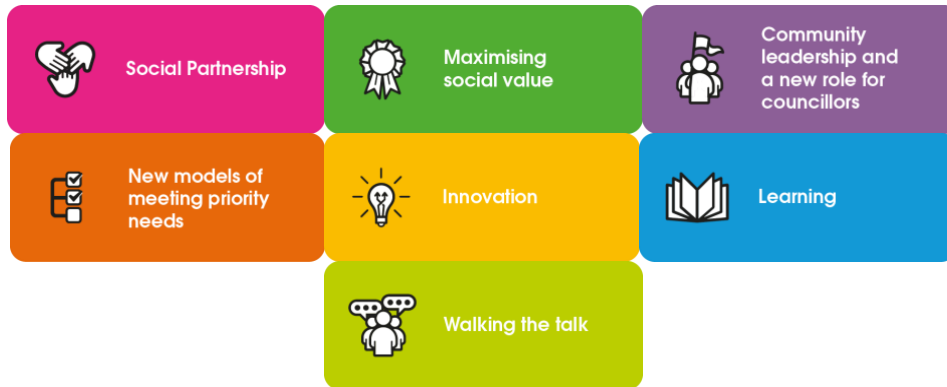




# Co-operative Councils

Innovation Network

## SOCIAL OUTCOMES



## Telford & Wrekin Council

### 10 by 10

Telford & Wrekin Council are the first council to implement the 'Ten by Ten' initiative, that aims to give all children in the Borough the opportunity to take part in ten life-enhancing activities by the time they are ten years old. These activities are:

- Join in competitive team sports
- Play an instrument
- Learn to swim
- Visit the seaside and the countryside
- Take part in drama and performing arts
- Experience museums, galleries and heritage sites
- Use a library
- Learn to ride a bike
- Take part in debating
- Take part in camping trips and overnight residentials

Since adoption by the Cabinet in March 2022, the council has worked in partnership with many schools, external and community providers to promote 10 by 10.

As well as this, the council has increased access to a number of its own activities. For example, there has been increased support for disadvantaged children who are unable to swim to access to swimming lessons. The council Music Service has also increased its capacity to provide music lessons, both for individual children and within schools. As part of their work, they introduced a 'Telford Sings' event last year that saw many children from across the borough come together to sing as one choir. The council Library Service worked with schools to promote reading over the summer holiday and many more children signed up and completed the 6-week summer reading challenge, which could be accessed at all libraries in the borough.

To encourage families to participate in 10 by 10, the council has set up a dedicated website, where parents/carers can register child accounts to track progress of various activities and receive updates about activities and offers by email. Currently there are over 2100 children signed up to the website, and the council has used this along with its social media to promote and share offers from both Ironbridge Heritage and National Trust.

Looking ahead, the council is working with its partners to increase participation of the 10 by 10 initiative again this year, especially the offer for SEND children.

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**For further information contact:**

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