

Children at the Table: Impact Report

December 2024

Children
at the Table





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Foreword

This time last year, with a general election on the horizon, our five charities joined forces to give a clear message to all political parties: that children should be at the table when it comes to decisions about issues that affect them. More than 200 organisations – many of whom directly help babies, children and young people – came forward to support this message.

Our Children at the Table campaign has amplified the voices and needs of babies, children and young people, with the ambition of securing safer, happier and healthier lives for the next generation.

The campaign has directly involved children and young people. Before the election a group met the now Chancellor, Rt Hon Rachel Reeves MP, in her constituency and in the Autumn they held a reception at the Conservative Party Conference.

As one young person, Jordyn, put it:

“It’s so important for politicians to listen to young people. We are the most educated in what we are going through.”

Rt Hon Bridget Phillipson MP, Secretary of State for Education told the young people:

“You are right to push us, to be ambitious for what you want for your lives. And we’ve got a responsibility as politicians to deliver on our side as well.”

Andrew Gwynne MP, Minister for Public Health and Prevention added:

“We need to do more than listen. We need to involve you in how we shape policies that affect you.”



At the Children at the Table event at the Labour Party Conference 2024, young people spoke to and heard from the Secretary of State for Education, Rt Hon Bridget Phillipson MP, and the Secretary of State for Work and Pensions, Rt Hon Liz Kendall MP, as well as the Minister for Children and Families, Janet Daby MP, and the Minister for Public Health and Prevention, Andrew Gwynne MP.

It is heartening to hear a new government make these commitments to listen to, involve, and do more for children and young people so early on – now we must hold them to account on this.

We are proud of what we and the children who’ve inspired us have already achieved. Our Children at the Table campaign has demonstrated how impactful collective action is, and what can be accomplished when decision makers hear directly from the children whose lives are shaped by their decisions.

This mission-led government has already committed to a cross-departmental approach to policymaking, which can improve the lives of young people when their experiences are reflected across the Cabinet Table.

“I’m asking the Prime Minister for change. Change for a better future for every child.”

Chan, 14, young person

From an ambitious Child Poverty Strategy to a single unique identifier and the Children’s Wellbeing Bill, we have also secured several commitments which together add up to a promising start.

The recent announcement of new funding for early intervention services is another significant and welcome step that bodes well for the multi-year Spending Review in Spring 2025. We know from our own research that spending on early intervention services like children’s centres, family hubs, family support services and youth services has nearly halved since 2011, while the numbers of children in care and the associated costs have rocketed.

The new Children’s Social Care Prevention Grant, worth £250 million next year, is a much needed down-payment which must pave the way for greater investment in the family help that many so sorely need.

But there is much else still to be done if the government truly wants to secure concrete, lasting improvements to children’s lives. Other key deliverables that need to be ticked off include:

- A Children’s Wellbeing Bill which includes wholesale reform of children’s social care, backed by further investment in family help services to support children and families before they reach crisis point.
- A Bill to enshrine a target to end child poverty in law, with milestone commitments and a clear overall deadline.
- A 10 Year NHS Plan that truly centres children, underpinned by targets to reduce health inequalities.
- The roll-out of mental health support teams in every school, so that no child is left without support for their mental health and wellbeing when they need it most.

Underpinning all of this must be leadership from the Prime Minister and Chancellor to ensure that children are at the heart of government, through a commitment to involve them in every step of policymaking.

As this election year draws to an end, so does our Children at the Table campaign. But if the last 12 months has taught our five charities anything, it is that together, with babies, children and young people, there is always hope for change.

Paul Carberry CEO, Action for Children

Lynn Perry MBE CEO, Barnardo’s

Anna Feuchtwang CEO, National Children’s Bureau

Sir Peter Wanless CEO, NSPCC

Mark Russell CEO, The Children’s Society

Stronger Together

We're a group of young people forming a community,

Diverse backgrounds, 5 charities and plenty of opportunity

Lots of development, planning, research and learning

Young people's passions fierce and burning

Then launching Children at the Table in Parliament,

Our confidence and self-belief becoming more dominant

We've pressed politicians for actions and answers,

Hoping they will listen and understand change matters

Throughout the months we've worked as a team,

Petition hand-in, Party Conferences and living the dream

Now we go our separate ways and see what our impact makes,

With hope our government will empower young people and not put on the brakes!

Lindsay, 24, young person

Introduction

Ahead of the general election in July 2024, the UK's five leading children's charities – Action for Children, Barnardo's, The Children's Society, the National Children's Bureau and the NSPCC – came together with the support of nearly 200 organisations from the voluntary and community sectors to make sure the next government had a plan to put **Children at the Table**.

No one understands the issues affecting children better than children themselves. However, too often they are left out of decision-making. That is why, together, we started Children at the Table with a clear goal: to empower children and young people and amplify their voices at the centre of policymaking.

Throughout the campaign, we have been advocating for:

- Ensuring politicians across government work together to improve the lives of babies, children and young people
- Putting children's needs and voices at the heart of decision making
- Investing more of the nation's wealth in babies, children and young people¹



¹ *Children at the Table: A roadmap for putting children at the heart of the next government (2023)*

187

Our campaign network included 187 organisations, from household names to grassroots community groups.

56.4m

Across social media platforms #ChildrenAtTheTable was viewed 56.4million times.

1.8bn

Children's Charities Coalition was mentioned in the media 1,316 times, with an overall audience of 1.8billion.

28,396

Our petition calling on the next Prime Minister and Chancellor to be champions for children achieved 28,396 unique signatures from across the UK.

Throughout the campaign, we saw the main political parties make pledges to create safer, happier and healthier childhoods across the UK. We are proud to say that many of our campaign's asks were reflected in the parties' manifestos, highlighting the impact of our collective action.

Ahead of the election, the Labour Party laid out its plan to take a mission-led approach to government and we were pleased to see our key messaging on the need for greater cross-government working to drive improvements for children reflected in the 'breaking down barriers to opportunity' mission. Since the election, we have been committed to ensuring that Labour continues to take bold action to change childhoods.

This report highlights the difference our campaign made for babies, children and young people, and sets out the work that still needs to be done to ensure that together we can make safer, happier and healthier childhoods a reality.

We have made a real impact, but there is still work to be done.

A campaign centring children and young people's voices

At its core, Children at the Table was set up to platform children and young people as key decision-makers in the issues affecting their lives. The direct involvement in the campaign of children, facilitated by teams across the Children's Charities Coalition, ensured that the campaign brought their messages to life and amplified their voices within the political agenda.

From early brainstorming sessions, to video script writing, to meeting and talking to senior political figures, the children and young people involved have championed the voices of children from across the country, holding those in power to account to ensure that they make changes that will improve children's lives.

"I felt really proud to be a part of this."



"Being a part of the campaign at a time of huge change for the UK felt very special."

"My confidence and ability to talk to new people has grown astronomically."



"Watching the politicians read our quotes on the hand prints felt like they might actually do something."



"Everyone I've told about the campaign has found it inspiring and empowering."

From vision to action: the journey of the Children at the Table campaign

January: Campaign launch



Children at the Table launched on 24 January 2024, calling on all political parties to prioritise babies, children and young people. We polled children and adults and found that 62% of UK children think that politicians don't understand the issues that affect them and 73% don't feel that they are listened to by politicians.

Members of Parliament and Peers gathered in Westminster to demonstrate their support, engaging directly with children on the issues that mattered to them and the change they wanted to see from the next government.

"I actually felt heard by decision makers, and spending time with them was fun!"

Young Person

Tim Loughton (former Conservative MP and former chair of the All-Party Parliamentary Group for Children) reminded those in the room that whilst "young people might be 20% of the population, they are 100% of the future."

You can watch our video from the day [here](#).

"Being involved in the launch was a great opportunity to voice young people's opinions to people in parliament."

Young Person

To gather support for the campaign, we also launched a public petition calling on all the next Prime Minister and Chancellor to commit to being champions for children. The petition aimed to galvanise individual supporters and within the first 24 hours secured 2,232 signatories, demonstrating the strong public support for the campaign.



May: All-Party Parliamentary Group for Children event



In May, the All-Party Parliamentary Group for Children met in Westminster to hear directly from children about how politicians should respond if they were to form the next government.

Nearly 40 young people and parents exchanged ideas with a panel representing all the main political parties. They highlighted the need to 'pull up a chair' for children and young people so that they could be part of the conversation.

"Sharing my story to create change made me less ashamed of what I have been through."

Young Person

Watch the video of the event [here](#).

"As previous Co-chairs of the All-Party Parliamentary Group for Children we were pleased to offer the support of the APPG to the Children at the Table campaign. It is vital that children and young people are given the space to express their views in Parliament and we were grateful to hear directly from many of the children involved in the campaign during our Parliamentary event in May. The Children at the Table campaign has set a great example that we hope can continue to be built upon."

Previous Co-Chairs of the APPG for Children, Baroness Tyler and Tim Loughton

May: Rt Hon Rachel Reeves MP meeting young people in her constituency



We were pleased to welcome the Rt Hon Rachel Reeves MP, now Chancellor, to meet with young people in her constituency. The young people spoke to her with passion and conviction about their life experiences and the change they wanted to see.

"It was great to hear from young people about what they want to see from the [next] government. It is important that children and young people are able to express their views and I am grateful to the groups I spoke to for sharing their thoughts."

Rt Hon Rachel Reeves MP

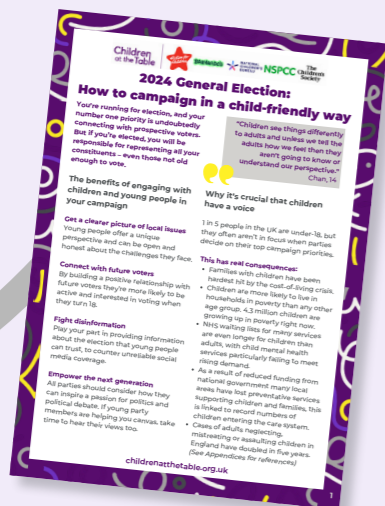
June: Launching our guide for Prospective Parliamentary Candidates (PPC) on how to engage with children during the election

Ahead of the general election, we produced a guide for 'How to Campaign in a Child-Friendly Way'. The aim was to give PPCs a greater understanding of why including and recognising the voices of young people, and the issues that matter to them, should be a key part of their campaign.

We also raised candidates' awareness of the Children at the Table campaign, while providing a useful tool they could put into practice.

"I have reviewed the child-friendly campaigning guide provided by the Children's Charities Coalition. It is an invaluable resource that will help me engage more meaningfully with children and young people in our constituency. Ensuring that my campaign is inclusive and respectful of all age groups is a priority for me, and this guide will be instrumental in achieving that."

PPC



July: Polling on policies for children

Following the general election, we commissioned a YouGov poll, which showed that more than three-quarters of the UK public would support a new parliamentary Bill to end child poverty. 81% of the public said they would support new policies that provide more early intervention services for children's social care.

81%

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July: Handing in our petition to the new government



In January, the Children at the Table campaign launched a petition calling on the next Prime Minister and Chancellor to be champions for children.

By July, our petition had been signed by thousands of campaigners who had joined their voice with ours – standing together to say that ensuring all children have the chance to thrive must be a national priority. The petition eventually reached more than 28,000 signatories.

One week after the election, five young ambassadors went to Downing Street to hand in the petition.

"The petition hand-in helped massively with my confidence when speaking publicly and on camera."

Brogan, Young Person

To amplify this key moment in the campaign, travelling screens displaying our key messages drove through Holborn and St Pancras, the new Prime Minister Keir Starmer's constituency, and around Westminster.

September: Publishing our Children's Services Funding report

The Children's Charities Coalition has long called for more government investment in early intervention in children's services.

In September, we released a [joint report](#) on children's services spending in partnership with Pro Bono Economics.

The analysis found that early intervention spending on children's social care had fallen by almost half since 2010/11. For the first time, more is being spent on residential care placements than the entire early intervention budget.

This means that, too often, families are reaching crisis point and growing numbers of children are entering care.

"A cross-government approach to better supporting children in need is required, because challenges associated with poverty, housing, mental health, education, community and immigration policies are all playing a role. Targeted investment has the capacity to improve outcomes and save money, but coordination is essential."

Matt Whittaker, CEO of Pro Bono Economics

September and October: Labour and Conservative Party Conferences



The first Labour and Conservative Party Conferences since the general election offered a vital opportunity to emphasise the importance of centring babies, children and young people at the heart of decision-making.

At both Conferences, we held receptions to challenge each political party to set out how they are putting children high on their agenda. We were joined by charities and organisations from the sector, energised by the need to create change for children.

The most powerful voices in the room were those of the young people from across the Children's Charities Coalition, who came together to share their lived experiences, insights, hopes and aspirations for the future. A video capturing our event at the Labour Party Conference can be viewed [here](#).

"I hope what we said was listened to, not just heard!"

Emrys, Young Person

"We want to make sure that we match the ambition of our young people. You are right to push us to be ambitious about what you want for your lives, your hopes, your dreams, your ambition."

Secretary of State for Education, Rt Hon Bridget Phillipson MP

"The best speech I've seen... I had a lump in my throat as a dozen brilliant young people, organised by Children at the Table coalition of charities, took to the stage, and told the Education and Welfare Secretaries about the challenges they face – from mental health to poverty – and why the government must put children's wellbeing at the heart of its agenda."

Daniel Mazliah, Director of Media at iNHouse communications

"I want you to know that at the heart of it [the Child Poverty Taskforce] is listening to children, young people and families."

Secretary of State for Work and Pensions, Rt Hon Liz Kendall MP



"I felt really included at the conference, not excluded. I felt like I was meant to be there and me being the only young person there in a wheelchair spoke volumes. It showed accessibility done right instead of wrong."

Evie, Young Person



"It felt iconic and a privilege to have my voice heard."

Young Person

October: Munira Wilson MP meeting children in her constituency

In October, we partnered with one of our supporter organisations, the Carers Trust, to facilitate a conversation between Munira Wilson MP, Education Spokesperson for the Liberal Democrats and young carers who spoke to her about what the Liberal Democrats should prioritise.



Our Impact:

Media impact

One of our main campaign aims was to build wider public support of the need to transform childhoods in the UK and our media strategy played a significant part in how we did this.

We achieved widespread national and regional media coverage throughout the campaign by responding to the three main political parties' manifestos, providing reactive press statements and putting out proactive stories to raise awareness of our policy calls with decision makers and the wider public. This also helped us build a wider momentum of support by raising the profile of children's issues.



Charities make plea to politicians after rise in child cruelty crimes

A key element of the campaign was our asks around the next government tackling child poverty. In May 2024, we secured an exclusive with the Observer, calling on the next government to bring forward a Bill to end child poverty and in July 2024, we released YouGov survey results showing that more than three-quarters of people would support a new parliamentary Bill to eradicate child poverty. This was covered in The Independent, The Evening Standard, The Bury Times and The Bolton News. Sir Peter Wanless, CEO of NSPCC, also wrote an op-ed on behalf of the Coalition in Politics Home, about the need to tackle child poverty. In September 2024 we published analysis on children's services funding, which showed that early intervention services had been cut by nearly a half since 2010. Lynn Perry, CEO of Barnardo's, appeared on BBC Radio 4's Today programme to share the findings.



The Observer
Poverty

● This article is more than 3 months old

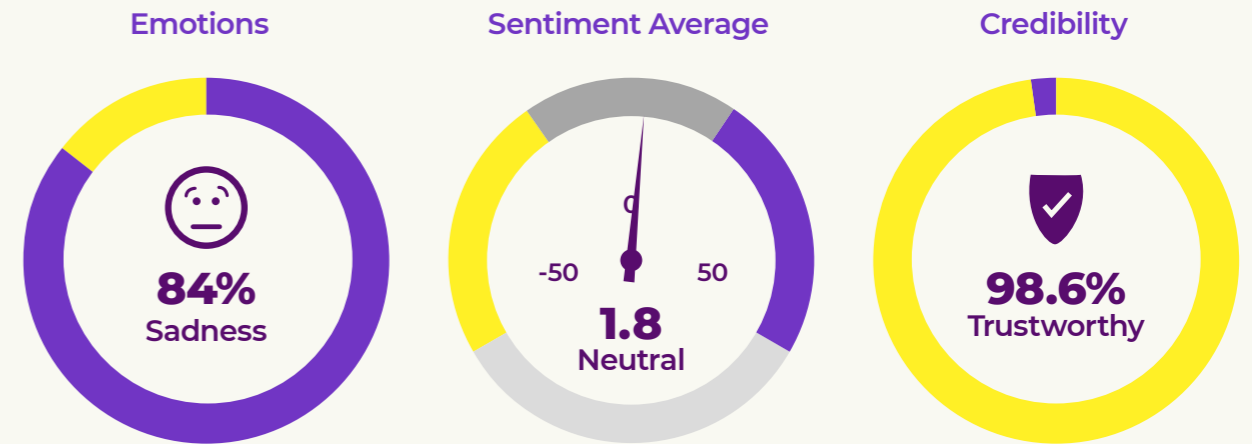
Next government urged to wake up to UK's 'shocking' levels of child poverty

Charities call for law within first 100 days after general election to ensure annual rises in the financial help parents receive

Summary

Amount of coverage across all media types with mentions of the Children's Charities Coalition – 1,316

Nature of conversation for online articles



Key coverage

15 March 2024 – Mail on Sunday

Children's mental health 'crisis' with one in 12 needing help last year amid surging demand.

Estimated audience reach – 2 million

19 August 2024 – I News

A lack of support for families whose children are forced to go back into care after a failed return home is costing the taxpayer more than £300m a year.

Estimated audience reach – 7.1 million

3 September 2024 – BBC News

The number of children in residential care in England has more than doubled over the past 12 years, with charities saying families are not getting help before they reach crisis point.

Estimated audience reach – 59 million

Social media impact

#ChildrenAtTheTable

viewed

56.4million

viewed by

12.4million

users across platforms.

mentioned

4.3k times

Launch day in numbers

- The campaign achieved a reach of **over 240k** via the web, media and X.
- The launch tweet received **16k impressions**.
- The #ChildrenAtTheTable hashtag was seen **208k times in the first 24hours**.





Supporter network impact

Children at the Table brought together almost 200 organisations from across the children's sector to call with one voice for political parties to prioritise children in the run-up to the election.

Their incredible support was instrumental in amplifying our calls throughout the campaign.

“The Children at the Table campaign has brought together charities focused on improving the life chances of children on three broad issues that we all believe should be prioritised – an ambitious cross-government strategy, the engagement of children and young people themselves, and investment in early intervention and prevention. These priorities overlap with our own Fair Education Priorities, and it's been powerful to create alignment across sectors – from education, to mental health, to anti-poverty – around these foundational themes.”

Janeen Hayat – Director of Collective Action Fair Education Alliance.

“It has been a privilege for CREC to work with Children at the Table – it has been fantastic at bringing together a whole breadth of organisations, big and small, with a range of specialisms but ultimately all focussed on improving the lives of children. Through knowledge sharing and co-ordinated campaigns it has been possible to amplify one coherent voice and cut through much of the ‘noise’ in a way that one-charity campaigns are seldom able to. For our part we value the place of early years under this broader umbrella and the equal status it is given by colleagues when speaking to policy makers and the wider public.”

*Sean Delaney – Assistant Director
The Centre for Research in Early Childhood (CREC)*



Our Supporter Network



Driving change: the campaign's influence on the new government



Manifesto commitments

We wanted political parties to use their manifestos to set out plans to tackle child poverty, provide more support for young people's mental health and wellbeing, and invest in children's social care.

So we were encouraged to see the main political parties make significant commitments for babies, children and young people in their manifestos.

Labour Party manifesto commitments	Alignment with the campaign's policy asks
A cross-government child poverty strategy	Children at the Table called for a cross-government strategy and outcomes framework to drive improvements for babies, children and young people.
A commitment to provide access to specialist mental health professionals in every school and community hubs for young people	Around 1.4 million children have a diagnosable mental health condition in England, and many wait far too long for support. Improving mental health support for children is a key ask of the campaign.
To introduce a single unique identifier (SUI)	Children at the Table called for a SUI that would make it easier to identify what works for children and young people by assessing their experiences and outcomes across health, education and social care and enabling improved information sharing across agencies.
A commitment to 'raise the healthiest generation of children ever'	Children at the Table called for urgent action to lift children and young people's physical and mental health out of crisis.
Introducing Young Futures Hubs	Children at the Table called for early intervention to prevent young people from facing abuse, exploitation and harm.

Labour's mission-led approach to government

We were pleased to see the new government's mission-led approach echo our call for greater cross-government working to tackle the issues facing children. It is vital that the government takes a joined-up approach to improving childhoods as government siloes have often inhibited essential progress.

For too long, children's needs have not been prioritised by key decision makers, so we were pleased to see the mission to 'break down barriers to opportunity' specifically to improve life chances for babies, children and young people across the UK.

The Children's Charities Coalition is committed to working with the government to ensure that all of its missions meaningfully engage with children and their families. In December, we were delighted to join the Prime Minister, Sir Keir Starmer, to discuss his government's mission-led approach and the impact for babies, children and young people. We hope that this mission-led government will be able to deliver on its promise of change for children.

"We need to do more than listen. We need to involve you in how we shape policies that affect you. And that is the fundamental issue here is that far too often, young people have had things done to you rather than done with you."

Andrew Gwynne MP, Minister for Public Health and Prevention, at our Reception at Labour Party Conference

The Children at the Table campaign has helped foster a climate of recognition around the importance of prioritising children's needs as a policy priority. Since the new government took office, we have been pleased to welcome the following progress on the manifesto commitments made by the Labour Party.

In the King's Speech, Labour introduced a 'Children's Wellbeing Bill', which will put children at the centre of the social care and education systems. The announcement of the Bill also included commitments to keep children safe and rooted in their communities and schools by strengthening multi-agency child protection and safeguarding arrangements. The Bill will also include legislative changes to stay true on their commitment to introduce a single unique identifier.

Labour have committed to the development of a new taskforce, jointly led by the Department for Education and the Department for Work and Pensions, which will be responsible for developing a new child poverty strategy. This demonstrates a commitment to cross-government working.

So far, they have also stayed committed to their manifesto pledges to develop Young Futures Hubs and have access to mental health support in every school.

"We know we've got a big job ahead and so much that we need to do, and we can only do that by working with you, by working with the organisations who represent you. But crucially, with the young people yourselves."

The Rt Hon Bridget Phillipson MP, Secretary of State for Education, speaking at our Children at the Table reception at Labour Party Conference



What Children at the Table means now

Our calls for the new government

1. Continue to build on the cross-cutting approach to government and commit to produce an outcomes framework for the 'Breaking down barriers to opportunity' mission, to drive improvements for babies, children and young people growing up in the UK.

- Leadership from the PM and Chancellor to ensure that children are at the heart of mission-led government, so that babies, children and young people are safer, happier, healthier and have equal access to opportunities.
- We welcome the commitment to introduce a single, consistent child identifier and urge the government to introduce this as a matter of urgency.
- Ensure that the government's commitment to better intergovernmental co-operation, including the proposed Council of Regions and Nations, makes the needs of babies, children, and young people a top political and investment priority in every part of the UK.

2. Commit to a new approach to decision-making that places children's interests, wishes and outcomes at its heart, involving children and young people every step of the way.

- Cultural change in children's policy development: engaging a wide range of children, young people and parents/carers meaningfully as expert partners from the start and throughout.
- A committee of children, young people and the parents and carers of babies for each of the government missions.
- The needs and best interests of babies, children and young people to be cemented into all policy development and decision-making across government, through mandatory Children's Rights and Wellbeing Impact Assessments.



3. Invest more of our national wealth in improving the lives of babies, children and young people and spending strategically on early intervention and prevention.

- We welcome the commitment to develop a child poverty strategy led by the child poverty taskforce. We call on the government to bring forward a Bill to enshrine a target to end child poverty, with clear milestone commitments every 2-3 years and a clear overall deadline. As a first step we want to see an end to the two-child limit in Universal Credit.
- We welcome the Children's Wellbeing Bill and ask for it to include wholesale reform of children's social care backed by significant investment in early intervention services.
- Deliver the government's ambition to raise the healthiest generation of children in our history by ensuring investment is made into implementing the proposed Child Health Action Plan to improve health and wellbeing, underpinned by targets to reduce health inequalities among babies, children and young people.
- Deliver an equitable distribution of funds across the UK to ensure the benefits of additional investment are felt by babies, children and young people in every nation of the UK.

Our calls for the Conservative Party

1. Commitment from the Conservative Party leadership to drive improvements for babies, children and young people and ensure that new policy is developed in a joined-up way with stakeholders from Work and Pensions, Health and Education.

2. Commitment to a new approach to decision-making that places children's interests, wishes and outcomes at its heart, involving children and young people every step of the way.

3. Make it Conservative Party policy to invest more of our national wealth in improving the lives of babies, children and young people and spending strategically on early intervention and prevention.

Our calls for the Liberal Democrat Party

1. Commitment from the Liberal Democrat leadership to push the government to improve the lives of babies, children and young people in every Department and at every opportunity.

2. Model a new approach to decision-making that places children's interests, wishes and outcomes at its heart, involving children and young people every step of the way.

3. Make it Liberal Democrat Party policy to invest more of our national wealth in improving the lives of babies, children and young people and spending strategically on early intervention and prevention.



How decision makers should meaningfully

engage with children and young people



How to make sure Children ARE at the table, have a voice and that their views are taken into consideration in decision making about their lives.

A Guide developed by the Children's Charities Coalition young people.

1 Recognise that we (young people) not only have the right to have our voices heard about decisions that affect our lives (UNCRC article 12) but also that we have some great ideas that you might not have thought about!

2 Young people's experiences and views could have more impact if they are identified and considered earlier on in decision making processes – not just to rubber stamp ideas or decisions at the end.

3 Sometimes it can be difficult to reach the young people who are most affected by government decisions; this just means you need to work extra hard.

4 Young people with lived experience have first-hand knowledge of what does and doesn't work, they could save you time and money in the long run by helping you to get things right.

5 Not everyone works in the same way or is able to communicate in the same way, you need to create different opportunities for young people to have a voice and share in a way that is appropriate for them (I'm sure sitting in meetings can be hard for some of you too).

6 It's not enough just to listen, you need to act on what we say and then tell us what you've done as a result.

7 We know that some of our asks might be bigger than you can solve, that doesn't mean you shouldn't start the conversation and sometimes little wins can lead to bigger changes.

8 Make sure opportunities for us to have a voice are accessible to everyone's needs, needing an interpreter, an accessible building or extra support needs should not be a barrier to hearing from anyone.

9 Sometimes you might have a better conversation with us if you can come to our spaces and places.

10 Always be transparent in terms of what you can and can't do, updates (even if there's been little/no progress) are really important so we know our voice still has value.

11 Work with charities and organisations who are already engaging with young people.

12 Don't forget all the things young people have already told you during previous discussions and events. Those views and experiences are important too.

13 Good participation doesn't always happen overnight, it can take time and resource to do it well.



What next for the Children's Charities Coalition?



Children at the Table has demonstrated how impactful collective action truly is. Together, we have amplified the voices of children and young people, taking them directly to Parliament to ensure that key political leaders are held to account.

Along with the campaign's incredible supporters, we have achieved a large amount in a short time. But there is still much more to do.

The new government has a large task ahead, there needs to be urgent action if the situation facing children and families is going to improve. We were disappointed that the Chancellor did not take the opportunity at the recent Budget to create systemic change by investing in children. The government must take action to put children at the top of their agenda and give them a seat at the table.

That is why the Children's Charities Coalition will continue to collaborate and speak with one voice to call on the government to:

- 1. Work together to improve the lives of babies, children and young people**
- 2. Put children's needs and voices at the heart of decision-making**
- 3. Spend more of the nation's wealth on babies, children and young people**

We set out to make good childhoods a national priority and we will continue to call on all political parties to commit to making this a reality.

Children deserve a seat at the table.

Acknowledgements

We want to take this moment to acknowledge and thank the many organisations and individuals that played a vital role in the development and delivery of the campaign including, Principle Consulting, the Institute for government, New Philanthropy Capital, Pro Bono Economics and Alma Economics. We also want to thank the many organisations large and small who were instrumental in amplifying the campaign. Above all, we want to thank the children and young people who were involved in the campaign, without whom none of this would have been possible.

The Children's Charities Coalition is formed of Action for Children, Barnardo's, National Children's Bureau, NSPCC, and The Children's Society. We are working together towards the vision for every child in the UK to be happier, healthier and have more equal access to opportunities.

Children
at the Table



BARNARD'S



NSPCC

The
Children's
Society