

Flying High – Partner communications toolkit

About this toolkit

This toolkit has been created to help partners promote the Flying High awards and encourage nominations from across Cumberland.

We're asking partners to help spread the word and encourage nominations from across Cumberland. Even one post, newsletter article or email can help a deserving young person receive the recognition they deserve.

What we are asking partners to do

Please help us spread the word by:

- Sharing the awards through your newsletters, emails, websites and social media channels.
- Encouraging families, schools, colleges, youth groups, services and community organisations to make nominations.
- Talking to young people who may want to nominate themselves or others.
- Sharing reminders before nominations close on 31 July.
- Helping us reach young people from different backgrounds, communities and areas of Cumberland.

About the Flying High awards

The Flying High awards are Cumberland Council's awards for children and young people.

The Flying High awards aim to:

- celebrate young people across Cumberland
- raise aspirations
- recognise achievements of all kinds
- ensure young people feel seen, valued and supported

- increase awareness of positive youth activity

They celebrate the achievements, talents, courage and contributions of young people aged 8 to 25 who live in Cumberland.

Young people from Cumberland Youth Voice groups have helped shape and develop the awards, making sure they reflect what matters to children and young people across Cumberland.

Key dates

- Nominations open: Wednesday 1 July 2026
- Nominations close: Friday 31 July 2026
- Awards event: Saturday 12 September 2026 at Muncaster Castle

Who can be nominated?

People can nominate a young person aged 8 to 25 who lives in Cumberland.

Nominations are welcome from:

- Parents and carers
- Schools, colleges and education settings
- Youth groups and community organisations
- Health, care and support services
- Voluntary and charity sector partners
- Friends, family members and people in the local community
- Young people themselves, where appropriate

We want to hear about young people from across Cumberland and from a wide range of backgrounds, experiences and communities.

Award categories

The Flying High Awards include 11 categories:

- Creative Expression Award
- Achievement in Learning Award
- Young Carer Award
- Music Award
- Sport and Fitness Award
- Young Health Champion Award
- Community Impact Award
- Personal Growth Award
- Young Environmental Champion Award
- Young Mental Health Advocate Award
- Youth Voice Award

Key messages

- The Flying High awards celebrate children and young people aged 8 to 25 who live in Cumberland.
- Every young person deserves to have their achievements recognised.
- The awards recognise young people who are achieving great things, showing resilience or making a positive difference.
- Achievements can be big or small. What matters is the impact on the young person, their community or the people around them.
- Nominations are open from Wednesday 1 July to Friday 31 July 2026.
- Nominating someone is a chance to show them that their efforts are seen, valued and celebrated.

Suggested newsletter or website article

Nominate an inspiring young person for the Flying High awards

Do you know a young person who has shown courage, supported others, developed a talent, overcome a challenge or made a positive difference in their community?

Nominations are now open for the Flying High awards, Cumberland Council's awards for children and young people aged 8 to 25 who live in Cumberland.

The awards celebrate a wide range of achievements, from creativity, learning, music and sport to caring for others, community action, personal growth, environmental work, mental health advocacy and youth voice.

Achievements do not need to be big to matter. The awards are about recognising the effort, progress, kindness and determination young people show every day.

Nominations are open until Friday 31 July 2026.

If you know a young person who deserves to be recognised, please nominate them today.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Suggested short newsletter copy

Help celebrate young people in Cumberland

Do you know a young person who deserves to be recognised?

Nominations are now open for the Flying High awards, Cumberland Council's awards for children and young people aged 8 to 25 who live in Cumberland.

The awards celebrate achievements, talents, courage and contributions of all kinds, from supporting others and developing new skills to overcoming challenges, making a difference or using their voice to help their community.

Achievements do not need to be big to matter. If you know someone who deserves to be celebrated, please nominate them before Friday 31 July 2026.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Suggested social media posts

Social media post 1

Do you know a young person who deserves to be celebrated?

Nominations are now open for the Flying High awards, Cumberland Council's awards for children and young people.

The awards recognise young people aged 8 to 25 who live in Cumberland and are making a positive difference.

Nominations close on Friday 31 July 2026.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Social media post 2

Know a young person who deserves to be celebrated?

Nominate them for the Flying High awards before Friday 31 July 2026.

The awards recognise young people aged 8 to 25 who live in Cumberland and are making a difference, developing their skills, supporting others, overcoming challenges or using their voice.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards.

Social media post 3

Calling schools, colleges, youth groups, services and community organisations.

Please help us celebrate young people across Cumberland by sharing the Flying High awards and encouraging nominations.

Nominations are open for young people aged 8 to 25 who live in Cumberland.

The deadline is Friday 31 July 2026.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Suggested email to staff, members or networks

Subject: Please help promote the Flying High awards

Hello,

Please help us spread the word about the Flying High awards, Cumberland Council's awards for children and young people.

The awards celebrate the achievements, talents, courage and contributions of young people aged 8 to 25 who live in Cumberland.

Nominations are open from Wednesday 1 July to Friday 31 July 2026.

Winners will be celebrated at a special awards event on Saturday 12 September 2026 at Muncaster Castle.

We are asking partners, schools, colleges, youth groups, services and community organisations to help encourage nominations from across Cumberland.

If you know a young person who is making a positive difference, developing their skills, supporting others, overcoming challenges or using their voice to help shape their community, please consider nominating them.

Please also share the awards through your own channels, networks and newsletters.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Thank you for helping us celebrate young people across Cumberland.

Suggested reminder copy

One week left to nominate

There is one week left to nominate a young person for the Flying High Awards.

The awards celebrate children and young people aged 8 to 25 who live in Cumberland and recognise their achievements, talents, courage and contributions.

If you know a young person who deserves to be celebrated, please nominate them before Friday 31 July 2026. Winners will be celebrated at a special awards event on Saturday 12 September 2026 at Muncaster Castle.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Final reminder

Nominations for the Flying High awards close on Friday 31 July 2026.

If you know a young person aged 8 to 25 who lives in Cumberland and deserves to be recognised, please make your nomination before the deadline.

The awards celebrate young people who are making a positive difference, developing their skills, supporting others, overcoming challenges or using their voice to help shape their community.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support with a nomination, email Youth.Voice@cumberland.gov.uk.

Suggested wording for partners to adapt

We are proud to support the Flying High awards, Cumberland Council's awards for children and young people.

The awards celebrate young people aged 8 to 25 who live in Cumberland and recognise their achievements, talents, courage and contributions.

If you know a young person who deserves to be celebrated, please nominate them before Friday 31 July 2026.

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards.

Tone and accessibility guidance

When sharing information about the awards, please:

- Use plain English.
- Keep sentences short.
- Avoid jargon.
- Make the call to action clear.
- Explain that nominations are welcome for a wide range of achievements.
- Reassure people that small acts, personal progress and quiet determination are also worth celebrating.
- Use inclusive language that helps all young people feel valued.
- Avoid sharing personal or sensitive details about a young person unless consent is in place.

Contact

For more information about the Flying High awards, or if you need support, email:

Find out more and make a nomination at cumberlandfamilyhubs.org.uk/flying-high-awards. For support, email Youth.Voice@cumberland.gov.uk.

Thank you for supporting the Flying High . Together we can ensure more young people across Cumberland are recognised and celebrated for the positive contribution they make to their families, schools and communities.

