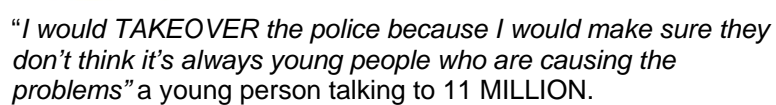




**This guidance document is for organisations, businesses, schools and other groups taking part in 11 MILLION Takeover Day**



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# 1 All about 11 MILLION

**11 MILLION is a national organisation led by the Children's Commissioner for England, Professor Sir Al Aynsley-Green. The Children's Commissioner is a position created by the Children Act 2004 to be the independent voice for all children and young people in England.**

## **The Children Act 2004**

The Children Act requires the Children's Commissioner for England to be concerned with the five aspects of well-being covered in *Every Child Matters* – the national government initiative aimed at improving outcomes for all children. It also requires us to have regard to the United Nations Convention on the Rights of the Child (UNCRC). The UNCRC underpins our work and informs which areas and issues our efforts are focused on.

## **Our vision**

Children and young people will actively be involved in shaping all decisions that affect their lives, are supported to achieve their full potential through the provision of appropriate services, and will live in homes and communities where their rights are respected and they are loved, safe and enjoy life.

## **Our mission**

We will use our powers and independence to ensure that the views of children and young people are routinely asked for, listened to and that outcomes for children improve over time. We will do this in partnership with others, by bringing children and young people into the heart of the decision-making process to increase understanding of their best interests.

## **Our long-term goals**

1. Children and young people see significant improvements in their wellbeing and can freely enjoy their rights under the United Nations Convention on the Rights of the Child (UNCRC).
2. Children and young people are more highly valued by adult society.

## **For more information**

Visit our website for everything you need to know about 11 MILLION:

[www.11MILLION.org.uk](http://www.11MILLION.org.uk)

Or contact

11 MILLION Takeover Day

11 MILLION

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[takeover.day@11million.org.uk](mailto:takeover.day@11million.org.uk)



## 2 11 MILLION Takeover Day

The first ever 11 MILLION Takeover Day took place on 23 November 2007. 10,000 children and young people ‘took over’ 500 organisations. Organisations that took part included – schools, police forces, fire brigades, newspapers, television stations, church groups, charities, local authorities and parliamentarians.

This year we want more children and young people to take over and have their say. We invite more organisations to demonstrate their commitment to children and young people and to celebrate the contribution of children to society.

### Benefits for children and young people

- Skills, knowledge and inspiration gained
- Children gain a better understanding of the processes and decisions that affect them
- Experience of leadership and decision-making

### Benefits for business and organisations

- Fresh ideas, insight and creativity
- Better links with service users and/or community
- Knowledge of how children and young people experience the issues/services you are concerned with or provide
- Opportunity to raise profile for your commitment to listening to children and young people

### 3 Message from Professor Sir Al Aynsley-Green, Children's Commissioner for England



"Thank you for agreeing to take part in 11 MILLION Takeover Day on the **7 November 2008**. This is a fantastic opportunity to celebrate the importance of children and young people in our society, building on the success of last year's event.

Whether you run a business, are a politician, work in a school, local council or the media, this is a chance to demonstrate your commitment to listening to and recognising the talents and contributions of children and young people. You can showcase how you *already* involve children and young people, or use 11 MILLION Takeover Day to *start* involving children and young people in your organisation.

For 11 MILLION Takeover Day this year I will be job shadowed for four days in the run up to the day itself when my role will be taken over by a young person from the West Midlands.



(Left: Professor Sir Al Aynsley-Green, Children's Commissioner for England)

How you run the day is for you and children and young people to agree, but this pack provides all the guidance you need to plan an exciting and constructive day. It features a step-by-step guide to planning your day and also some tips on how to shout about it in your local media.

I hope that your 11 MILLION Takeover Day will be a success and I encourage you to share your experiences with us to help us develop this initiative in the future. We have included a questionnaire in this pack, which will help you share your feedback".

Professor Sir Al Aynsley-Green,  
Children's Commissioner for England

## 4 Step by step guide to planning your day



### Step one – invite children and young people

You may already work with children and young people, or you may be approached by children and young people who want to take part in 11 MILLION Takeover Day.

Alternatively, contact local schools, colleges or youth groups in your area with an invitation to participate in 11 MILLION Takeover Day.

For further advice please get in touch with 11 MILLION.

To explain the concept of the day direct schools, colleges and groups to the 11 MILLION website where they can find out more information:

[www.11MILLION.org.uk](http://www.11MILLION.org.uk)



## Step two – decide to what ‘level’ you want the children and young people to ‘takeover’

How fully children and young people ‘takeover’ is up to everyone participating in the day. Whatever the size or capabilities of your organisation, you can enable children and young people to participate in making a contribution to your organisation. If the day is carefully planned and managed, children’s ideas, creativity and enthusiasm will bring a fresh perspective.

Outlined below are three proposed levels of involvement:

### 11 MILLION Takeover Day – Level 1

Job shadowing: participants observe you, at first hand, as you go about your work. You need to elaborate on what you are doing, explain your job, answer questions and allow the participants, through observation, to get a flavour of what your role involves, gain an insight into your organisation and your field of work.

Work experience: delegate appropriate tasks to the participants. It’s well worth planning ahead and preparing some suitable tasks. Example: use the internet to research venues that can be used for a meeting.



Tip: Taking the time out to explain what the jobs involve and why they’re important to your work will ensure that the children and young people understand the wider context of what they’re doing and contribute to a richer experience all round.

## 11 MILLION Takeover Day – Level 2

Share a challenge you or your organisation is facing, outlining the issues involved and ask the children or young people to think about what they would do if they were doing your job for real. Encourage children to ask questions, do some research and prepare a recommendation to help you make a decision.

### Examples

Improve recycling in the office: we would like our office to be environmentally friendly. We have a system for recycling paper but staff don't always use the bins. What can we do to encourage staff to take make full use of the recycling bins?

Newspapers or NGOs could ask for recommendations of images to accompany stories in the next issue of a publication.



Tip: In order for the children and young people to make valuable recommendations, they will need time to discuss the issue, ask questions, do some research and think creatively about solutions. It may be helpful to give them some pointers to get them started.

## 11 MILLION Takeover Day – Level 3

Children and young people 'change one thing in one day' or put recommendations into action. To ensure that children and young people make an informed and sustainable decision for your organisation, you should allow sufficient time for them to carry out research, ask questions, and to make and implement a recommendation.

### Examples:



Ask the children or young people to decide on the best time in the week for a staff gathering to take place and to construct an agenda. This could be done by interviewing representatives from each department, researching different department needs and priorities, and producing a branded agenda template.

In schools, children could plan and implement classroom activities and lessons or an assembly.

County and local councils may consider supporting young people to host or chair meetings on children or youth services. The young participants could set the agenda and choose to focus on the issues that they think are important to their communities.



Tip: Ideally, children and young people should decide, in advance, the issues or areas themselves. However, it would be good to provide them with guidance to ensure that the decision/task they undertake can be sustained.



### Step three – planning and managing the day

Advance preparation will help ensure that everyone gets the most out of 11 MILLION Takeover Day. The enclosed Child Protection guidelines from the NSPCC (see Section 6) provide basic principles to help ensure the day will be a positive and safe experience. Make sure that parents/guardians and/or their teachers have given their permission, provided emergency contact details, and that transport to and from your building is organised. Tell the children or young people in advance who they should ask for when they arrive and nominate someone from your organisation who can act as their guardian.

Ideally plan out each hour with the children and young people so that you have an agreed schedule of what they're doing, where they should

be and who they are meeting. An introduction to the organisation and a clear brief would also be beneficial, especially if you have decided to let them make the decisions, as outlined in level 3.

It may also be a good idea to set up a lunch with different members of your organisation so that the children or young people can ask questions regarding different areas of your organisation's work.



### Step four – follow up

Following the day, you may wish to feedback to the children and young people how their takeover recommendations or decisions have worked. You may want to consider offering work placements (if the young person is of the right age and it is appropriate) or inviting them back next year. We recommend that you follow the Child Protection guidelines provided and ensure that all communication is done through the school or organisation and not directly with the children and young people.

Find out children and young people's opinions of the day. Encourage participants to visit the 11 MILLION website and share their thoughts and experiences. Children can upload drawings, photos, powerpoints, audio, video and can create shapes using the Shape It! tool.



11 MILLION Takeover Day webpage (Going live 4 August 2008)

[http://www.11million.org.uk/youth/11\\_million\\_takeover\\_day/](http://www.11million.org.uk/youth/11_million_takeover_day/)

We would appreciate if you complete the enclosed questionnaire – see section 6.

For further reading, advice and ideas on children and young people's participation visit: [www.nya.org.uk/hearbyright](http://www.nya.org.uk/hearbyright)

## 5 Case Studies



**Be inspired by some of the great activities that took place on the first ever 11 MILLION Takeover Day last year.**

### **11 MILLION**

We organised a number of events for Takeover Day last year.

The 11 MILLION team received training from young people from London on communicating with children and young people. Four young people from Coventry took over the web design company 'Lightmaker' for the day. The young people helped to shape the new 11 MILLION website.

#### **CHARITY** → **UNICEF UK**

Three young people job shadowed David Bull, UNICEF UK's Executive Director for the day. They attended UNICEF's management committee meeting, interviewed David for Youth Voice (UNICEF's dedicated young people's website) and spent time with other staff members finding out what it is like working for a charity like UNICEF.

#### **SCHOOL** → **Cathedral Primary School**

The whole school took part in 11 MILLION Takeover Day as it reflected their ethos of promoting the rights of children and making students aware of their rights and roles as global citizens. Children took over teaching and administration roles within the school – taking registers, helping serve lunches and marking work. Children responded positively to the experience and began to appreciate the difficulties involved in some of the roles they took over!

#### **DIOCESE** → **Diocese of Oxford**

The Diocese of Oxford organised a number of events to coincide with 11 MILLION Takeover Day. Right Rev'd John Pritchard, Bishop of Oxford's job was 'taken over' by a nine year old boy at a service to celebrate the 60th wedding anniversary of the Queen and Prince Phillip. Other activities included children helping to plan church services and conducting choirs.

## COUNTY COUNCIL

### → [Somerset County Council](#)

Somerset County Council arranged for a number of key roles to be taken over on 11 MILLION Takeover Day including Leader of the County Council, the Children and Young People's Portfolio Holder, Participation Manager, Teenager Pregnancy Co-ordinator, Sex and relationship Advisor, Head of HR, Head of Schools and Achievement, Head of Children's Care and Head of Education and Individual Services. The young people helped deliver sex and relationships education training to 30 primary school teachers, gave a speech at a conference on restorative justice and were interviewed by the local press.

## CITY COUNCIL

### → [Cambridge City Council](#)

Cambridge City Council ran a competition in the run up to 11 MILLION Takeover Day where they asked children and young people what they would do if they could be mayor for the day? The competition received over 250 entries and the two winners, who were chosen by a panel of 6 young judges, got to be young mayors for the day. The two young mayors visited an anti-bullying project and a landfill site to learn about recycling. The two youngsters then accompanied the Mayor to officially open Cambridge on Ice in the city centre. The competition was a fun way of getting children and young people's views and was the source of some great ideas for the Cambridge City Council to take forward.

## CHARITY

### → [Whizz-Kidz](#)

Two Whizz-Kidz Ambassadors 'took over' roles at the DCSF (Department for Children, School and Families) to mark 11 MILLION Takeover Day. One of the young people worked alongside the DCSF's communications team before quizzing the Department's Board, including David Bell, the Permanent Secretary in a question time style event. The other young person was given the opportunity to find out what the DCSF's Director General for Children and Families was doing to make sure that disabled children had the same chances to take part in activities at school as their friends.

## SCHOOL → [Giles School \(Secondary\)](#)

The School Council arranged the schools' involvement in 11 MILLION Takeover day, including all the administration and decision-making. 68 Students (from years 7 – 13) took main roles for the day, with many posts being advertised and appointed after an interview with the school council. These roles included Headteacher, subject teachers, caretakers and dinner ladies.

## NEWSPAPER → [The Herald, Plymouth](#)

The Herald invited three young people from a local school into its offices on 11 MILLION Takeover Day to become Editor, News Editor and Picture Editor. The young people played a key role in putting together the newspaper. This included selecting photographs and writing the 'leader', a comment piece which is usually written by a senior member of the newspaper staff.

## POLICE → [Humberside Police](#)

Humberside Police invited students from a local school to address a problem the local community were having with littering outside local shops. The young people took part in workshops to consider the effects of littering and the problems of waste disposal and issues surrounding anti-social behaviour and how the police deal with it. The students then met with local shop keepers, community leaders, local residents and representatives to discuss solutions to the problems. These solutions were then taken to the community safety tasking meeting for discussion.

## COUNTY COUNCIL → [Oxfordshire Children and Young People's Board](#)

Around 40 organisations, services and projects participated in 11 MILLION Takeover Day in Oxfordshire. They achieved some great press coverage with young people taking over a radio show on Radio Oxford and taking part in the BBC Politics show which was filmed in Oxford's John Radcliffe Children's Hospital. Other activities included:

Children and young people designed outcomes for measuring the

effectiveness of projects applying for money from the Oxfordshire Children's Fund.

Children and young people attended an extraordinary management meeting at the Child and Adolescent Mental Health Service (CAMHS) and facilitated a workshop which looked at how agencies need to work together.

Young people took over from the communications team at the Vale of the White Horse District Council – where they wrote an article for the community newsletter and interviewed the Leader of the Council, the Anti-Social Behaviour Co-ordinator and a Crime Reduction Officer about Mosquito Alarms.

At the John Radcliffe Children's Hospital, the children and young people Advisory Group (YiPpEe) looked at information for children and young people and discussed whether it was appropriate, understandable and child friendly. They also defined a budget and decided on toys to purchase for the hospital's radiology department and attended a hospital operations meeting with the Oxfordshire schools senior management team to discuss dignity and privacy.

**If you need further information about the examples above or more inspiration get in touch at [takeover.day@11MILLION.org.uk](mailto:takeover.day@11MILLION.org.uk)**

## 6 Child protection guidelines from the NSPCC



### Keeping children, young people and yourself safe from harm

Involving and engaging children and young people with your organisation will be a positive experience for all concerned as long as you follow some basic principles. This guidance should help you to ensure that all goes well, and that neither the children and young people nor any of your staff are placed at risk. It will also help you and your colleagues avoid any behaviours which could be mistakenly interpreted and perhaps lead to false allegations of abuse being made.

When you are working with children and young people you do so in a position of trust and everyone involved should understand this position and respect it. In relation to any aspect of contact with children and young people, you should always consider how an action may be perceived as opposed to how it is intended.

If your organisation routinely works with children and young people, staff may have CRB clearance and the guidelines below may already be well known to you. If not, familiarise yourself with them and make sure you abide by them:

- Always work with children in an open and transparent way. Your actions should be warranted, safe and applied equitably;
- Respect children at all times, regardless of their age, gender, ethnicity, disability or sexual orientation. Don't discriminate or show signs of approval or prejudice;
- The focus of the relationship with a child you have met through your work should always remain on the work. The aim should never become to develop that into a friendship or relationship;
- Do not arrange to meet a child who you have met through your work in any other setting, without their parent/s' or carer's knowledge and consent;
- Never invite or allow a child you have met through your work into

your own home;

- Adults working with children should consider their appearance, and dress decently and appropriately for the task and the age group they will be working with;
- Do not offer to transport a child alone in your car;
- Do not exchange personal contact details, like phone numbers and email addresses with any child or young person you may meet through your work;
- Avoid unobserved situations of one-to-one contact with a child;
- Never agree to keep confidential any information relating to harm to a child;
- If you need to comfort a child who has become distressed it is important that you do so in a way which is both age appropriate and respects their personal space. Never act in a way which may be perceived as threatening or intrusive and check with them before you act;
- Never make suggestive remarks or discriminatory comments to or in front of a child;
- Don't engage in, or allow, any sexually provocative games involving or observed by children, whether based on talking or touching;
- Don't engage in or tolerate any inappropriate physical activity involving children or any bullying of a child by an adult or another child;
- While the use of humour can help to diffuse a situation, the use of sarcasm, demeaning or insensitive comments to a child is never acceptable, and
- Never trivialise child abuse, as you do not know of the experiences of the children you are meeting with.

**For more information about safeguarding visit**  
**[www.nspcc.org.uk/inform](http://www.nspcc.org.uk/inform)**



## 7 Shout about 11 MILLION Takeover Day



There are lots of different ways you can tell people about what you are doing for 11 MILLION Takeover Day. Create excitement for your event and showcase your organisation's participation work.

### Regional media

Contact the local media – newspapers, websites, TV and radio stations will be very keen to cover your event if you sell it well to them. They may even want to be involved themselves in working with children and young people

- A week or two before the project send local media a press release letting them know exactly what you have planned in their community and why it will be interesting for them – emphasise the human interest aspect of what you're doing
- Remember to follow up the press release with a phone call
- There are three stages to the story which could give you three potential pieces of coverage: announcing that you're taking part; photo opportunity on the day, as it's happening; and following the day, feedback on how it has gone from both your organisation and the young person
- Three sets of materials will need to be developed in order to achieve this level of coverage: a press release announcing the initiative and including background information; a diary marker outlining the photo opportunity; and a follow-up press release highlighting what happened
- Consider what photo opportunity there might be to offer the journalist and make sure that it's clearly communicated

## Trade media

- If applicable, let your trade media know what you are doing (following the local media guidelines above)

## National media

- Aim high! Contact national media outlets – newspapers, and TV and radio stations. If they see a great human interest story, they might be interested in covering it

## Website and internal communications

- Create a page on your organisation's website detailing exactly what you are doing, who is involved, when it's happening and where. Remember to include a link to the 11 MILLION website. Encourage children to upload their views and experiences on the Takeover Day page on 11 MILLION's website



11 MILLION Takeover Day webpage (Going live 4 August 2008)

[http://www.11million.org.uk/youth/11\\_million\\_takeover\\_day/](http://www.11million.org.uk/youth/11_million_takeover_day/)

- Include details about your event in your newsletter – the more people who know what you're doing, the better

## 8 Feedback questionnaire



Share your experiences in this feedback questionnaire. This will help 11 MILLION plan Takeover Day 2009, and we can also find out how many organisations took part.

1. Why did you decide to get involved in 11 MILLION Takeover Day?

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2. How did you find the experience?

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3. How did you invite the child/ren or young person/people to take part?

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4. Did you take up level 1, 2 or 3?

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5. What did the child/ren or young person/people do throughout the day?

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6. Did the day present any challenges?

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7. Did the day present any interesting moments?

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8. Did you achieve any media coverage? If so, we'd appreciate if you could send through copies

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9. Do you plan to feedback results of the day with your child/young person? If so, how?

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10. Will you consider taking part again next year?

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11. Would your organisation be prepared to be a case study for next year's campaign?

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12. Do you have any suggestions for improving Takeover Day?

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Please send your comments back to TAKEOVER DAY at 11 MILLION,  
1 London Bridge, London, SE1 9BG or email  
[takeover.day@11MILLION.org.uk](mailto:takeover.day@11MILLION.org.uk) by the 20th December 2008



**“The 11 MILLION children  
and young people in  
England have a voice”**

Children’s Commissioner for  
England, Professor Sir Albert  
Aynsley-Green



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