



Dear (Parent/Guardian),

We write to introduce CTZN - a groundbreaking new mobile-based social media platform; developed through a Home-Office funded partnership between Greater Manchester Police and Gencia, a Manchester based design and tech' company.

CTZN has been developed in consultation with young people and offers a safe social network that connects young people aged 13-18 with opportunities that can make a real difference to their communities; rewarding and recognising their positive contributions.

We are bringing CTZN to staff and pupils at your school through our innovative intervention day and hope that you will support us by encouraging your child to get involved. All elements of the CTZN programme are externally funded and resourced so it is free to your school and its pupils and whilst the app will provide significant benefits to your school, demand on school staff time will be minimal.

The core of the CTZN programme is a mobile-based, digital app that recognises and rewards positive action; young people can use the app to build personal reputation, their achievements are permanently recorded and they can receive real physical rewards for taking part in activities. It even acts as an online CV – demonstrating a young person's positive reputation and achievements.

CTZN will provide:

- A safe space in which to engage with pupils who might not otherwise come forward on matters that affect them
- A place to create new and promote existing, school activities
- A place to incentivise and reward young people for positive action

The CTZN programme will enable schools to address areas evaluated by the new OFSTED Common Inspection Framework including by:

- promoting equality and diversity, tackling bullying and discrimination and narrowing any gaps in achievement between different groups of children and learners
- making sure that safeguarding arrangements are in place to protect children, young people and learners
- promoting how to keep young people safe from relevant risks that they are faced with
- sharing knowledge of how to keep themselves healthy, both emotionally and physically, including through exercising and healthy eating
- personal development, so that they are well-prepared to respect others and contribute to wider society and life in Britain

In order for your child to benefit from CTZN at no cost, we will be asking them to sign up to the app using just their email address, no other personal details will be taken. This letter is an opportunity to decline such information being taken, however we believe that this is a great opportunity for your child to benefit from the chance to



engage with positive activities and gain rewards so we do hope you will support your child's participation. Please inform the school if you choose to decline this offer.

Our intervention day will start with a 15-minute assembly, followed by class-sized app engagement session, ending the day with prize draws relating to the app.

Yours faithfully,

Caleb Jackson
(Enthusiasm Trust)