



**Partnership Opportunities**

**NO CHILD  
LEFT BEHIND**



# No Child Left Behind



**20% of children in Cheltenham are classed as 'living in poverty'**

**Secondary phase exclusions in Cheltenham schools have risen by 124% in the last 5yrs**

**#NoChildLeftBehind**  
**Work with us to change their lives – 12 months of tailored partnership opportunities**

**Pupils eligible for free school meals are significantly less likely to hit educational attainment targets.**

**18.5% of children report feeling "not at all confident/Not very confident" in their futures.**

**#NCLBchelt**



# Working together so that all children in Cheltenham can thrive

<b>JAN</b>	<b>#OurTown</b>	Understanding what child poverty is and how it affects our town
<b>FEB</b>	<b>#PositiveRelationships</b>	Discovering the importance of having good relationships and being kind
<b>MAR</b>	<b>#ConfidentGirls</b>	Tackling issues affecting girls, including period poverty and self-esteem
<b>APR</b>	<b>#StrongFamilies</b>	Building happy, resilient families, including the relaunch of Inspiring Families
<b>MAY</b>	<b>#CelebratingChildhood</b>	Uniting to celebrate the triumphs and talents of our children
<b>JUN</b>	<b>#AmbitiousCareers</b>	Inspiring children to aim high and achieve their potential
<b>JUL</b>	<b>#PhysicallyActive</b>	Children and families across the town come together to get moving
<b>AUG</b>	<b>#FunandFulfilment</b>	Helping children find their strengths and passions
<b>SEP</b>	<b>#InnovativeEducation</b>	Cheltenham launches a restorative approach to education
<b>OCT</b>	<b>#GoodMentalHealth</b>	Finding ways for families to reduce their anxiety and have better mental health
<b>NOV</b>	<b>#AchievingBoys</b>	Tackling issues affecting boys, including education and criminal exploitation
<b>DEC</b>	<b>#EatingWell</b>	Helping families to eat well on a budget over the festive period.

# Year of Action 2019

**County-wide partner involvement including mental health, sports, culture, education, domestic abuse, police, voluntary services and community groups.**

**15+ activities planned over the year so far—many more to come!**

## **Why sponsor a NCLB theme?**

- ⇒ Meet your CSR objectives at a local level
- ⇒ Broaden your organisational reach with a large-scale partnership project targeted at children, families and professionals that work with families.
- ⇒ Help to address issues affecting young people, and influence the future of Cheltenham
- ⇒ By shaping more resilient families we can reduce the risk to our children of criminal exploitation, such as from county lines gangs.
- ⇒ Increase your staff engagement and skill set.
  - ⇒ Inspire your workforce

**Monthly opportunities with many more events, campaigns and activities**

Cheltenham Children's Festival, part of **#CelebratingChildhood**, has previously seen:

- a footfall of **1,500** on the event day
- **8,000** children took publicity materials home to their families
- **7,5000** people were reached on FB and over **13000** on Twitter

**No Child Left Behind** achieved **45,000** organic tweet impressions on Twitter in it's first month...

...And Facebook posts have reached over **3,000** people so far

We have a number of corporate partnership options available, all of which provide a platform for your brand to connect with children, families and professionals in Cheltenham.

You will be able to achieve CSR goals through community events geared towards improving the lives of all local children but particularly those affected by poverty.

Your brand will be displayed alongside events relating to your chosen theme, and will be linked to all social media activity relating to the specific hashtag.



# Partnership

# Tailored Opportunities

Theme: #CelebratingChildhood

Planned events: Cheltenham Children's Festival

No. of Option A packages available = 1

**What's included:** By sponsoring this theme you will be invited to open the event alongside the Mayor of Cheltenham and would have your company logo prominently displayed at the event venue. You will be taken on a VIP tour of the festival by the participating pupils. In addition your logo would be displayed on any promotional and publicity materials and your business would be included in all social media messages published by NCLB relating to the #CelebratingChildhood theme. You will be invited to present the theme's award at the NCLB Innovation Awards.

**Reach:** In previous years this event has managed to reach 75000 people on FB, around 8000 pupils from 20+ schools took home publicity materials, and 1500 attended on the day.

Sponsor for £3000

Themes: #AmbitiousCareers, #PhysicallyActive, #FunandFulfillment, #ConfidentGirls

No. of Option B packages available = 4

Planned events: School Jobs Fairs, whole-town physical activity challenge, Programme of fun taster sessions through summer, Period Poverty Project launch.

**What's included:** By sponsoring an Option B theme you will be invited to open the event with a Cheltenham dignitary. Your logo will be included in all promotional and publicity materials and your company will be mentioned in all tweets published by NCLB relating to that theme. Your logo will be prominently displayed at event venues. You will be invited to present the theme's award at the NCLB Innovation Awards.

**Reach:** 45k organic twitter impressions for NCLB over launch month. Minimum 2 tweet p/w published by NCLB. Around 8000 pupils from 20+ schools will take home promotional materials.

Sponsor for £2000

Themes: #PositiveRelationships, #StrongFamilies, #InnovativeEducation, #GoodMentalHealth, #AchievingBoys, #EatingWell

No. of Option C packages available = 6

Planned campaigns: Cheltenham 'Pay it Forward' - random acts of kindness, Restorative Practice in Schools, Managing Anxiety, Mental Health First Aid, Diverting boys from criminality, Christmas dinner on a budget.

**What's included:** By sponsoring an Option C theme you will have your company mentioned in all social media posts published by NCLB relating to that theme. You will have your logo included in all leaflets and other promotional materials (as agreed by you) and will have your logo displayed at events. You will be invited to present the theme's award at the NCLB Innovation Awards.

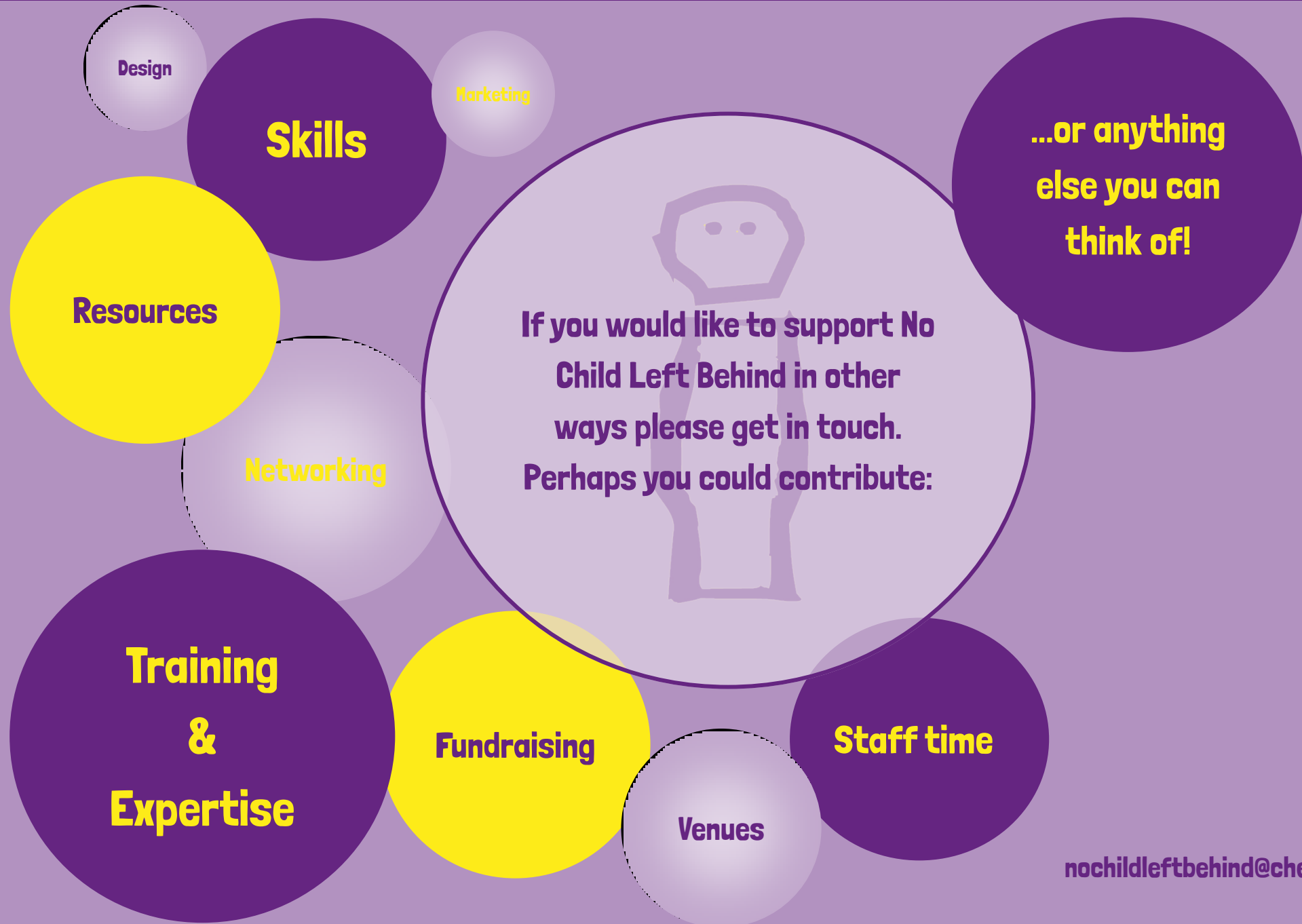
Sponsor for £1000

## No Child Left Behind Innovation Awards January 2020

By sponsoring the NCLB Innovation Awards you will have your branding on all promotional and publicity materials for the event, and will be invited to present the Overall Award to the year's most innovative contributor. Your organisation's logo will be also prominently displayed around the venue, Cheltenham Town Hall reaching up to 500 families and partners. Sponsor for £2000



# Volunteering & Support-in-kind



**Contact:**

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