

30th June 2025

Dear Parent/ Carer,

We are becoming a UNICEF UK Rights Respecting School

Bournville School wants to be a school where children's rights are at the heart of our ethos and culture, to improve well-being and to develop every child's talents and abilities to their full potential. As part of this plan we are working towards recognition as a Rights Respecting School, an award given to schools on behalf of UNICEF UK.

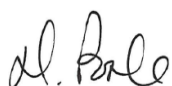


UNICEF UK works with schools to create safe and inspiring places to learn, where children are respected, their talents are nurtured and they are able to thrive. The Rights Respecting Schools Award supports schools to put in place a set of standards based on equality, dignity, respect, non-discrimination and participation. These values stem from the UN Convention on the Rights of the Child (CRC).

At Bournville School pupils will learn about their rights by putting them into practice every day. You can find out more about the Award here: [About the Rights Respecting Schools Award - UNICEF UK](#)

We really hope that you will support our school on our Rights Respecting journey. On the back of this letter you will find a few frequently asked questions along with more information about UNICEF and the CRC.

Kind regards



Miss H. Poole
Assistant Principal

Becoming a UNICEF UK Rights Respecting School: Questions and Answers

You might ask...	As school leaders we think...
What is a UNICEF UK Rights Respecting School?	A UNICEF UK Rights Respecting School is a school that ensures children's rights are taught, understood and lived in school. Rights Respecting schools put in place a set of standards based on equality, dignity, respect, non-discrimination and participation based on the UN Convention of the Rights of the Child. These values are ever-present in a Rights Respecting school, from the classroom to the canteen. As a result, the Rights Respecting Schools Award transforms whole schools into places where children feel safe, nurtured and in control of their futures.
Why is this happening?	A UNICEF UK Rights Respecting School models rights and respect in all its relationships, whether between adults and pupils, between pupils or between adults. It is proven to benefit everyone in the school community to grow and learn together. Read more about the Award at www.unicef.org.uk/rrsa
How will becoming a Rights Respecting School benefit my child(ren)?	The RRSA Impact Report demonstrates that children and young people who attend a school that has progressed through the Award are engaged in their education, feel a shared sense of community in school, believe they can change the world for the better, develop self-esteem and value themselves and have a school environment where they feel safe and cared for.
How can I get involved?	We hope you will support the school's journey to become a UNICEF UK Rights Respecting School. Please do read about the Convention and UNICEF's work to see what it's all about. Read more: The United Nations Convention on the Rights of the Child - UNICEF UK
What is the UN Convention on the Rights of the Child?	<p>In 1989, governments worldwide promised all children the same rights by adopting the UN Convention on the Rights of the Child. The Convention recognised that all children have the right to be treated with dignity and fairness, to be protected, to develop to their full potential and to participate. The rights in the Convention describe what a child needs to survive, grow, and live up to their potential in the world. They apply equally to every child, no matter who they are or where they come from.</p> <p>The Convention changed the way children are viewed and treated – in other words, as human beings with a distinct set of rights instead of as passive objects of care and charity. It is the most widely ratified human rights treaty – only the United States has not ratified it. The UK signed up to it in 1991.</p>
What is UNICEF?	<p>UNICEF is the world's leading organisation for children and young people, promoting the rights and wellbeing of every child, in everything they do. Together with their partners, UNICEF works in 190 countries to translate that commitment into practical action.</p> <p>UNICEF UK is a registered charity. It raises funds through donations from individuals, organisations and companies and campaigns to keep children safe. UNICEF UK also works with schools, hospitals and local authorities in the UK to put children at the heart of what they do.</p> <p>To find out more about Unicef, go to: www.unicef.org.uk</p>