



**Corporate Parenting Committee**  
13 April 2026

**Report from the Corporate Director  
of Children, Young People and  
Community Development**

**Lead Cabinet Member for  
Children's Services, Education and  
Employment - Cllr Gwen Grahl**

**The Brent Pledge 2026**

<b>Wards Affected:</b>	ALL
<b>Key or Non-Key Decision:</b>	N/A
<b>Open or Part/Fully Exempt:</b> <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the duration of the meeting, on the grounds that the attendance of representatives from the council's Children in Care council, necessitated the disclosure of exempt information as defined in Paragraph 2, Part 1 of Schedule 12A, as amended, of the Act, namely: Information which is likely to reveal the identity of an individual.
<b>List of Appendices:</b>	Appendix 1 - The Brent Pledge 2026
<b>Background Papers:</b>	N/A
<b>Contact Officer(s):</b> <small>(Name, Title, Contact Details)</small>	Nicole Levy Service Manager Quality Assurance and Learning Nicole.levy@brent.gov.uk

**1.0 Executive Summary**

- 1.1. This report sets out the work completed through participation with children and young people in care to update the Brent Pledge.
- 1.2. The revised Brent Pledge is being shared at Corporate Parenting Committee (CPC) on 13 April 2026 for formal adoption.

**2.0 Recommendation(s)**

- 2.1 It is recommended that CPC:
  - Approve the proposed plan for changes to the Brent Pledge.
  - Approve the plan to co-produce an additional companion guide.

**3.0 Detail**

### **3.1 Contribution to Borough Plan Priorities and Strategic Context**

3.1.1 The promises set out in the Brent Pledge contribute to the following borough priorities:

- **The Best Start in Life**
- **Prosperity and Stability**
- **A Healthier Brent**
- **Thriving Communities**

In order for care experienced young people to have the best start in life, prosperity and stability, safety, and good health they need the support of social workers who can build relationships and trust with them, help them to understand their history and journey, develop a clear identity and positive sense of self whilst they are in the care of the local authority.

### **3.2 The Brent Pledge**

3.2.1 The Brent Pledge provides an overarching commitment to the children and young people the Council work with, outlining the core promises Brent makes to children in care. The Brent Pledge was completed in March 2021 and is now being refreshed five years later to ensure it reflects the needs of the current population of children in care.

3.2.2 The Brent Pledge covers identity, involvement in decisions, stability, emotional and practical support, safety, health, education, and preparation for independence. These commitments emphasise respect for individual identity, active listening, consistency of social work support, opportunities to build relationships, access to advocacy, support to stay healthy and active, encouragement to achieve in education, and guidance in developing life skills such as managing money and cooking.

3.2.3 The Brent Pledge has two aims: to provide accessible information to children in care about the promises Brent makes as their Corporate Parent so they know what to expect while they are in care. It also keeps Brent accountable to children and young people as they are able to use this document to ensure all of the promises are being fulfilled.

3.2.4 To refresh the Brent Pledge, the participation team ran a feedback session with young people in Brent Care Journeys (BCJ) Empire (the participation programme for care-experienced young people). Young people reviewed the 2021 version and gave feedback on what things they liked, what could be changed and whether anything was missing. Young people provided a range of constructive comments on the Brent Pledge, with many expressing a desire for a version that is easier to read and more visually engaging.

3.2.5 Several highlighted that “there’s a lot of writing” and asked for “shorter sentences,” although it was also acknowledged that the content contains essential information that is difficult to condense without losing meaning. The

document was amended to ensure that the language used was child centred and subsequently changed from “they” to “you,” reinforcing that these promises are made directly to children and young people in care.

- 3.2.6 Young people also felt that the document could be made more appealing, suggesting “brighter colours or emojis” to help it feel more inviting. In response, colours within the images were updated.
- 3.2.7 Another key theme in the feedback was the importance of clarity and visibility of key messages. Young people asked for the “important bits” to stand out so they could “notice them straight away.” We have highlighted the key words in each sentence.
- 3.2.8 Young people also emphasized the importance of having accessible contact information, asking for details of “who we can talk to if we need help or want to share our views.” A contact box was added in response, with details of the participation team and a space for social workers to handwrite in their contact details. This will make each pledge personal for the young person.
- 3.2.9 Some young people considered changing the title, offering ideas such as renaming it “Your Rights in Care” to better communicate what children and young people can expect. After discussion this was not adopted, as the Pledge reflects commitments rather than statutory rights. However, it was suggested that the participation team could co-produce a companion one-page rights guide to address this need.
- 3.2.10 They also suggested including quotes from young people with “speech bubbles,” noting that it “would be cool to see things young people have said.” While this was not added to the pledge itself, to avoid making the document longer, the idea will be explored as part of co-production, when developing the proposed companion guide.
- 3.2.11 The co-production of the proposed companion guide will begin to be developed in BCJ Empire Easter sessions.
- 3.2.12 We will share the updated Pledge with staff through Viva Engage, newsletters from the Corporate Director of CYP CD, team meetings within frontline teams, and Safeguarding and Quality Assurance for IROs.
- 3.2.13 We will review the implementation of the Pledge through audit processes and regular feedback from young people to ensure it is being properly promoted and implemented.

#### **4.0 Stakeholder and ward member consultation and engagement**

- 4.1 The update to the pledge is being proposed following consultation and engagement with Brent’s children and young people in care.

#### **5.0 Financial Considerations**

5.1 There are no direct financial implications as a result of this report.

## **6.0 Legal Considerations**

6.1 There are no specific legal considerations to note.

## **7.0 Equity, Diversity & Inclusion (EDI) Considerations**

7.1 Children and young people in care are in care as a result of adverse experiences, which results in specific vulnerabilities and disadvantages for this cohort of young people, which can negatively impact on outcomes. This pledge sets clear, consistent expectations for how our children and young people can expect to be cared for and supported by services in CYP CD.

## **8.0 Climate Change and Environmental Considerations**

8.1 There are no climate change or environmental considerations.

## **9.0 Human Resources/Property Considerations (if appropriate)**

9.1 There are no human resource/property considerations.

## **10.0 Communication Considerations**

10.1 This pledge will be shared with practitioners across the department, with children and young people by their allocated social workers and IROs, and published on the Brent Council website.

**Report sign off:**

***Nigel Chapman***

Corporate Director of Children, Young People and Community Development