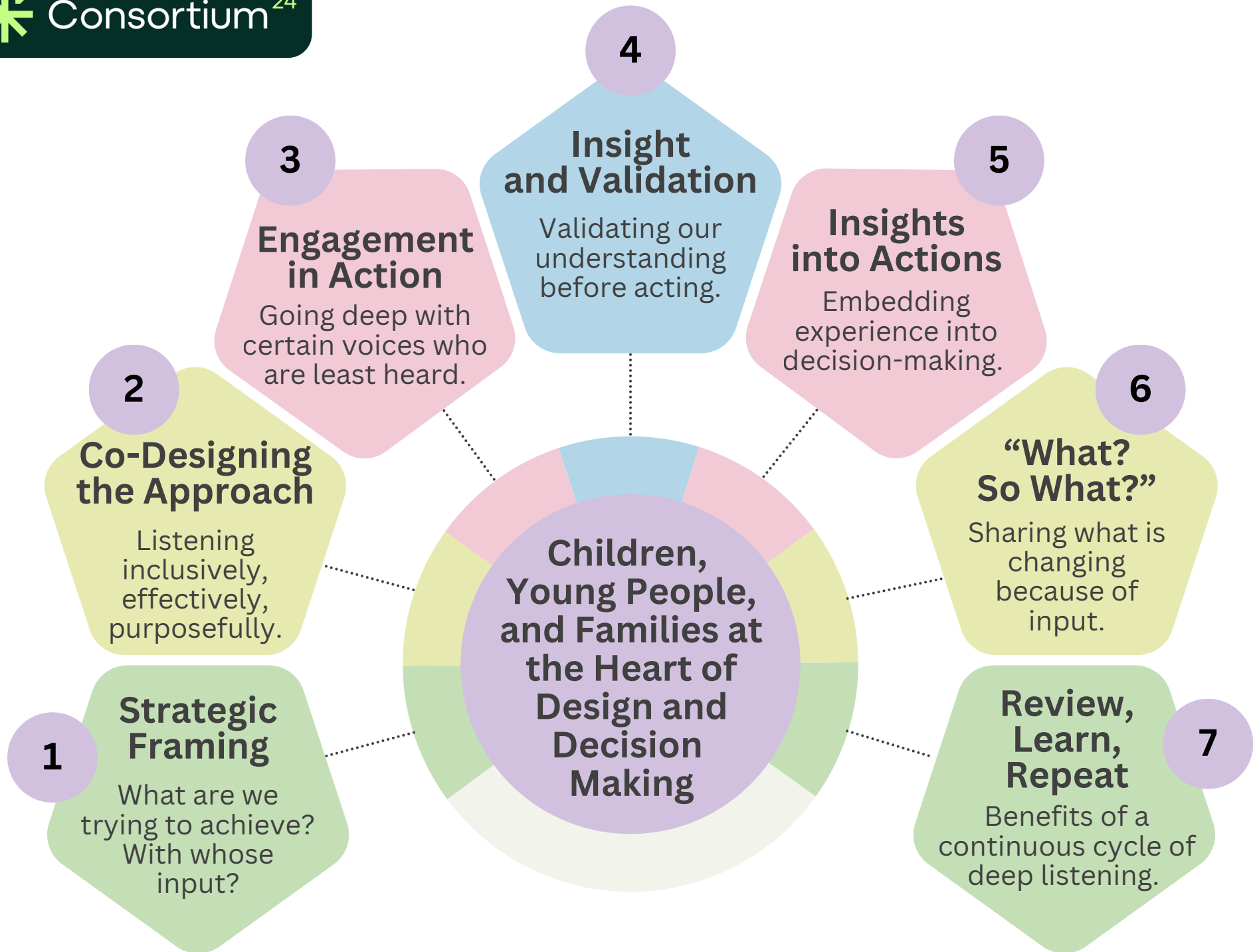




1

Strategic Framing

What are we trying to achieve?
With whose input?

How do we define the purpose, scope, and intended impact of this work in a way that centres CYP lived experience from the outset?

Purpose and What Is Achieved

- Establish a clear purpose for the strategy decision/amendment
- Set realistic boundaries for what can change - CYP and stakeholders understand the scope of influence from the outset

Practical Considerations

- What **problem** are we trying to solve, and why does insight from CYP matter?
- Who is greatly affected by the issue?
Are we focusing on a **target cohort** or the wider **population**, and why?
- Where are the **boundaries** - contractual, financial? How will we explain these?
- Who are named decision-makers for acting on CYP insight?
- How will we ensure senior **leaders** understand and endorse the cyclical nature of deep listening?

Quality Markers and Deliverables

- Work is clearly tied to a live policy, strategy or service decision
- Scope of influence is realistic, explicitly defined, and communicated out
- Written statement of purpose, objectives, cohort, and scope of influence exists, accessible by CYP

Benefits

Prevents engagement with CYP from becoming tokenistic by ensuring their input is connected to real, actionable decisions.

Co-Designing the Approach

Listening inclusively, effectively, purposefully.

How do we design an approach that ensures we've listened effectively, inclusively, and that reflect children and young people's realities?

Purpose and What Is Achieved

- Co-design and co-identify where deeper exploration is needed
- Define the cohort(s) whose lived experience will shape the work
- Articulate why their voices matter for this specific issue

Practical Considerations

What do we still not understand well enough to act confidently?

- Review the 6 good and 5 not as good deep listening **themes** to identify which are most in line with this strategy's aims
- Identify **barriers** to participation and practical supports to mitigate these
- Ensure the approach is **not solely reliant** on those confident in participating in strategy coproduction
- Develop high-quality **understanding** of more generalised views

Quality Markers and Deliverables

- Engagement approach has been co-designed with CYP, not imposed
- The cohort(s) for deeper engagement are clearly defined, with a rationale of experience and strategic relevance
- Involved CYP understand their scope of influence and level of input

Benefits

Deeper engagement adds genuine value by reaching CYP whose experience is essential to shaping meaningful, equitable strategy.

Engagement in Action

Going deep with certain voices who are least heard.

How do we meaningfully engage children and young people whose experiences are under-represented, to enrich what we already know?

Purpose and What Is Achieved

- Build a richer understanding of how the themes affect CYP
- Ensure that those most impacted have a central role in shaping the direction of the strategy

Practical Considerations

- Reach out to cohort representatives/**Participation Groups** about why their insight is particularly important
- Meet CYP where they're at, where they feel **comfortable**, in ways that help them express the realities of the issue
- Capture some detailed case examples that illustrate lived experience
- Encourage CYP to consider **specific changes** they would want to see
- **Adapt** engagement methods suitably
- Document insights in CYP's **own** language, examples, and framing

Quality Markers and Deliverables

- Engagement has been carried out directly with most affected individuals
- Gain contextual, day-to-day examples
- Insights recorded in CYP-centred language, reflect their experience without reinterpretation
- Clearly show why these experiences are essential to shaping strategy

Benefits

Ensures strategic decisions are grounded in lived realities, leading to more accurate, equitable, and impactful change.

Insight and Validation

Validating our understanding before acting.

How do we validate what we learn from children and young people?
How do we identify what's new, what's already happening, and what needs to change?

Purpose and What Is Achieved

- Distinguish between what insights from CYP are new, what confirms existing knowledge, and what challenges current assumptions
- Validate our interpretation of CYP insights

Practical Considerations

- Identify the messages that appear most **important, urgent, or impactful** for CYP
- What is **new**? What is **confirmed**?
- What is **already happening**?
- Share back a **summary** of key messages with CYP, checking for misinterpretation and correct tone and emphasis
- Ask what each validated insight **means for the strategy**
- Identify where requires new actions, adjustments, and communication
- Note **disparities** between CYP priorities and constraints

Quality Markers and Deliverables

- Clear, accessible summary of CYP insights, produced and shared back for validation
- Insights categorised into “new”, “confirmed”, “already happening”
- The implications for the strategy are clearly identified and documented

Benefits

Decisions are based on accurate, validated understanding of CYP insight, preventing misinterpretation and strengthening trust.

5

Insights into Actions

Embedding experience into decision-making.

How do we embed these validated insights into policies, plans, and actions, with clear responsibilities and timelines?

Purpose and What Is Achieved

- Turn validated CYP insights into clear, actionable changes
- Identify what needs to be amended, added, or reframed in the strategy to reflect CYP's wishes

Practical Considerations

- Highlight which parts of the strategy do not currently reflect CYP experience and where needs are not met
- Note where the strategy may miss the **wider lived experience** and context
- Review existing action plans and timelines to **integrate** insights from and reflect priorities of CYP
- Present draft changes back to CYP in accessible formats, embedding **cyclical nature** of deep listening, using visuals and mock-ups where helpful
- Share insights with departments influencing the CYP experience

Quality Markers and Deliverables

- Each validated CYP insight is translated into a specific, actionable change
- Strategy goes on to reflect the full lived experience, not just technical or functional elements
- Amended strategy is transparent about what will change, what won't, and why

Benefits

Ensures CYP insights lead to real, visible change, strengthening trust and improving the relevance and impact of the strategy

“What? So What?”

Sharing what is changing because of input.

How do we communicate back to children and young people what has changed, what will change, and why their contribution matters?

Purpose and What Is Achieved

- Share what is changing in the strategy as a result of CYP insight
- Strengthen trust by ensuring CYP can see the impact of their involvement, preventing engagement from feeling tokenistic

Practical Considerations

“We will keep sharing updates so you can see what is changing because of you.”

- Make CYP contribution **explicit**, showing that insight shaped decisions. *“You told us...” “Because of this, we...”*
- Ask CYP how they want to receive updates, **tailoring communication**
- Update when actions begin, designs are drafted, and changes go live – **update** throughout implementation
- Invite CYP to **respond** to updates, to raise concerns or highlight gaps, as part of the ongoing cycle of deep listening

Quality Markers and Deliverables

- Clear communication about what is changing, why, and when
- Communication is ongoing and reflects real progress (and barriers)
- CYP can see and describe what has changed because of their insights and involvement

Benefits

Builds trust by showing CYP and wider public that their insight leads to real, visible change, not tokenistic engagement.

7

Review, Learn, Repeat

Benefits of a continuous cycle of deep listening.

How do we measure progress, share accountability with CYP, and ensure deep listening becomes a sustained way of working?

Purpose and What Is Achieved

- Monitor progress over time by measuring the impact, benefits, and outcomes of the changes made in response to CYP insight.
- Embed deep listening as a continuous cycle, ensuring strategies evolve with CYP experience rather than remaining static.

Practical Considerations

- Identify what “**better**” looks like from CYP/public perspective as well as KPIs
- Co-design **indicators** that reflect lived experience: safety, confidence, enjoyment, ease, belonging
- Capture **varied metrics**: service usage, access, satisfaction; case studies, reflections, day-to-day changes
- **Review** progress regularly, aligned with existing governance cycles - CYP insight is part of **mainstream** decision-making
- Invite CYP reps to attend relevant steering groups, or attend their meets

Quality Markers and Deliverables

- CYP-defined success measures alongside organisational metrics
- Professionals attend CYP spaces to share updates and future plans.
- Learning from CYP adapts and improves the strategy
- Revisit stages with stronger insight and deeper partnership

Benefits

Embeds deep listening as a sustained, accountable, and evolving way of working.