with a first step. For Sandwell Council changing the future starts with a day.

Responding to the complex issues that create and arise from poverty is difficult. Developing a strategy that creates meaningful change for the communities you serve requires insight, understanding and creative problem-solving. Serving an area with the 12th highest level of deprivation in the UK, Sandwell Council is faced with challenging decisions that will have long-term impact on its resident's health, economic opportunities, and wellbeing.

And just like the first step of a journey, one way they are tackling the big questions about how they create improvements for their communities is by looking at one of the foundational steps in people's lives: the School Day. In 2022, they partnered with Children North East to deliver a programme of Poverty Proofing[©] for over 50 schools.

Rachael Wolffel, Education Development Officer at Sandwell Virtual School explains, "Poverty is connected to so many of the vulnerabilities of our students and the Poverty Proofing approach is offering an effective way of addressing that in a rounded way. You can cross reference decisions and activities with everyday experiences from the audit, adapt your language and change the culture within the school to promote positive pupil and family behaviours."

Although it was a programme focused on improving access and experiences of education, improving health outcomes is an important long-term benefit of the programme. Emily Morgan, an Advisory Teacher for RSHE with Sandwell Council, "it has had a profound impact on schools' unseen issues, but it has also had a huge impact on areas of strategic importance to health and has informed the authority on

long-term changes that are now part of our public health strategy".

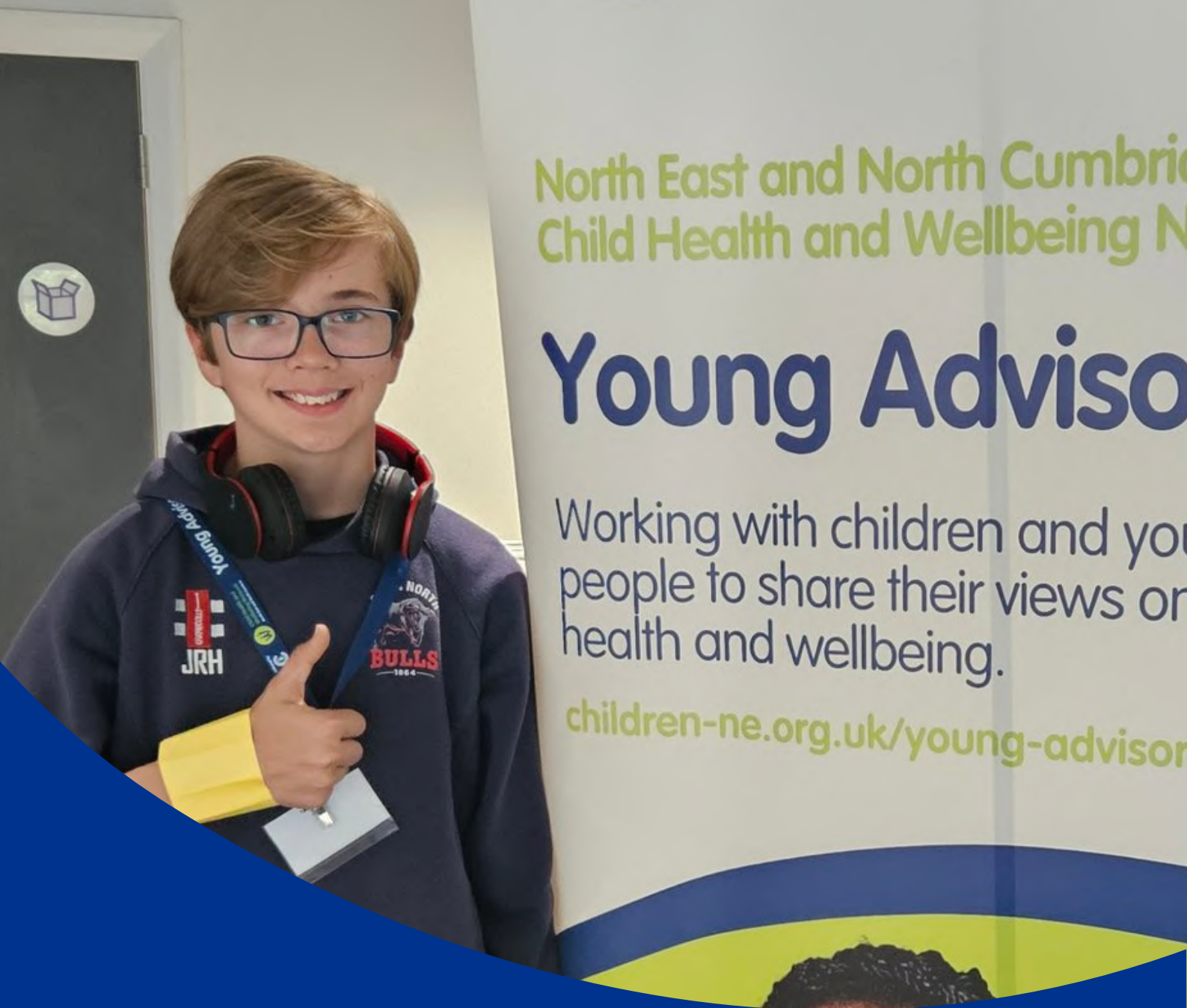
The examples she presents are wide ranging, improving attendance (a top priority for Sandwell Council) increasing access to and uptake of free school meals, staff recognising pupil health and wellbeing issues, improving relationships between staff and students and opportunities to signpost support and education.

Similarly, the Police's Violence Reduction Unit, which contributed to the programme's funding, saw it as a pathway to protect children who are at risk of being victims of or involved with community violence later in life.

This diversity of benefactors of the Poverty Proofing programme in Sandwell is one of the most important aspects for Sandwell Council. Emily explains, "We're working more closely with a huge range of stakeholders. Our teams across the council and its partners are working towards substantial goals for our communities, which often interlink. This programme has been a vehicle to pull those different groups together: schools, healthcare, child and social services, housing and community policing. This saves public money, shares expertise and feeds into better outcomes; really supporting the needs of the community."

Sandwell Council are the first local authority to partner with the Poverty Proofing team with such a holistic vision for how it could support quality of life for its communities now and in the long-term, bringing together diverse organisations to action change from the programme's findings.

When we think of the school day most of us think of a time full of firsts, when we had everything ahead of us, so using that as a springboard for change that lasts a lifetime feels like an insightful and creative place to start.



"I joined as it was an opportunity given to me as a subject ambassador at my school and, since we focus on a lot of the problems I have myself, I could be given the opportunity to help others who go through the same things I do"

Young Advisor, Child Health and Wellbeing Network

Participation

Giving a platform to the voices of children, young people and families.

From challenging inequality to highlighting unseen barriers, Children North East believe real social change is achieved when those who have lived experience lead that change. Listening to the people who live through different situations and challenges can grow understanding and promote alternate, better ways of doing things. Our expert teams facilitate participatory research and consultations with children, young people and families on projects spanning different themes, ambition, timescales and engagement methods. Whether you want to improve the experience of your organisation for families or put children's voices at the heart of policy reform, we can support you to collect insights from people with the experiences that matter.

3,559

young people consulted

94%

of young people participating in social action projects reported improved feelings about education and work

Case study: Consultation projects

Our consultation research is important as it is distinct from academic research and not completed for the purpose of statistical data or publication. Rather its primary focus is to empower participants by using findings to work towards enacting positive change within systems, structures and organisations.

This year, Children North East's consultation work included:

- Support of school transitions
- Facilitating the North of Tyne Poverty Truth Commission
- Delivering BU Wellbeing programmes in schools
- Research into health impact of Universal Credit on young children aged 5-11 years
- The continuation of our long-standing Young Advisors group which acts as a Shadow Board to the North East and North Cumbria Child Health and Wellbeing Network executive board
- Several short projects for a wide variety of commissioning parties such as NHS, BACP, and Economic & Social Research Council.

Over the past year we have taken on several short term consultation projects for a range of commissioning stakeholders which has helped to grow our reputation as a research organisation.

Pictured: One Young Advisor shares a thumbs up as they take trip out to share their work at an NHS event



"Children North East are strong advocates of the rights of babies, children and young people, and an important voice in challenging decision-makers to address poverty and its impacts on families in the North East."

Amanda Bailey, Director
at North East Child Poverty Commission

Policy and Campaigning

Using our voice to champion on issues that affect babies, children, young people and families.

In 2022/23 we continued to work collaboratively with partners across the charity sector, especially in relation to child poverty.

The charity is part of the North East Child Poverty Commission and our Operational Director, Michele Deans, is currently holding the position of Vice-Chair within this group. We have supported campaigns coordinated by partners, including the Joseph Rowntree Foundation - led calls for government to take action on the spiralling cost of living.

This campaigning later led to the government agreeing to uprate all welfare benefits, including child benefit, maternity and paternity pay, in line with inflation for the following financial year.

We joined campaign coalitions focusing on the impact of poverty on education, and added our voice to calls to extend Free School Meals entitlement and collaborated with Children England to highlight concerns about the impact of proposed new legislation on the rights of children arriving in the UK unaccompanied.

We have lent our expertise to shaping and influencing policy through ongoing involvement in the Archbishop's Commission. We also have representation at strategic level within the regional NHS structures and a range of local and regional boards and forums.

Our CEO, Leigh Elliott is a Health Associate at the Kings Fund, an independent charitable organisation working to improve health and care in England. She has used this position to present to numerous Leaders on the barriers that poverty has that result in health inequalities. She also meets regularly with the Bank of England to share the impact the economy has on our communities, in particular those living in poverty.

16

campaigns for policy change supported

We are continuing to work with the Living Wage Foundation to champion fairly paid work as a way to address child poverty.

39

contributions to relevant press and media stories



Empowering you
people to be the
across the North

[@ChildrenNE](https://twitter.com/ChildrenNE)

[/ChildrenNorthEast](https://facebook.com/ChildrenNorthEast)

[/children_ne](https://instagram.com/children_ne)

children-ne.org.uk



"The work the charity does to support children and young people across the region is truly inspiring and we are so pleased to be able play a small part in helping raise much needed funds."

Sarah Chadwick, Senior Project Manager at MottMac

Our Supporters

With your help, we won't stop until every baby, child and young person has the happy, healthy start in life they deserve.

On behalf of all of the babies, children, young people and families we work with, we would like to thank all of the generous individuals, community groups, businesses and Trusts and Foundations who have supported Children North East this year. Your support means that we can be there when we are needed most.

Following the restrictions of the pandemic, 2022-2023 is the first year we have seen the return of some normality to our fundraising calendar.

This year our supporters were as creative as ever in the ways they showed their support and raised funds. From a 24 hour radio marathon to the Great North Run, from a challenge walk along Hadrian's Wall to a zip slide from the Tyne Bridge. Thank you to everyone who took on a personal or group challenge to raise funds.

We have also been able to re-build some of our long-standing corporate relationships, as well as developing new partnerships with businesses across the region. We were chosen as Charity of Year by a number of North East teams, working closely with them on a diverse calendar of events.

Our Annual Fundraising Ball also made a return after a pandemic hiatus, bringing many from our supporter community back together.

402

Individual fundraisers

52

Supporting organisations

Funder Case Study: Players of the People's Postcode Lottery

A funder who has played a key role in our work for over thirteen years is players of the People's Postcode Lottery (PPL).

"The support of the Players is transformative for our charity and the communities it serves. In the past three years they have not only funded life-changing services, but allowed us keep lifelines of support going during the pandemic against the odds."

David Bavaird, previous Chair of the Trustees at Children North East

£3.7m
funded by players
to date

This year PPL:

- Increased stability, directly influencing our ability to achieve our purpose by ensuring that our core functions are able to run smoothly and effectively.
- Kept lifeline services running between funding contracts, ensuring support for young people and families is not disrupted by funder timescales.

In addition to continued unrestricted financial support, PPL supported and engaged the charity a range of ways. These included the production of the short film, 'Home Is Where Hope Is' featuring our Patron, Tim Healy, and PPL Ambassador, Judie McCourt; which supported the charity to share the impact of work with audiences.



Audiences and Marketing

Activities that support audiences to know who we are, what we do and how we change lives.

In 2021, there was significant growth of audiences on social media (11%) and for the newsletter (61%). The number of website users has remained consistent with previous years, however users are now viewing more pages (by 19%) and are consuming more news and blogs shared by the charity (by 60%).

As our work across the UK increased, so did our audiences outside of the North East, for example website audiences from London grew from an 8.2% share of visitors in 2021 to 19.6% in 2022.

We also saw the number of men in our audiences increase by 12% as part of a coordinated attempt to reach more dads and male carers.

Improving accessibility was a key priority for the team in 2022/23 and the impact of awareness raising of the support available in this area contributed to an increase in the use of our website accessibility support tools, including the content translation by 1,230% and reading aid technology by 586%.

14,592

in social media audiences

3

national awards
shortlistings

With your help, we won't stop until every baby, child and young person has the happy, healthy start in life they deserve.



Charity number: 222041
Company Number 90288
www.children-ne.org.uk

