

Our Vision/Mission

Empowering every child, young person and family in Wallsend to fulfil their potential". We do this by being a catalyst for local change, actively tackling inequalities hand in hand with children, families, schools, charities, community centres, healthcare and other services.

We have three Core Strategic Objectives for Wallsend Children's Community

Growing Collective Impact

We seek the best possible outcomes for children and young people from cradle to career, working with our community and a wide range of partners in an atmosphere of shared responsibility to enable the children and young people of Wallsend to thrive. Our goals remain in line with the North Tyneside Children and Young People's Plan 2021-25 and resonate with the ethos behind our work as a village raising children together.

Increasing Collective Influence

We play a pro-active and effective role both supporting and challenging all those who share in the vision of the Children's Community to shape and scale up the number, quality, consistency and sustainability of opportunities that are being accessed by children, young people and families in Wallsend.

Securing Essential Resources

We work to ensure that Wallsend Children's Community has all it needs in terms of secure, sustainable funding and a dynamic and versatile team of staff and volunteers, many of whom will be 'qualified by experience'.

Since 2016, Wallsend Children's Community (WCC) has been developed and invested in as an initiative of Save the Children. In 2025 we stepped out, forming an independent charity and now work in partnership with Save the Children to collectively tackle poverty and inequality and partner with children and young people to tackle poverty and inequality.



Operating Cradle to Career (0-19) our supported by a small core team

WHAT WCC WILL DELIVER

1. **Mobilise Partners to collaborate and work to:**
 - * Get things right Early (age 0-5)
 - * Support Fit and Health Lives (physically, mentally, emotionally and socially)
 - * Realising Aspiration
2. **Collate and Disseminate** local collective intelligence and insight
3. **Build** capacity and capability with our communities
4. **Develop** research, evidence and pilot new ways of work to inform practice across the system
5. **Help** make sure families have the money, services and power needed to end child poverty, by building communities of people who care about children, listening to what's important to them, and working together to make things better.

HOW WCC WILL DELIVER

1. Working directly with our Wallsend communities through our **Community Champion Network** of parents and carers across Wallsend gaining live experience, co-creating, connecting, advocating and campaigning
2. Using **Participatory Action Research** to support young people to develop their agency and self-efficacy for the purpose of ensuring their voice is integral in co-creating local solutions and realising aspirations.
3. Via our **Impact Assessment Framework** demonstrate our collective impact in improving the system for children, young people and families.
4. With the **Wallsend Schools Partnership** create a culture of co-education of our children and young people balancing academic, social, emotion and physical development.
5. Partner with **local, regional and national stakeholders** to shift focus towards root cause and prevention rather than crisis intervention

THE VALUES THAT GUIDE OUR WORK

1. **We all love Wallsend:** We have more things in common than things that divide us. The main thing that unites all of us is that we love Wallsend and want the best for our children and young people
2. **We include and involve:** *"Nothing about us without us."* This means those affected by the issues – children and young people and those raising them – are at the heart of shaping how those issues are addressed and economic mobility
3. **We speak and behave "human":** When we get together and talk, we use language that we all understand, avoiding jargon. We think human when we agree actions, we are led by lived experience.
4. **We put our talking into action:** We are ambitious / impatient to see change because this is how our community feels. Together we expect things to happen as a result of all the talk.