



Child Employment Fortnight 2011 **Feedback**

Child Employment Fortnight took place between March 28th and April 8th 2011

The Child Employment Fortnight Working Party printed double-sided posters and flyers this year, which were distributed to 80 Local Authorities across England and Wales. In addition a selection of resources for use in schools, with partners in local authorities and business organisations and with employers, were provided to members via Regional Chairs, and placed on the NNCEE web site.

39 Local Authorities completed and returned feedback forms after the event.

64% thought the event had been successful or fairly successful in their Authority with only 0.05% saying it had been unsuccessful and many Local Authorities saying they wished they could have done more. Lack of time, resources, unavailability of staff and inconveniently timed, office reorganisations, were the chief limitations that restricted these authorities.

76% of respondents had used the posters and flyers that they had ordered. Mostly distributing them to schools and other local authority groups and buildings. 44% had used them to target employers.

The resources available on the web were well received and used by 41% of the respondents with more saying they would be using them for Child Employment initiatives throughout the year.

Suggestions for next year were varied. Some local authorities were concerned about the lack of ethnic diversity of the posters and flyers. This was a problem that the working party had tried to address but had experienced huge difficulty obtaining suitable photographs of the required high definition at a reasonable cost, which were not subject to copy write. Assistance from members with access to suitable quality photographs would be required for future poster designs.

Welsh local authorities asked if it would be possible to have the posters in Welsh as well as English. There is obviously a cost implication but could be investigated for the future.

Many respondents also mentioned lack of press coverage. Despite the best efforts of the working party, press releases and letters to magazines, newspapers, etc were not followed up by the media. For those of you that listen to BBC Radio 4, you may have noticed a story line in 'The Archers' in April, involving the employment of a year 11-boy part time in the village pub. The requirement for a work permit and the fact that the hours of work were restricted were mentioned, although not exactly specified. The lad has just had his shifts cut, during his exams and is only working on a Sunday now – hopefully just for 2 hours!!

Thank you to all the members who took part in the initiative this year. All the resources will remain on the NNCEE website for you to use whenever you wish, so even if you were not able to use them during the fortnight, they are there to help you. The posters are also there if you wish to print some for yourself.

We are always looking for ideas for future years. The SE Region has arranged Child Employment Fortnight for the last 3 years, but would like to pass the mantle on to another region, with fresh ideas. If you want Child Employment Fortnight 2012 to happen, please contact Ian Hart Chair NNCEE and offer to take up the challenge.

Jo Booth, Wendy Smith, Clare Blundell, Lucy Jones, Sarah Guy, SE Region
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