

CARDIFF
SUMMER
OF SMILES

GWÊN O
HAF

CAERDYDD



Impact Report



Child Friendly CARDIFF



CAERDYDD Sy'n Dda i Blant

Cardiff is the first city in Wales to participate in the UK committee for UNICEF (UNICEF UK)'s national Child Friendly Cities and Communities initiative.

Our ambition is for Cardiff to be recognised as a Child Friendly City (CFC): a city with children and young people at its heart, where the rights of children and young people are respected by all, a great place to grow up.

We will work together to create a city where all children and young people can share their voice and have an input on decisions being made that will affect them.





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Introduction

Our ambition is for Cardiff to be recognised as a [Child Friendly City](#): a city with children and young people at its heart, where the rights of children and young people are respected by all, a great place to grow up.

The last year has been a challenge for everyone but particularly for children and young people. As a result of the pandemic, they have missed out on huge milestones such as school transitions, creating friendships and connections, birthdays, holidays and much, much more.

Due to these pressures, many young people have suffered from anxiety, stress, grief, confusion, anger and loneliness. Having these important years in their developmental journey disrupted has had a significant impact on children and young people across Wales, both physically and emotionally.

We wanted to make sure the younger generation were reassured that things would get better. There was a light at the end of the tunnel, and they too will grow up to achieve great things. Children and young people needed to receive the message that they are amazing!

As we begin the “new-normal” it is vital that we recognise the impact of the pandemic on children and young people of Cardiff and acknowledge the sacrifice they have made to help keep us all as safe as possible.

To do this, the people of Cardiff need to pull together and openly thank children and young people by providing opportunities to have a wonderful time, to make friends and new connections, in safe environments.

The first of many steps was to provide our ‘Summer of Smiles’ festival, which aimed to enhance wellbeing, help people to reconnect, have new experiences and make new friends.

Festival Breakdown



Main Festival Site
City Hall Lawn
38 Sessions
18 Partners
19/07-08/08



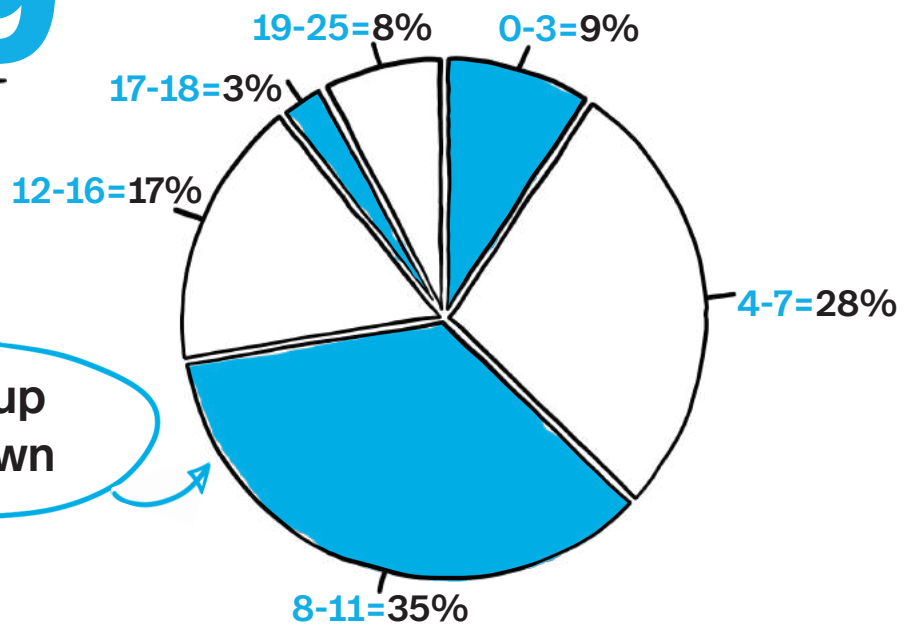
City-wide Activities
4 Categories
550+ Sessions
50+ Partners
19/07- 29/07



Churchill Way Takeover
Roly-Poly Hill
Natural Play Space
Art Installations
19/07- 29/07

32,139 Smiles*

Age Group
Breakdown



Smiles across
City-Wide
Activities

15602



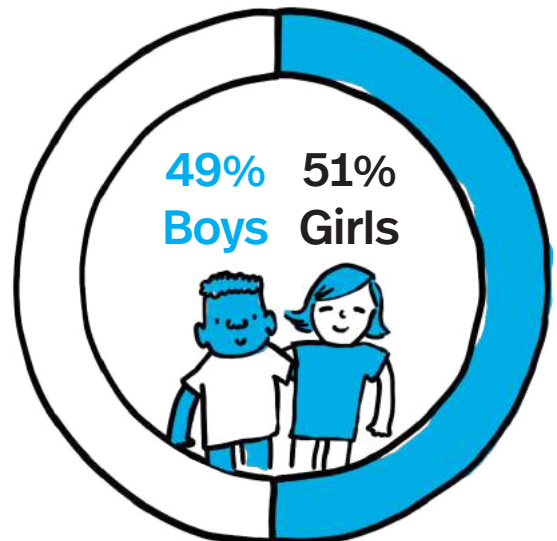
Smiles on the
Festival Site

10137



Smiles at the
Churchill Way
Takeover

6400



3563

SUMMER OF
SMILES APP
DOWNLOADS



Check out the
app and website



40523
WEBSITE
VISITS

*when we say 'smiles', we're talking about instances when children & young people (and their families) took part in summer of smiles funded experiences - as recorded by delivery partners.

Summer of Smiles Principles

All festival partners pledged to adhere to these principles and values when signing their Summer of Smiles contract.



Dignity

The Summer of Smiles Festival recognises that every child and young person has inner dignity and worth that should be valued, respected and nurtured. Respecting children's dignity means that all children should be treated with care and respect in all circumstances.



Best Interest of the Child

The Summer of Smiles recognises that the best interests of the child or young person must be a top priority in all decisions and actions taken during the planning and delivery of the festival.



Non-Discrimination

The Summer of Smiles recognises that every child and young person should be treated fairly and protected from discrimination, whatever their age, gender, ethnicity, religion, language, family background or any other status. Having access to equal opportunities and best possible outcomes doesn't mean being treated identically; some children and young people need more support than others to overcome barriers and difficulties.

Summer of Smiles Values

To deliver a festival that is accessible and inclusive.

To recognise the needs, skills, and abilities of all children and young people.

To treat children and young people with dignity and respect.

To promote the rights and entitlements of children and young people.

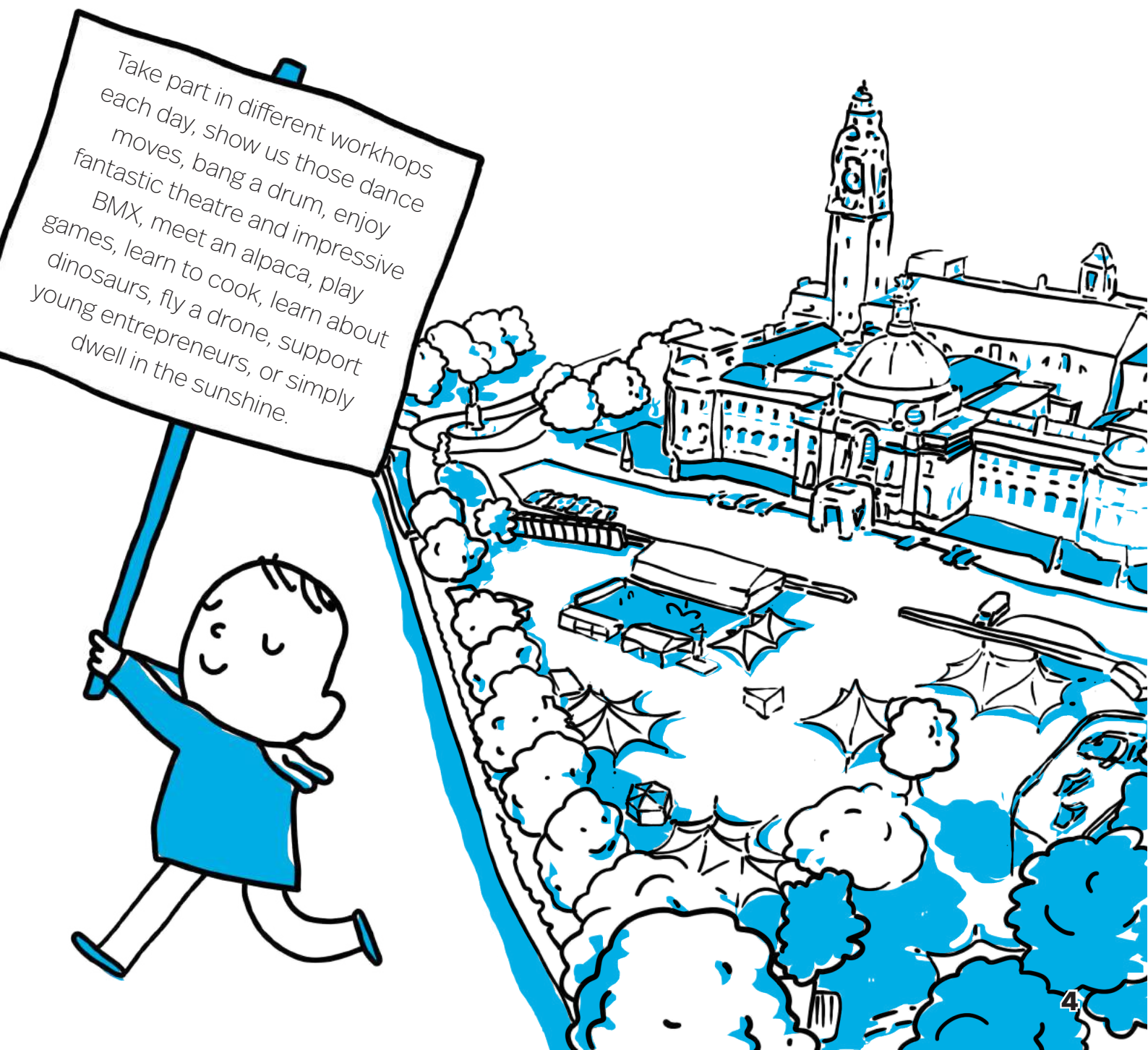


Main Festival Site

The Summer of Smiles Main Festival Site was situated on City Hall lawn and provided the opportunity for children and young people to learn, have fun and make friends in a safe environment.

Stepping through the gates, families were greeted by roaming performance artists and a wide selection of tents hosting activities and learning opportunities from a wide range of partners. The performances and activities changed daily so returning families would never have the same exact experience!

The main festival site was a closed, ticketed event with a limited capacity to ensure a safe family environment. The nominal entrance was set at the accessible rate of £2 which, in turn, helped subsidise free entry for identified priority groups such as children in care and young carers.





Partners

Theatre Iolo, Sherman Theatre, Arts Active, Museum Wales, Green Squirrel, Pharmabees, Cardiff Family Advice and Support, Platform, Cardiff and Vale College, Cardiff Youth Service, Grassroots, Sport Cardiff, Inspire BMX shows, Redal Emporium, Promo Cymru, Amazing Alpacas, Table Football Plus and more...

Feedback



"If only you
could bottle joy
#childfriendlycardiff"



"This Festival has been
the highlight of our year.
It is amazing to see kids
valued!" - dad



"My children and their
friends had such a
wonderful time here
yesterday. They want
to come back"



"Look at him, he's
mesmerised" - Mum on
first time their child had
seen theatre



"This is the first time I've
done a market stall. It was
an amazing experience" -
Young entrepreneur



"First time I've been
on a bus in a year"
- young boy



The most fun I've had
since lockdown! Can you
do it next year?
-young girl

Young Artists

As part of the Summer of Smiles festival in Cardiff during the summer of 2021, young creatives aged between 14-18 were given the opportunity to get involved in a commission.

The Winners were Alicia (18), Eshaan (17), Rosie (17), Nalani (15), Farah (14), Faaris (14), and Saabiqah (14). Each successful applicant earned £300 in exchange for creating a piece of art that reflects what it's like to be a young Cardiffian.

The young people had 3 weeks to create the art from concept to finished piece. The finished pieces were then exhibited during the final week of the Summer of Smiles main festival site with the young artists proudly showing off their work.



Find out more info on the artists and their work here

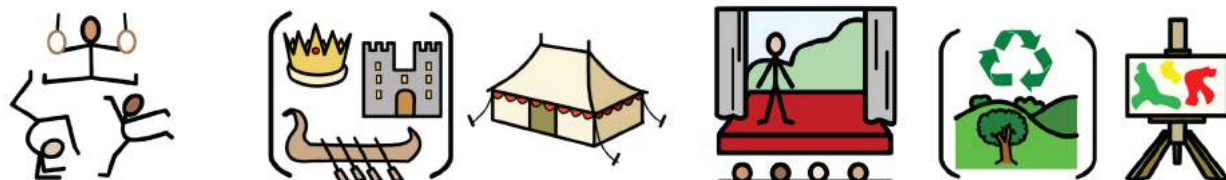


A Neurodiverse friendly festival

Although the entire festival was intended to be inclusive and neurodiverse friendly - Each Thursday morning session was a quiet session tailored specifically to neurodiverse children, young people, and their families.

The individual tent signs and site map were converted into a symbol and simplified text with the intention of making it more accessible to children and young people who are non-verbal, have speech and language difficulties, additional support needs, or very young children.

“As a young man with autism, I can empathise with the other young people at the festival during this slot... When I was a child, this level of thinking when it comes to including neurodiverse children in similar events to other children would have been a godsend to both my Mum and I. It has been fantastic to see children and young people having fun at the festival, when they would otherwise be isolated not by circumstance, but because their needs haven’t been considered by the organisers.” - Summer of Smiles Young Journalist.



Check out the Summer of Smiles journalist's blog post on neurodiverse sessions



Girls boxing and wellbeing sessions. Learn
storytelling and creative engagement. All
Safely. Caerau and Ely sports trust – Active
Adventure. Driving Experience for Young Pe
Cardiff Science Festival. Air Rifle Shooting
Basket Ball. Football Sessions. Junior Gym. S
Mr Ruffles Magic Show. Dolly Trolley Drag
Afro Dance Workshop. Bhangra Dance Wo
Venture. The Great Insect Games. Giant Infla
Greatest of Great Shows. Fire Show. Bring
Performance. Voguing Dance Workshop. Sp
Tongwynlais Village Hall. Air Venture. Landin
Parks Activities. #FelMerch Activities. Ho
Multi Sports Camp. Claws – Theatre Perform
Girl's Football Session. Outdoor Rap and Sir
Butetown After School Club. Target Shooting
Family Visits. Gorge Walking. Ninja Warrior
Wales Millennium Centre. Flat Holm Pirate I
Play Sessions. Family Pyrography Session. E
Finger Puppets. Modroc Masks. Animation
Hour. World War Two – Drama Hour. Anima
Pavilion. Creating With Clay. Boudicca – Dr
Workshop. Kids Zumba. Art Sessions at W
Karting. Watch Making. Dancing Worksho
Caer Heritage Festival. Cardiff Gymnast S

to Sail. Hudson and Agatha – steam punk
day creative Art sessions. Learn to Cycle
sessions. Graffiti Art Workshop. Aqua Park
people. **City-Wide Activities.** Junior Triathlon.
. Pedal Power. Young Ones camp. Bowling.
Swimming Sessions. Table Tennis Sessions.
g Aerobics. George Orange's Circus Show.
Workshop. Bobby Singh. Group Fitness. Air
table. Connie Orff – Drag Queen Story Time.
g Me Sunshine. Sparklettes. Qwerin Dance
platch Arts. Lady Gaga Tribute. Tea party in
g Bolts. Bro Ederm Multi Sports Camp. Family
of! Theatre Performance. Grange Pavilion
nance. Wales Millennium Centre Tech Tours.
nging Sessions. Riverside After School Club.
g Courses and Tasters. St Fagans' Community
r. Techniquiest. Aqua Park. Abseiling Down
Island Treasure Hunt. Sundaze. Loose Parts
Build A Bug Hotel. Boxercise. 'Dancing Deer'
Workshop. On Board the Mimosa – Drama
ation Workshop. Theatre Games at Grange
rama Hour. Painting Faces. Shadow Puppet
Welsh Millennium Centre. Pop Up Music. Go
op with National Dance. T-shirt Printing.
Summer Camp. Skateboarding Coaching.

City-Wide Activities

The Summer of Smiles programme helped host free activities across all corners of the city by funding a diverse variety of organisations that provide services for children and young people. In some instances, organisations used the funding to increase service capacity, in others, the funding paid for the development of new services within organisations. Identified priority groups were offered a one week early-bird period to book activities before they became available to the wider public.

The activities were broken down into 4 categories:

- Play and Family Fun
- Sports and Adventure
- Science and Tech
- Arts and Creative



**Sport &
Adventure
Smiles**

5533



**Play &
Family Fun
Smiles**

3431



**Arts &
Creative
Smiles**

2833



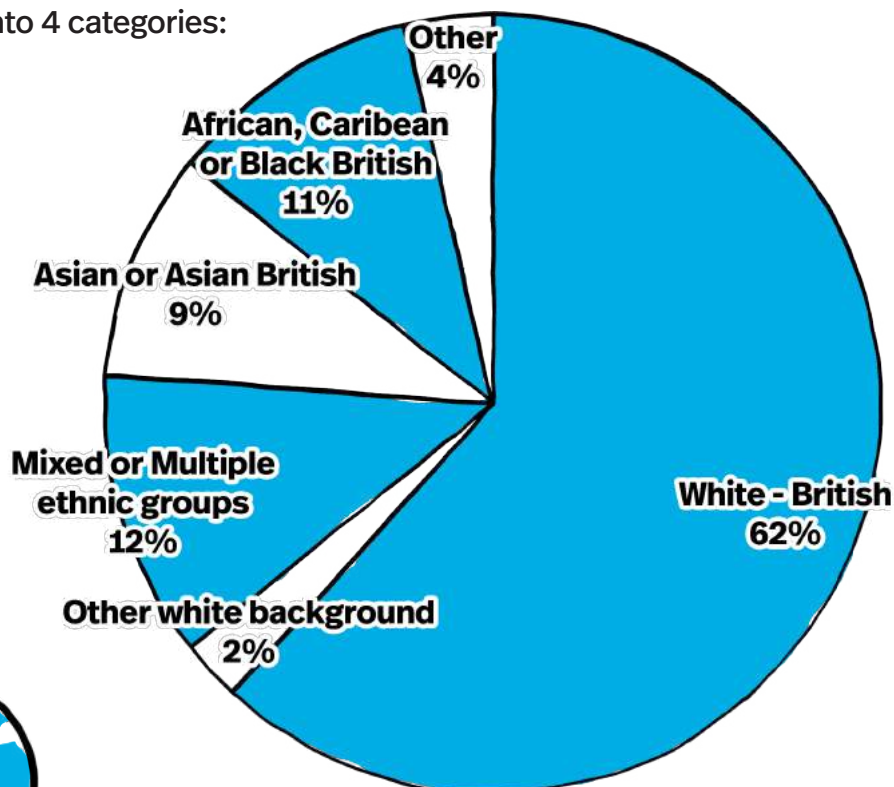
**Science &
Tech
Smiles**

2697



**Welsh
Provision
Smiles**

1108

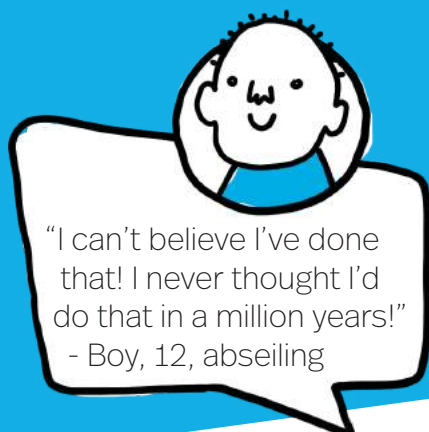




"I've been dying to write a poem, but I didn't have it in me" - Young girl at a 'landing bolts' session



"It was awesome! Wasn't expecting real pirates! It was an experience I'll never forget. I'm still singing our pirate song! Hope we can do it again sometime!" - Girl, 10



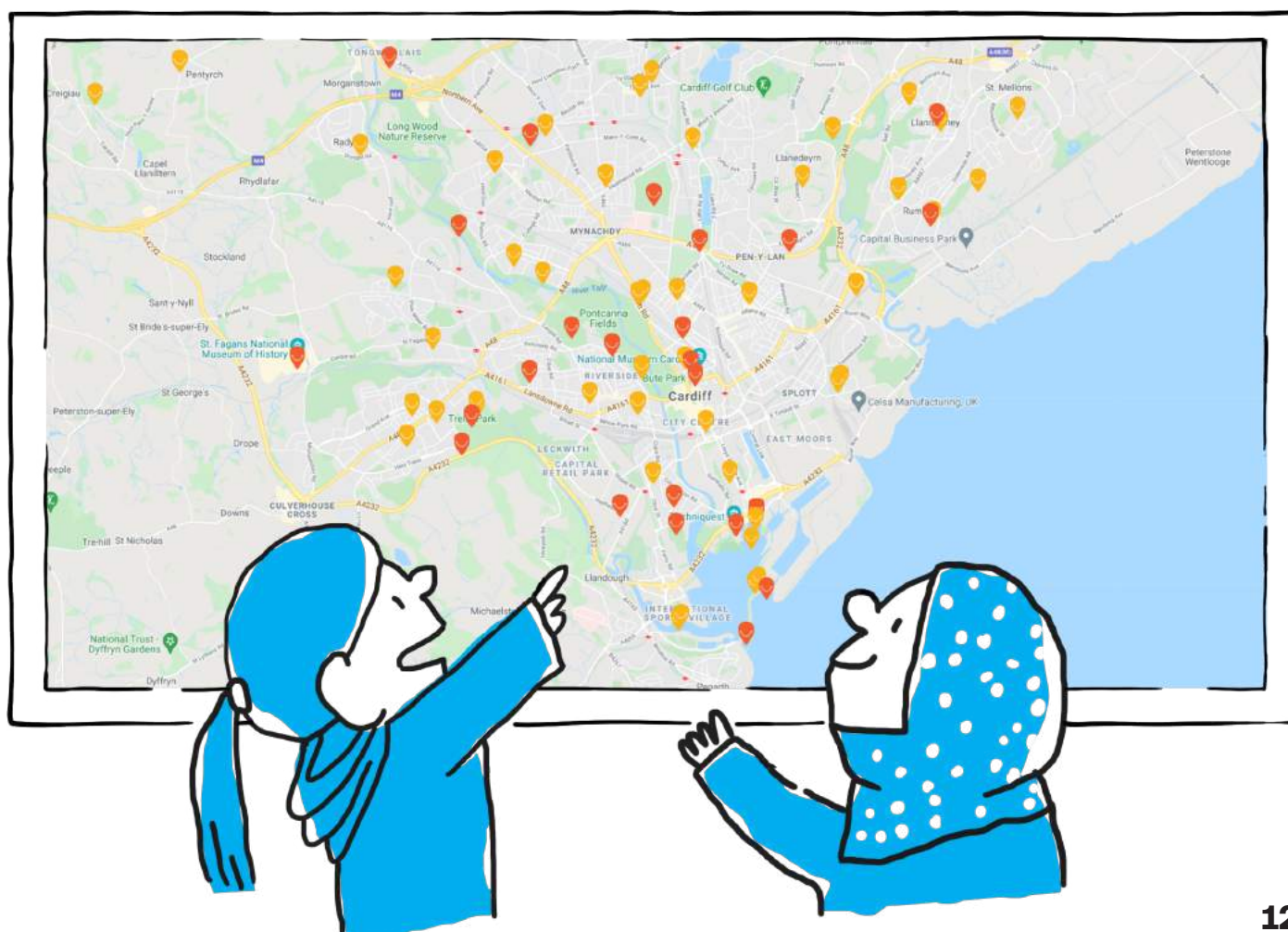
"I can't believe I've done that! I never thought I'd do that in a million years!" - Boy, 12, abseiling



"I loved the speedboat! I love that we got to explore somewhere new. I also loved that the pirates were very funny. It was a fun day!"

- Girl, 10

Below is a map of the city-wide activities that took place, scan the QR code to have a closer look!



take a closer look...

Abseiling at WMC

As part of the Summer of Smiles, Wales Millennium Centre invited 300 Children over the age of 12 to take a leap of faith, explore outside their comfort zone and abseil down the side of their iconic building.

This free opportunity took place over three days and was part of a larger package of activities put together by Wales Millennium centre, which included a wide variety of performances, tech tours and creative workshops.



Flat Holm Pirate Island

Aye aye! Batten down the hatches and join us on a pirate adventure to Flat Holm Island!

A hand-picked crew of 32 young carers, care-experience children and competition winners were recruited for pirate adventures. They were whisked away on the high seas to Flat Holm "Pirate Island" for an exclusive treasure hunt by a bunch of buccaneering pirates.

"The pirates made me laugh. It was so fun to be on an island in the middle of the sea! Going fast on the boat was the best!" - young carer



Young Driver Experience

Young Drivers Training Ltd ran two weeks of driving experiences for 253 children aged between 10 and 17 years of age, the sessions took place at Maindy Leisure centre using the purpose made training area and lasted 30min each. These sessions were the only city-wide activity which involved a cost being available at the heavily discounted price of £10 (usually £35). Coupon codes were made available to identified priority groups which made the experience free.



Triathlon

Sport Cardiff, in partnership with Welsh Triathlon, organised a beginners Junior Triathlon for 209 children and young people aged 6 to 14. Held at the international sports village in Cardiff, the event involved a swim at Cardiff international pool, a cycle around the sports village and a run along Cardiff Bay Trail. 70% of 209 total participants had not previously taken part in a triathlon or similar style of event.



Landing Bolts - Fio

Landing Bolts was a programme of workshops and rehearsals that brought together 19 young Black, Asian and global majority people and culminated in an epic production in Spit & Sawdust skatepark featuring skateboarding, choreography, live music, spoken word, acting, dance, fashion and film.

Co-created by young people, The show was a celebration of who they are, and a powerful statement of their aspirations for the future.



Subatomic Circus

Cardiff University invited 2000 children to come and discover family-friendly science activities and street entertainment around Cathays Park, for one fun-packed day.

“Things on the subatomic scale don’t behave as you would expect. Events pop up and disappear like electrons. You may come across some local scientists and engineers out in the open, a herd of wild hula hoopers or participate in an impromptu field study. Expect the unexpected as you are invited to wander and enjoy mind-expanding interactions and family fun throughout the site.”



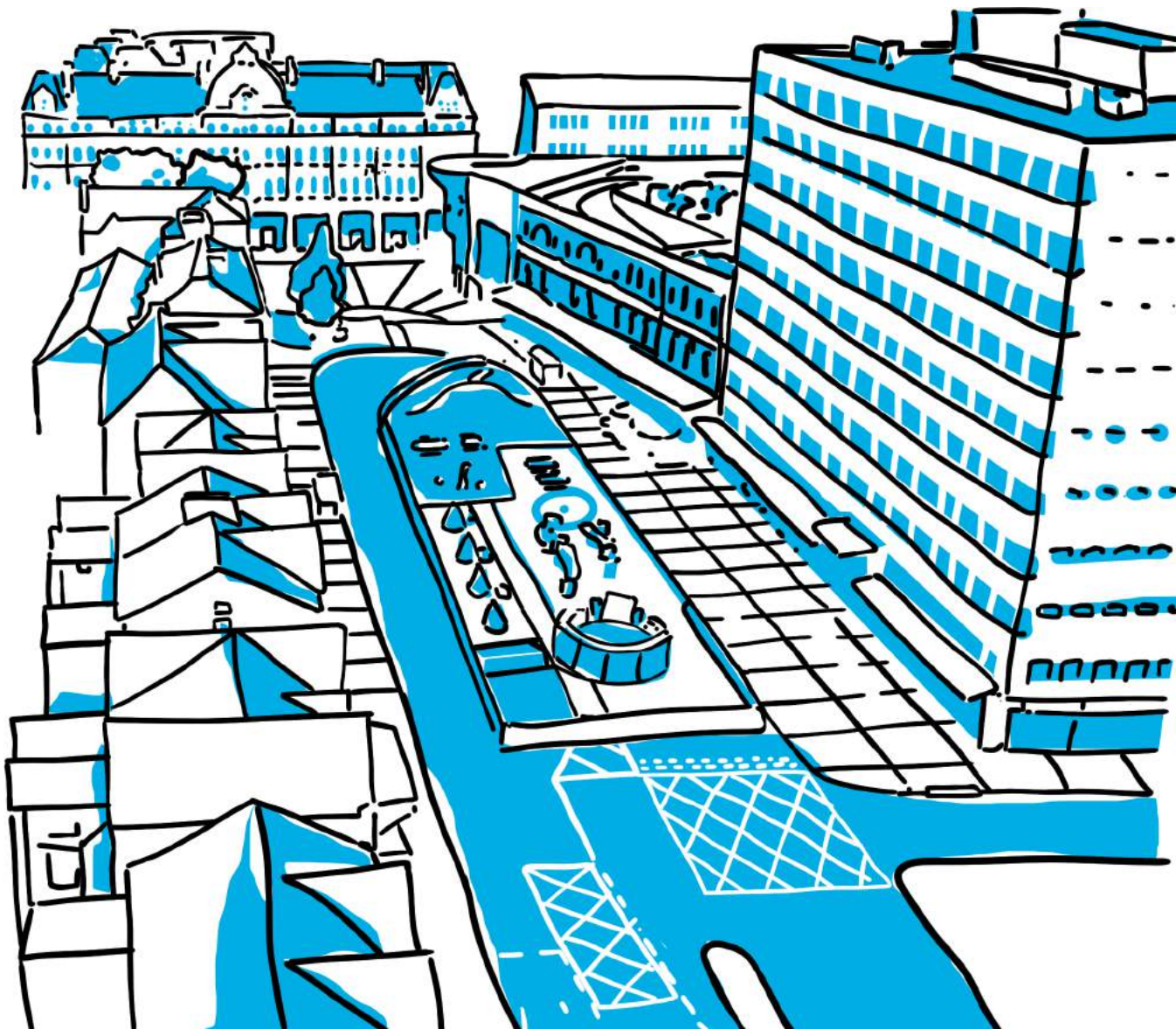
Churchill Way Takeover

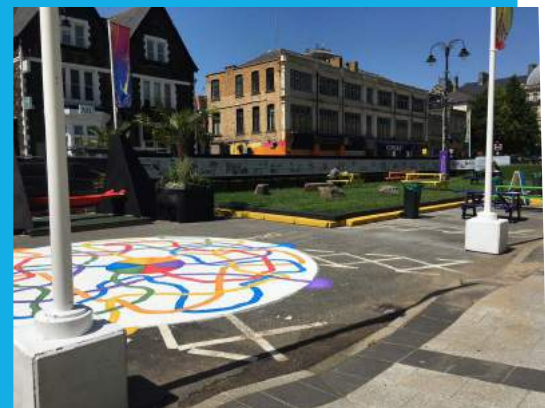
Churchill Way is set to be the location of the first phase of a significant, city-centre remodelling development which will see Cardiff's old canals revealed. The city handed over the use of Churchill Way to the Child Friendly Cardiff Team in the lead up to this transformational, "canal-quarter" project.

The Purpose of the temporary Child Friendly Cardiff takeover was to:

- repurpose a city centre environment into a playful environment that encouraged people to relax, play and reconnect.
- provide a platform for community groups to showcase their creative work - fostering a sense of belonging and identity.
- increase footfall into the city-centre post lockdown. Giving people the confidence to gather and return to the city.

At its heart the newly created space boasted an impressive, naturally-turfed, roly-poly hill. Art Shell and Made in Roath worked with local artists to fill the space with artwork that hinted at the idea of flowing water and canal hidden beneath. Hammocks and flags were designed by the Patternistas. There were hand-crafted planters and a vertical, edible garden. A natural play area was created with locally sourced boulders. Around the perimeter of the site were hand-crafted illustrations that detailed the history of the canals and their role in the development of Cardiff as a city. The artwork was since been shared across six communities.





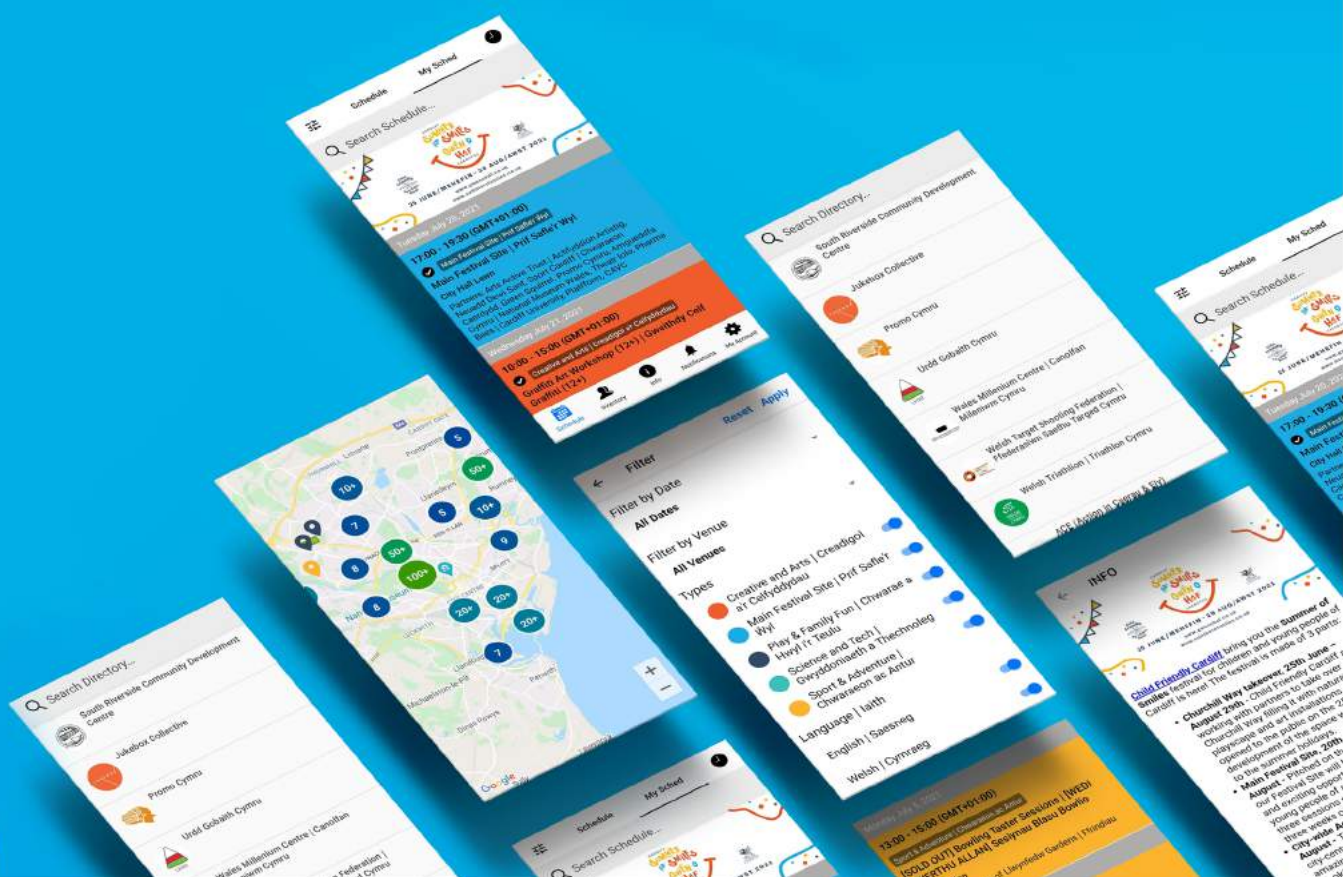
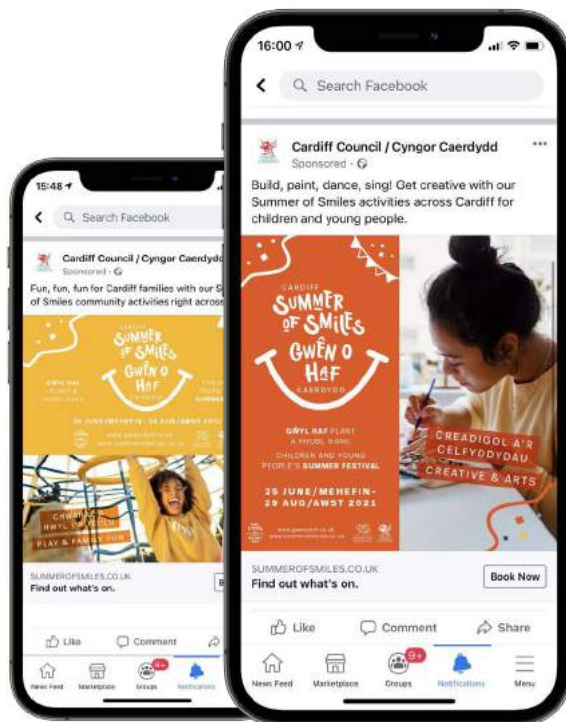
Information & Engagement

In Partnership with Cardiff University, an accessible directory of all festival activities was created using a scheduling platform called “Sched”.

All promotion materials for the festival directed members of the public to the summer of smiles page (www.summerofsmiles.co.uk) which was hosted on the Child Friendly Cardiff website. From this page festival goers could choose to view the event directory using a web browser or alternatively by downloading a bespoke “summer of smiles” app available through both the Apple App Store and Google Play Store.

Activities could be filtered by date, venue, delivery partner, language or category. The app also allowed users to view events geographically using a map feature, create a personal schedule of events that they found of interest and search activities using keywords.

The app was downloaded 3563 times and the website platform was accessed 40523 times.



The Council's Communications and Media Team developed a festival brand with guidance from the CFC children and young people's advisory board (CYPAB). To promote the festival they dressed the city centre with flags, provided physical branding packs to all delivery partners and worked with Cardiff Bus to decorate their fleet with festival advertising.

Cardiff Council's Communications and Media Team also commissioned Hello Starling, a local advertising agency, to support the promotion of the festival with particular focus on digital marketing.

The channels of communication used were as follows:

- Facebook
- Snapchat
- Twitter
- Wales Online
- Spotify
- Heart and Capital Radio
- Octave Audio
- Mobile LED display van
- Train Stations
- Billboards

The Hello Starling campaign served a total of 1.2 million impressions across Facebook and Snapchat alone.



Reflections

“Children and young people involved in Fio’s ‘Landing Bolts’ have developed new passions for skateboarding, dancing, songwriting, art and performing. They have made new friends and been inspired to be more creative and active in their lives.

-Sita Thomas, Fio

On the festival site, Children who had never been to a museum got a chance to see Museum specimens, learn about them and take part in activities inspired by them. Families said they learned new things, that they enjoyed taking part in the activities and made happy memories together.

During St Fagans Visits, Families visited who had not been to our site before, some who hadn’t left their immediate area of Cardiff for over 2 years. Some families were able to take part in the High Ropes experience which is something they would not be able to do under normal circumstances. Families commented that it was an opportunity to spend quality family time together which was appreciated.

-Steph Burge, Museum Wales

The Summer of Smiles activities provided children and young people the chance to get out and to do something different, the opportunities available meant that whatever you were into there was likely to be something that you would enjoy - something to make you smile. The various events and activities provided the chance to join up with friends and family as well as meeting new people. Whether in or outdoors Summer of Smiles gave safe spaces for new experiences, for developing important social skills and just having fun.


-Bryony Harris, Arts Active

The Summer of Smiles offered the opportunity for the Urdd to offer a wide range of free activities across the city. We engaged with thousands of children young people and families that would usually not receive such provision. We look forward to building on this provision in collaboration with Cardiff City Council and Welsh Government.

-Gary Lewis, Urdd Gobaith Cymru

Cardiff kids needed a great summer and I think we all agree we got something quite special. It was amazing to see everyone pulling together to deliver a festival right across the city. We have to thank Welsh Government & Cardiff Council for providing the funding and to all the staff and volunteers who made it happen. But most of all we have to thank the children and young people of Cardiff, you made the Summer of Smiles!

-Lee Patterson, Child Friendly Cardiff


**The
Child Friendly Cardiff
Team would like to
thank all children and
young people who
took part!**



A Summer of Smiles by Ruth Ollman

*All year round we were stuck inside,
No play, No friends – we had to hide,
It's been pants not seeing our friends,
Not even the ones living round our ends.
We haven't been in school for ages,
Locked up in our house shaped cages.
We've been bored, we've been lonely,
And it has SUCKED learning remotely!
But youth of Cardiff.. never fear
The summer is near, and a festival here!
We want to give you a summer to remember,
All the way from June to September!
A 'Roly Poly' hill will appear on Churchill way,
To perch, munch sandwiches or roll the day away,
Across our communities' activities will take place,
You can swim, cycle, play games and race!
Paint, Instagram, make marshmallows and dance,
Abseil down a building – go on – take a chance!
On city hall lawn will be our main site,
Bring a picnic, chill, maybe even fly a kite!
Watch shows, take part in a fun-filled workshop,
Smile, laugh, don't stop until you drop.
We want you to reclaim your city, it's YOU it adores –
The summer of smiles festival, take back what is yours!*



As made famous
by the school
children of Cardiff