## Birmingham's BIG IDEAS

Be a child friendly city

We celebrate our youth and super-diversity, and value our children and young people.

Birmingham is a Child Friendly City.

Invest in early help

Early help is everyone's business, and the responsibility of all professionals. We are investing to support families before their needs get worse.

Lift children out of poverty and adversity

Through this investment we will reduce the number of children growing up in poverty, invest in jobs, education and outdoor spaces, and reduce needs such as mental ill-health, substance misuse and domestic abuse.

So every child and young person has a bright future

