

Family Wellbeing Centre Annual Report 2024-25



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1. Overview

1.1 Introduction and context

Brent Council has a well-established Early Help service that Family Wellbeing Centres (FWC) are an integral part of. The FWC provide a universal 'front door' for families to access a wide range of early help and preventative services, including some targeted support.

There is a core service offer across all the FWCs and some variation depending on local needs and what services are delivered in the community. A description of the FWC service offer is detailed in appendix 1 and includes for example health, education, parent/ carer support and family support. There are currently over 130 different family support activities and services available to book online. An example FWC timetable is included in appendix 2.

FWCs are at the heart of Brent's Early Help community-based offer and are a priority in the Borough Plan (2023-27). The FWCs provide an integrated 'whole family' (for children aged 0-18 years old, and 25 for those with SEND) service, bringing together core health visiting, school nursing, under 5s services, parenting and family support services into a single offer. This arrangement helps the co-ordination and delivery of services for more vulnerable children using contextual safeguarding approaches.

FWCs are open full time with centres offering early evening youth activities. Two FWC are open Saturday mornings on rotation to improve access for working families. Each FWC is shaped by a Local Steering Group (LSG) of stakeholders and there is integrated working across Brent's Early Help network to efficiently and effectively respond to the needs of local families using a holistic approach.

The Willow FWC is predominantly a SEND hub providing support services to families of children with SEND using an approach to identify children's needs early and putting in place interventions to prevent an escalation of need. All FWCs have SEND navigators promoting and signposting families to Brent's SEND local offer and other relevant support.

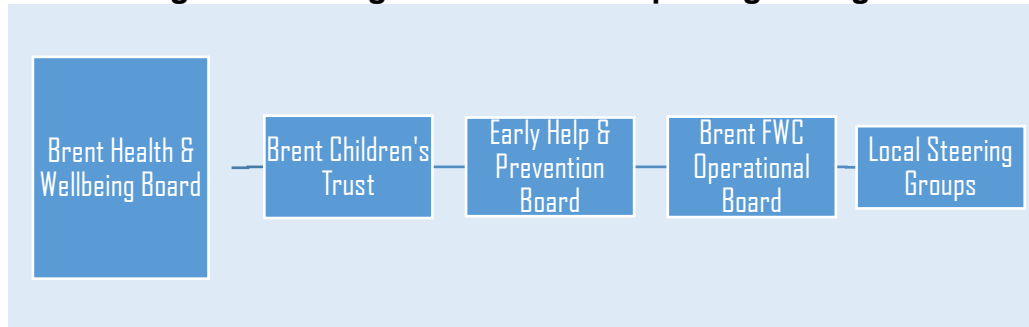
The Willow FWC is co-located with a nursery for children aged 0-4yrs. The nursery is registered to provide full-time care for 98 childcare places. The places are managed flexibly to accommodate the needs of the community. The nursery offers 30 places for Children with a Disability (CWD) and 28 places for Children in Need (CiN). Willow FWC also has enhanced childcare provision offering 12 places to children with Autistic Spectrum Disorder (ASD), on a part-time offer.

The FWC work closely with Brent Community Hubs to ensure there are effective working relationships in place to support all of Brent's residents. Managers from the respective services meet periodically to review service delivery, update on current developments, and address any partnership working challenges.

1.2 Governance arrangements

The FWC LSG meet quarterly with the exception of Willow and Curzon/ Fawood which have different governance arrangements. The LSG are neighbourhood forums for sharing information, identifying need and support requirements for families and service gaps/ pressures, challenging performance and quality of delivery, acting as local agents for integrating services and drawing in additional resources. The LSG Chairs are elected from the group membership.

Figure 1: FWC governance and reporting arrangements



1.3 Registrations and contacts

Families are supported to register online to use the FWC and following registration most services and activities are then available to book online. Timetables are published termly in advance and promoted using the online booking portal and multi-media approaches. Staff and partners continue to promote family registrations and work is ongoing to ensure that contacts providing support to families are captured.

Figure 1: Stay & Play session at Granville FWC



1.4 Headline data for 2024-25

Table 1 gives a summary of the FWC key performance indicators for the 2024-25 financial year. (The full data report is included as appendix 3).

Table 1: Key Performance Indicators 2024-25

No.	Area	Measure	Period		No. Difference		% Change	
			2024/25	2023/24	2024/25 and 2023/24		2024/25 and 2023/24	
1	Registrations	Number of children and young people and adults registering with Family Wellbeing Centres	8,662	12,486	- 3,824	↓	-31%	
2	Reach - Contacts	Number of registered services users that have had a contact with Family Wellbeing Centres	18,079	15,849	2,230	↑	14%	
3	Volume - Contacts	Number of recorded contacts with registered service users at Family Wellbeing Centres	151,613	124,302	27,311	↑	22%	
4a	Reach - Dads	Number of registered dads/male carers contacted	2,568	2,323	245	↑	11%	
4b	Volume - Dads	Number of recorded contacts with registered dads/male carers contacted	14,461	14,563	- 102	↓	-1%	
5	Triage	Total number of families supported by Triage	1,674	2,135	- 461	↓	-31%	
6a	Key Worker Support	Total number of assessments completed (EHAs and Reviews)	2,133	2,009	124	↑	6%	
6b		Total number of children and young people supported (closed and currently open)	1,563	1,438	125	↑	9%	
6c		Number of families on waiting list within Family Wellbeing Centres	58	42	16		38%	
6d		Number of children on waiting list within Family Wellbeing Centres	109	73	36		49%	
7a	Supporting Families Programme	Number of families identified	1,441	1,560	- 119	↓	-8%	
7b		Number of families with a successful outcome	949	764	185	↑	24%	
8a	Parenting Support	Number of parents completing accredited parenting programmes/workshops	374	447	- 73	↓	-16%	
8b		Percentage of parents completing accredited parenting programmes/workshops	76%	79%	-3%	↓	-4%	
8c		Number of parents attending accredited parenting programmes/workshops	494	567	- 73	↓	-13%	
9a	School Readiness	Number of attendances at the universal Speech & Language Communication (SLC) sessions	2,457	2,207	250	↑	11%	
9b		Number of children identified with SLC needs (number of referrals to FWC SLT)	161	304	- 143	↓	-47%	
10	Public Health - Reach - Healthy Start Vitamins	Number of people that have received Healthy Start Vitamins	3,498	2,396	1,102	↑	46%	

Where there is a significant drop in data, these are explained below:

- Registrations – there has been a 31% reduction in registrations benchmarked to last year. This is disappointing given that communications and publicity to promote FWC has been strengthened during the last year. The reduction can partly be attributed to challenges with the e-registration system which was non-operational for 1 month. Also, Granville FWC is adjacent to a building site and many families think the centre is closed as a result. Increasing the number of registrations will be a priority this year.
- Triage – there has been a reduction of 31% in the number of families triaged. This is mainly due to a refinement of the data recording and data collection system. There was also a vacancy for 1 triage officer for 6 months and this has impacted the data.

Parenting - bookings for accredited parenting programmes continue to be high but non-attendance remains an ongoing challenge. A large proportion of non-attendance at parenting programmes is from parents who are referred into programmes by a professional (including Early Help and Social Care). The

provider of online workshops ceased trading in quarter 3 of the year and this resulted in a reduction in overall completions of programmes. Working with allocated practitioners to support increased parental attendance will continue to be priority for the new year.

- School Readiness – there is a 47% reduction in the number of children identified as requiring speech and language support. This is due to the vacancy for a Speech and Language Therapy Assistant and time taken to recruit to the position. A new speech and language support model, WellComm, will be rolled out this year across all early years setting, including the FWC, and will help to identify children with speech and language needs and provide support strategies to parents.

1.5 Triage

The Triage service helps to achieve positive outcomes for children and families who require light touch interventions or short-term pieces of work with families who meet the criteria for Universal (Level 1) & Level 2 support. The common presenting issues to the triage service include:

- Families re-locating from other areas with no resources (i.e. household goods, lack of finances, etc)
- Debt - including utilities, rent, council tax, etc
- Children not in school
- Cost of living related issues
- Housing - overcrowding/ evictions/ disrepairs
- New arrivals - including Ukrainian families, other asylum seekers
- Parents with children who have undiagnosed additional needs who require help to access specialist services.

Demand for the triage service is high and over the past year work has been undertaken to improve recording and data collection and the figure of 2,136 will now be used as baseline going forward. The nature of the support required by families often spans across many areas at once e.g., Housing, Education, Financial instability and as such the length of time (initially approximately 4-6 weeks) that workers are involved with families has increased to 10-12 weeks, or in some cases longer with a small cohort.

The number of families triaged during the year was 2,136. In summary the Triage intervention continues to help prevent needs from escalating and requiring higher level and more costly interventions and achieves positive outcomes for families linked to the presenting issues identified above.

Other support via the Triage service includes:

- Helping Ukrainian, asylum and refugee families, who have newly arrived in the UK and require support to integrate in the community
- Travel Access scheme - funded by the Asylum Dispersal Grant, assists those families who are seeking asylum and have limited income to travel to FWCs, maintain appointments with partner agencies or get to health appointments and is made available to families through the FWCs
- Winter and Warm scheme – vulnerable families are given a £50 shopping voucher to buy clothes/ winter related items
- Crisis Support Fund – fast tracking families to access Brents Crisis Support fund
- Baby Bundles - a partnership with Little Village to provide vulnerable new birth families with access to items for newborns and in some cases a Moses basket for baby to sleep in

- Too Good to Go – food vouchers worth £15 are given to vulnerable families to enable them to access food via the Too Good to Go app. Approximately 200 vouchers are given out bi-monthly.

Feedback from a refugee family receiving triage support:

Dear Preston FWC team,

I hope this message finds you all in good health and high spirits.

On behalf of my family, I would like to extend our deepest gratitude to the entire team at the FWC, and especially to the Triage worker, for the unwavering support, kindness, and care you have shown us throughout our asylum seeker journey.

From the very beginning, your support has made a significant difference in our lives. We were guided through the nursery admission process for our son, which was a crucial step in helping him settle into a new environment. Your assistance during this time was invaluable.

The winter clothing voucher we received was another vital support that helped us stay warm during the colder months, a season we were not used to, coming from a different climate. We also deeply appreciate the Oyster card you provided, which we relied on heavily to travel in cold and rainy conditions, especially when taking our son to and from nursery, and accompanying my elderly mother and son to medical appointments or to attend the wellbeing sessions at your centre.

The emotional wellbeing sessions have had a profound impact on both me and my wife. Being able to connect with others, hear their stories, and share our own experiences brought comfort and a renewed sense of hope during challenging times. Our son truly enjoys the playtime and cartoon sessions and is always happy to interact with other children.

The good to go food vouchers and weekly food bags you provide have also been a great help, particularly the fresh fruits (mango) and dairy items like oats milk and Greek yogurt, which have been essential for my mother, who suffers from severe gastritis. Even something as simple as cup noodles has been a great support on days when the meals provided at our accommodation were not suitable.

Throughout our time here, we have felt cared for, supported, and uplifted by your kindness. Special thanks and appreciation go to the Triage worker, who has always stayed updated on our situation and treated us with the warmth and care of a mother. Her compassion, attentiveness, and dedication are truly admirable.

With sincere hearts, we kindly and gratefully express our hope to continue receiving the same care, support, and love in the days ahead. It means a great deal to us and brings comfort to know that we have such a compassionate community standing beside us.

Thank you once again for everything you have done and continue to do for our family.

1.6 Family Solutions Key Workers

Early Help targeted offer is delivered through our keyworkers (KW) supporting families with more complex needs across the FWCs. Targeted keyworker support is assessed via Brent Family Front Door (BFFD) which manages safeguarding referrals and identifies cases within the Early Help threshold (applying Brent Threshold criteria).

KW's complete Early Help Assessments (EHA) and undertake reviews to consider the holistic needs of all children within the family. Key workers completed a total of 2,113 Early Help Assessment/ reviews compared to 2,009 in 2023-24, an increase of 6, (see attached family solutions data report for further details). The increase in demand, coupled with recruitment challenges has meant that there have been delays in allocation. However, with management oversight and robust duty systems, families continue to receive support whilst waiting allocation. In April 2024, the targeted Early Help Dashboard went live, providing oversight on caseloads and timescales to further support managers and ensure that there is no drift or delay with open cases.

Table 2 below shows the top 5 reasons for referrals.

Table 2: Reasons for referral

No	Reason
1	Domestic Abuse
2	Behaviour issues
3	Mental health (teens and adults)
4	Parenting capacity
5	Low school attendance.

The Supporting Families target for payment by results in the 2024-25 financial year was 945 families, this target has been fully met and exceeded by 4. The top 3 areas of concern identified for the Supporting Families programme during this period are detailed in table 3:

Table 3: Supporting Families areas of concern

No	Reason
1	Families impacted by mental health issues 25%
2	Families affected by domestic violence and abuse 27%
3	Children/Young People having education issues 24%

Children and their families receiving support from the FWC are included within the CYP quality assurance programme to ensure that practice is continually reviewed and remains at a good level. Referrals, EHAs and reviews are also dip sampled and reviewed to ensure that threshold and decision-making is in accordance with Brent's threshold and CYP practice standards remain consistent and good. Threshold discussions take place regularly with the BFFD management team to ensure that children and families receive the appropriate support at the right level.

Step-up and step-down case practice continues to be reviewed to ensure that the decision to step down is appropriate and that the step down is completed in a timely manner. Early Help attend the weekly transfer meetings to ensure that there is no drift or delay in cases transferring. Dip sampling continues to take place regularly by the Early Help Service Manager.

In April 2024, the Early Help and Social Care directorate embarked on a new redesign programme to better support more holistic, joined up working and ensure we have a modern, fit for purpose service model, in line with the Government's Families First reform programme. A set of key design principles underpinning the development of the model were adopted as follows:

- Ensure that Children and Young People are at the centre of everything we do.
- Reduction in silo-working between departments.
- Minimising and streamlining handover points between teams.
- Minimise assessments and duplication for children and families.
- Create greater opportunities for shared learning and experience building between teams.
- Greater consistency for children and families.
- Increase practitioners' capacity to build strong relationships with children and families.
- Supporting the recruitment and retention of Key Workers and Social Workers.
- Improving the experience of Children and Families engaging with the Early Help and Social Care services.

The new delivery model went live on 2 June 2025. KW have moved from the FWC to form new teams at the Civic Centre and Willesden Library but retain links to their respective FWC.

1.7 Barnardo's partnership

Barnardo's are commissioned to provide several support services that support the FWC delivery model, including crèche provision, volunteering programme, Family Support Assistants and Early Years SENDCo workers. Barnardo's bring added and social value benefits to vulnerable families including for example, the donation and distribution of white goods, mobile devices and data, gifts for children, food donations, access to social trips, a crisis support fund, and support for refugees.

1.7.1 Early Years Workers

Early Years workers plan and deliver targeted early years focused interventions and group work, such as accredited parenting programmes, Let's Talk sessions supporting children's language development, and advice on infant feeding. Early Years workers help to identify children with additional needs early and quickly, connecting them into appropriate support services. They work closely with the rest of the FWC team to ensure there is a seamless service for vulnerable families. They make welfare calls to identified vulnerable families to check-in on them, promote FWC registration and encourage take-up of services and support.

1.7.2 Family Support Assistants (FSA)

FSA work closely with the Triage Officers and Key Workers to support vulnerable families to access universal services. They offer family befriending and support, facilitate group work, and deliver accredited parenting programmes and other interventions. They complete outreach and home visits to vulnerable families who are not able to access FWC services on site. They make welfare calls to identified vulnerable families to check-in on them, promote registration and encourage take-up of services.

1.7.3 Volunteer programme

Barnardo's delivers a volunteer programme that includes a Volunteer Coordinator. There are over 30 volunteers that support the work of the FWC. Most volunteer during term-time. Volunteers support FWC with for example administration, the crèche, promoting activities/ services, registering families, English conversation groups, delivering parenting programmes and other interventions. The aim is for each FWC to have a minimum of 3 volunteers allocated to provide additional support, including a Parent Champion.

1.7.4 Parent Champions

The Violence Reduction Unit funds a Parent Champions programme using volunteer parents on the premise that they are best placed to support other parents to find out

about childcare and services for families with children of all ages, but particularly focused on families with young people over 10 years old. The Parent Champions have been supporting the FWC with outreach to refugee new arrivals, and homeless families, in temporary accommodation in local hotels to promote FWC registration and take-up of services. During the year there were on average of 8 active Parent Champions and at the time of writing another 5 are being onboarded. The aim is to have 14 in place and funding has been confirmed to March 2026.

The Parent Champions have helped to strengthen community relationships and increase awareness around key safeguarding and wellbeing issues such as gang, knife crime, and online harm/ safety. Using this approach can be an effective way to build trust, bridge gaps, and empower families. Parent Champions lived experience and community knowledge are key to reaching families who might otherwise remain disengaged.

1.7.5 Crèche provision

Barnardo's delivers a crèche service including a crèche coordinator and as and when staff to provide crèches to support programme delivery. For example, crèches are run alongside parenting programmes and other group work to increase accessibility to parents.

1.8 Commissioned partners

The Early Help service commissions Citizens Advice Brent (CAB) and Speech and Language Therapy (SLT) support from CLCH to work as part of the integrated FWC model:

- CAB – advisors are present at each of the FWC one day per week via an appointment-based system. Families can be seen at any of the FWC and can access support via telephone and webchat.
- SLT – promoting age-appropriate development of children's (0-5 years old) Speech Language and Communication (SLC) skills, early identification, and intervention to prevent children's SLC needs escalating and improve children's school readiness. Due to funding challenges this service came to an end March 2025 and a new delivery model is being explored.

Other services are also commissioned via Early Help on a smaller scale to increase the range of family support on offer, including:

- HomeStart - parent peer-to-peer support and family befriending service
- Family Friends - parent peer-to-peer support and family befriending service
- *Potential* Mentoring for CYP – this service came to an end February 2025 and Air Sports Network was appointed at the new provider to March 2026
- D'OR Therapy – counselling for CYP and adults
- Emotional Health & Wellbeing Workshops for adults
- Our Time – holistic family mental health and wellbeing service using drama and therapeutic reflection to explore sensitive family mental health issues
- Young Carers – Brent Carers Centre provides a range of support services for young carers and their families
- Advance – Independent Domestic Violence Advisors (IDVA) – support domestic abuse victims to become safe and rebuild their lives, represent their voice at a Multi-agency Risk Assessment Conference (MARAC), helping them to navigate the criminal justice process, and work with different agencies to provide wraparound support. Funding was secured to expand the service to include x2 CYP IDVA starting 2025-26
- All Child (formerly West London Zone) - supports communities in underserved neighbourhoods in Brent to help CYP build the social, emotional, and academic

skills they need to flourish. All Child are working with 14 schools across Brent and link families they are working with into FWC support services.

1.9 Core services

There are several services that provide a core offer across the FWC including:

- Job Centre Plus Employment Advisors x2
- Citizen's Advice Brent
- Speech and language service – group and 1:1 targeted support
- Whole family domestic abuse support
- Connexions PA service
- 0-19 Public Health Nursing services, including Infant Feeding and Brent4life healthy weight teams
- Midwifery services
- CAMHs under 5's service
- Best Start for Life (various programmes).

In addition, Chrysalis deliver a monthly face-to-face drop-in session for families impacted by domestic abuse at Curzon FWC. Chrysalis is funded by the LA to bridge the gap between professionals and survivors of domestic abuse. The following services are available:

- Bowling & Co. – Solicitors
- Brent Housing – DA housing officers
- Asian Women's Resource Centre
- PLIAS resettlement (Phoenix project) – IDVA support for African/ Caribbean women and girls.

1.10 Parenting support

Parenting support is an integral part of the FWC service offer and focuses on equipping parents with the skills, knowledge and confidence to support their CYP wellbeing and development. The FWC deliver a diverse suite of accredited parenting programmes and support that range from universal through to more specialist provision to support parents at differing ages and stages of their children's development and level of need. Programmes include:

- Solihull
- Strengthening Families Strengthening Communities (SFSC) Standard, Prevent, Gangs, Light (also available via e-learning)
- Triple P, Primary & Secondary (also available via e-learning)
- Stepping Stones (support for parents of CYP with SEND)
- Cygnet (for parents of CYP on the autistic spectrum)
- Mellow Parenting, Babies & Toddlers
- Family Transitions – for parents who are divorced or going through separation
- Who's in Charge - aimed at parents whose children are being abusive or violent towards them
- Health, Exercise and Nutrition for the Really Young (HENRY)
- Generation Parent Management Training Oregon (PMTO) – aimed at parents to prevent and reduce mild to severe behaviour problems in young people aged 8-14 at risk of getting involved in serious youth violence.

Parents who have English as an additional language are supported through translation services, facilitators who speak community languages, and resources i.e. parenting manuals being available in different languages. A creche also runs alongside the programme to enable access for parents with young children.

The FWC offer workshops provide parents with a 'taster' for the longer programmes and are a good way of generating interest, these workshops focus on topics suitable for parents of toddlers right through to parents of adolescents.

The main issues parents request support with and where positive outcomes are achieved include setting boundaries, behaviour management, conflict between parents and/ or CYP (particularly teenagers), positive approaches to discipline, poor communication, having unrealistic expectations of their CYP (high or low), parent self-care and emotional literacy.

Figure 2: Parents completing a parenting programme



In the 2024-25 the parenting offer expanded to meet the increased demand for Cygnet programme delivery. The co-facilitation of the programme with school partners on school sites has been a particular success. It is hoped that this model can be further expanded to an increased range of programmes in the 2025-26 year. The Cygnet Plus programme for older children was implemented in 2024-25.

The Generation Parent Management Training Oregon (GEN PMTO), delivered by Barnardo's, continued during the year. The programme (typically delivered over 14 weeks) is aimed at parents where children aged between 8-14 years old are at risk of serious youth crime or developing a behaviour problem and/ or where these have already begun. The programme provides parents with effective tools to reduce coercive interactions with the aim that this will lead to improved children's mental health and wellbeing and reduce crime, violence, and anti-social behaviour. Recruitment to the programme has been slower than anticipated despite ongoing promotion and outreach to universal and targeted providers. Nonetheless face-to-face and online delivery has begun. The randomised control trial of this intervention has started.

1.11 Dads programme

A new dad's officer was appointed in January 2025 following a period when the post had been vacant. The dads programme was relaunched in February 2025 with some services on offer and a delivery plan is in place to expand the offer during the year.

The dads programme aims to engage more dads to access activities and support across the FWC network and be champion for dad's inclusion in family support work. Dads play a key role in their children's upbringing and development and are often a less heard from and overlooked group when working with families, as the focus tends to be on mum and children.

Feedback from Dads

'I really enjoy special time with my daughter and taking her to activities at the centre, which she really enjoys.'

'I was reluctant to attend a parenting course, but I'm glad I did as I learnt a lot and met other dads going through the same issues'

1.12 Toy Library

Each FWC has a toy library where families can borrow up to 3 toys for 2 weeks at a time at nil cost. The service is expanding to address local needs and include more toys for SEND and older age CYP.

1.13 Felix food programme

The majority of the FWC receive food donations via the Felix project and food items were donated to families equating to 50,000+ meals during the year. Some FWC also receive non-food items from Felix such as toys, clothes and household items which are donated to families.

1.14 Period Dignity

The FWC give out free period products to women and girls via a Public Health funded project with Hey Girls. *Hey Girls* are a social enterprise who aim to eradicate period poverty in the UK, improve access to quality products, and increase education around period health and eliminate shame.

1.15 SEND support

The centres are inclusive to families with SEND children and specialist support and services include for example:

- CAMHs under 5s service
- Specialist parenting programmes – Cygnet and Stepping Stones
- Supporting Assessment for Autism Route (STAAR)
- Deaf and Hearing Impairment service
- Visual Impairment service
- Speech and Language Therapy (for under 5's)
- Parent peer-support group on Saturday mornings
- Deaf parent peer support group
- Family sign class
- Brent Parent Carer Forum.

The wider FWC service offer is also accessible and for example CAB, targeted early help, and the triage service all support SEND families. The FWC promote the Brent local offer and SEND navigators connect families into appropriate support and/ or refer onto other agencies depending on need. Further partnership is being planned with the inclusion service to strengthen SEND support across the FWC.

1.16 Young Carers Support

Brent Carers Centre are the commissioned provider for Young Carers support in Brent. The project officer has continued to deliver training to support practitioners in identifying young carers and supporting onward referrals and outreach to schools is ongoing. Brent Carers Centre identified 144 new young carers during 2024-25.

1.17 Early Help Resource Panel

Lead Professionals, including, EYW's, FSA's, Key Workers and Social Workers can present cases to a monthly multi-agency Early Help Resource Panel to request additional services for a family and/ or benefit from a multi-agency discussion regarding the case.

The purpose of the Early Help Resource Panel is:

- to support Lead Professionals to provide effective preventative early help to families
- for member agencies to agree and commit resources on behalf of their agency to respond to the needs of families
- to inform the commissioning of goods and services, such as counselling, mentoring, befriending, within the early help service to support families
- to monitor and agree services commissioned within the early help service to target services appropriately and ensure there is sufficient provision throughout the year.

Panel also agree ad-hoc resources to support families including for example:

- topping up Oyster cards to get clients to and from essential appointments
- securing basic mobile phones to enable remote contact to be made, for example from a mentor supporting a CYP with no money
- paying for childcare on a temporary basis to support a family that had a terminally ill child and they needed childcare for a sibling
- paying for a childminder on a temporary basis to pick-up children to and from school when a single parent was recovering from life changing cancer treatment/ surgery
- paid for gym membership for a young person with low self-esteem/ mood issues
- paid to have a fork-lift truck driving licence renewed for a parent who was out of work with limited resources
- paid to have a British Sign Language mentor for a deaf young person
- paid for parents to access the Who's in Charge parenting programme where the young person is being abusive towards the parent
- paid for a DBS to enable an out of work parent to gain employment
- supported a family with transport costs to move home as they were being evicted
- paid for food vouchers, gas/ electric top-ups, baby items for families in need.

1.18 Communications plan

A communications plan is in place detailing who, how, when and where we publicise information regarding the FWC. This includes for example posters, leaflets, social media, partnership forums, a video, the website, multi-agency meetings, schools, health, VCS and Police. Most families are connected into FWC support services via a professional they are working with, or via word of mouth from another service user. Improved communications have resulted in an increase in demand for services.

A focus this year has been on improving communication with schools and this has included for example: attending school cluster meetings, attending school Designated Safeguarding Lead/ SENDCo forums, publicising the offer in the Headteachers bulletin/ Schools Extranet/ Governors termly newsletter, via Key Workers linked to schools, joint outreach to schools to attend coffee mornings, parent workshops, etc and the CYP Wellbeing Alliance network.

Public Health used Start for Life funding to recruit x2 Communication and Engagement Officers for a fixed term to develop an improved promotional campaign including print, digital and social media to raise awareness of breastfeeding and peri-natal mental health services and promote access to and use of FWC by Brent's most least heard from and disadvantaged communities. This includes for example attending community meetings, videos (with translated subtitles), digital ads (with translated versions), printed flyers, posters and promotional maternity packs.

2. Local and national initiatives

2.1 Local initiatives

The Early Help service as part of CYP recognises the importance of developing and maintaining robust internal and external partnerships. Collegiate cooperation and relationship building based on trust and a sense of shared objectives with senior officers from other teams in the Council, Health, VCS and Police.

2.2 National initiatives

2.2.1 Supporting Families

Brent's Supporting Families (SF) programme has demonstrated exceptional performance throughout its course, consistently meeting all targets set by the DLUHC and subsequently DfE. This year's target to support 945 families, to achieve and sustain positive outcomes against 10 key outcomes for a minimum of 6 months was achieved.

The national framework outcomes included: improved education, early years development, mental and physical health, family relationships, safety from abuse, exploitation, crime, and domestic violence and to ensure families have secure housing and financial stability.

The SF programme came to an end on 31 March 2025 and has been replaced with the Families First Partnership programme. The new programme will support the implementation of family help reforms which aim to bring together targeted early help, child in need, and multi-agency child protection into a seamless system of early help, support and protection.

SF programme key achievements:

1. **Consistently met targets:** Brent has successfully met all programme targets to date.
2. **Collaborative approach:** The success of the programme is due to the strong partnerships formed with key stakeholders. The integrated multi-agency

approach has been crucial in delivering comprehensive and effective support to families.

3. **Focus on early intervention:** the programme has championed early intervention, addressing issues before they escalate and ensuring that families receive the right support at the right time. This proactive approach has contributed significantly to achieving better outcomes for families.
4. **Data-driven decision making:** the programme has utilised robust data and evidence gathering to monitor progress and make informed decisions. This focus on data-driven practice has ensured that interventions are targeted and effective. Development of SF dashboards have enabled real-time monitoring, data visualisation, and centralised data lake. Customisable dashboards have allowed departments to tailor their views based on specific needs, ensuring relevant and actionable insights.
5. **Community engagement:** through-out the programme, Brent has actively involved families and the wider community in the design and delivery of services. This inclusive approach has ensured that the support provided is relevant and responsive to the needs of families.

2.2.2 Reducing Parental Conflict

Funding for the DWP Reducing Parental Conflict programme provides relationship support for families ranging from universal to specialist interventions. Brent received £34k during the financial year and this was used to:

- raise awareness of the negative impact of intense and sustained parental conflict on child outcomes via a multiagency training programme
- online resources are available from the Councils' parenting website to support families and practitioners with parental conflict
- Triage workers have been delivered the Triple P Family Transitions parenting programme and will use this in their day-to-day work with parents in conflict.
- 1-to-1 support is also available for parents having challenges with co-parenting related issues.

2.2.3 Family Hubs and Best Start for Life

The Start for Life programme puts Family Hubs (in Brent, the FWC) as the key delivery point for integrating support services from maternity through the early years. Local Family Hub networks consist of both physical and virtual places where services to support families come together, from birth registration to midwifery, health visiting, to mental health support, and parenting courses, to infant feeding advice, parent forums and promoting the offer.

This Government programme helps to ensure the best support is available to families in the first 1,001 days, identified within the report as 6 priority action areas, has made substantial progress in Brent and is on track to meet delivery plan targets as agreed with the DfE. The programme is currently funded until March 2025.

The programme has achieved positive outcomes for families including for example:

- Supporting the development of young children's social, cognitive and linguistic skills
- Improving parent to child bonding and attachment
- Improving parents physical, emotional health and wellbeing
- Increasing the number of women breastfeeding

- Giving parents/ carers a voice to shape the family hub and start for life offer, reducing barriers to access, increasing engagement, and take-up of services
- More parents breastfeeding with access to universal support and specialist advice
- Young people accessing a wider range of after-school and holiday activities leading to improved physical, emotional health and wellbeing
- Providing capital to improve the FWC outside play areas to make them more engaging for families, see figure 3.

Figure 3: Alperton FWC improved outside play area



3. Successes

Using Start for Life capital funding the FWC outside play areas have been upgraded to make them more engaging for families and to encourage more outdoor play and involvement with environmental projects.

The new Parent and Infant Relationship Service (PAIRS) was launched in February 2025 starting at 2 FWC, but due to demand the service will expand to 5 FWC, reaching more families in need. The PAIRS team offers support for families with mild to moderate perinatal mental health and parent-infant relationship concerns. The service covers pregnant women and families at risk of mild to moderate mental health problems, who are receiving support via maternity, health visiting, school nursing and council services. The service also extends to fathers and co-parents and the overall familial relationship with the infant, with the infant remaining the focus of the work.

Home Start are commissioned to provide Parent and Infant Mental Health (PIMH) peer support service for families with mild to moderate perinatal mental health and parent-infant relationship concerns. The aim of the service is to take a community approach, including planning for how the mother and family can support their own wellbeing in their home environment and to work in co-operation with other services to ensure that the pathway to support is more coherent and better co-ordinated.

The Healthy Start programme is offered free to all pregnant women and children under four from FWC. The programme supports vulnerable families on low incomes with access to free food, milk and vitamins. The programme has supported 3,498 families during the year, an increase of 46% benchmarked to the previous year, and is in the process of being evaluated to identify what needs to happen next.

Infant feeding clinics have been delivered across all FWC during the year. The clinics are free and available to all families living in Brent. The clinics are supported by Health Visitors and a Lactation Consultant who can tackle more serious concerns. The Health Visiting service has trained twelve peer-to-peer breastfeeding champions who support breastfeeding work across the FWC. This and other work to promote breastfeeding has led to an increase in breastfeeding rates across Brent.

The FWC are now open at weekends, 9am to 1pm, during term-time. 1 FWC is open in the West and 1 in the East, and centres are rotated each half-term to ensure they are accessible to families across Brent. The weekend offer focuses on supporting parents with under 5's as working parents feedback was the Monday to Friday offer during core business hours was not accessible.

The Parents As First Teacher (PAFT) programme supporting parents with home learning environments to enhance child development, parent to child interaction, family wellbeing and school readiness and achievement through weekly planned activities and home visits is well embedded

The YJB-funded Covid Pathfinder project and the MOPAC-funded Disproportionality project enabled Youth Panel members to lead and co-produce activities and forums that have been accessed by more than 200 CYP across the FWCs. These include:

- A Young Women's Group
- Boss My Scene - four-day videography programme
- Photography – four-day programme with a family celebration event on day 5
- Young men's group – FWC provide safe space facilities for group discussions and opportunities to explore support needs
- Creative writing groups
- Creative advice and support – individual support for young people aspiring to work in the creative sector
- Family registration days
- Volunteering opportunities
- MOT Check-ups - Mental Health practitioners from Westminster Drugs Project (WDP) and EACH offered individual and group mental health, emotional wellbeing, substance misuse advice and support.

While the funding has now ended, the valuable relationships between the Council and the voluntary and community sector partners continues and will be further strengthened by the action plan and delivery of young people's priorities within the refreshed Brent Youth Strategy 2025 – 2028 – Being Heard and Taking Part, Reaching Goals and Enjoy Yourself, Feeling Good, and Staying Safe.

CYP being visible and heard is a strategic priority within the Borough Plan, SEND strategy, CYP Participation and Engagement Strategy, and Brent Youth Strategy.

The co-production of activities and the creation of a Youth Panel has enabled CYP to take an active part in improving youth services and influencing strategic decisions. CYP have been involved in the process of creating strategies that improve their childhood experiences and future life chances.

During the Pathfinder programme it was evident from CYP feedback they wanted activities to help them develop skills to improve their education and employment chances. By giving CYP the opportunity to participate, encourage, and value their input, they can be supported to improve outcomes in their adult life.

Figure 4: Youth Strategy launch at St Raphael's FWC



4. Challenges

Due to pressures on funding the Speech and Language Therapy contract with CLCH came to an end 31 March. The service has worked with the Early Help since early 2000 and previously supported the Sure Start and Children's Centre initiatives. The termination of the service comes at a time when speech and language communication needs are rising due to the impact of the pandemic. A new approach to supporting speech and language using the WellComm model is being developed with Public Health and it is anticipated this will be rolled out in 2025-26.

Recruitment and retention continue to be a challenge in relation to family support and early years workers. Barnardo's have developed new approaches to recruitment, including reviewing pay-scales. Recruiting Key Workers to fill vacancies is ongoing and where viable agency staff have been moved to payroll and offered fixed-term contracts.

Families continue to present at the FWC significantly impacted by the cost-of-living crisis. Families are triaged and connected into appropriate support as quickly as possible. The Triage service piloted a new Crisis Response fund (Brent Council funded) to provide one off payment to support families in financial crisis. Payments are received promptly. The pilot was successful and will be embedded across the FWC.

The Lactation Consultant has been off sick for an extended period which has impacted on specialist input into the breast-feeding clinics.

It has taken longer than expected to recruit breast feeding peer support champions and to expand the offer to weekends.

5. Key priorities

The key priorities for 2024-25 are detailed below including an update on progress:

1. Deliver the final year of the Start for Life programme and exit planning - the Start for Life delivery plan has made significant progress with regards to implementation across all strands and regular updates are provided to the DfE. The DfE have confirmed another year of funding to March 2026.

2. Linking to the council's strategic change programme to ensure that FWC improve and evolve to tackle current and emerging challenges in meeting the needs of our local communities, helping to empower communities and build resilience – the FWC have actively participated in the councils strategic change programme for example, the Period Dignity programme with free period products being distributed to women and girls, the FWC buildings are dementia friendly and achieved accredited status, the centres support families impacted by the cost of living crisis.
3. Increase the number of parents completing accredited parenting programmes and workshops, particularly those referred from CYP practitioners - challenges remain around completion rates of parenting programmes particular for those parents who are referred in. The early help and social care realignment may support increased awareness of the practitioner role in supporting parents to attend programmes (rather than just referring them in) but there are concerns about the impact of the realignment on practitioner availability to deliver parenting programmes in 2025-26. There continues to be very high demand for the Cygnet programme. The introduction of Cygnet plus has been well received and parents are reporting that this is supporting their parenting for older children with an autism diagnosis. A self-guided Cygnet programme is being introduced in 25-26 to further address high demand for this programme.
4. Develop the FWC youth offer linked to the refreshed Youth Strategy and delivery plan – the youth offer expanded during the year with new diversionary activities being added, existing activities maintained across the FWC, and the Youth Strategy successfully launched at St Raphael's FWC.
5. Support the Early Help & Social Care redesign to contribute to the development of a service that is fit for the future – the new Family Support teams were soft launched on 2 June 2025 bringing together Keyworkers and Social Workers to deliver support more effectively to families, reducing the number of handover points and consistency of lead worker.

The FWC improvement priorities for 2025-26 are:

1. Deliver the final year of the Start for Life programme and exit planning
2. Increase the number of families registering given the drop in registrations
3. Develop the FWC youth offer linked to the refreshed Youth Strategy and delivery plan.
4. Supporting the development of the new Early Help and Social Care family support model to ensure the service is fit for purpose and works effectively in partnership with the FWC
5. Supporting the development of the new adolescent Targeted Prevention Hub ensuring FWC are a key partner with strong links.
6. Capitalising on the redeveloped outside play areas to deliver a greater range of environmental projects and activities, to encourage more outdoor play and learning

6. Building and Resources

There are ongoing low level maintenance issues with the FWC buildings that are addressed via the contract with Facilities Management and capital funding. Cleaning, gardening and window cleaning services are included as part of the contract.

Air conditioning units were installed at Preston Park, Three Trees, St Raphael's and Willow as the temperature during the summer can be uncomfortable for staff and service users. The outside play areas at Alperton, Three Tree's, St Raphael's, Church

Lane, and Willow have been upgraded to maximise using the outside space as internal space is limited.

6.1 The FWC building priorities for 2025-26 are:

- The plant room at St Raphael's FWC needs to be replaced and options are being explored regarding the installation of a heat pump and capitalising on related grants
- Granville FWC will move into temporary accommodation, the old adjacent Brent Start building, in July 2026. A new permanent site for Granville FWC will be built linked to local area regeneration plans in South Kilburn. It is anticipated the FWC will be hosted at the temporary site for at least 2 years.
- The outside play area at Preston Park FWC has still to be upgraded and officers are aiming to negotiate additional space to maximise the impact
- Following a review of Willow Nursery, it was recommended to increase the number of places to ensure financial viability of the setting. Capital works may be required to facilitate the increase in places. The sensory area also needs to be modernized and made more accessible to children.
- Air conditioning needs to be installed at Willow (first floor) FWC.

7. Progress and Outcomes

The progress and outcomes detailed below are updated against the priorities that were agreed by Cabinet when the FWC were established in 2020.

1. *A reduction in referrals to higher level interventions – early intervention and preventative work across FWC and wider Early Help service prevents families' problems escalating and becoming more complex.*

Progress:

- 1,674 families received triage support through information, guidance or direct work, or by making an appointment with the most relevant agency depending on needs. The triage service was expanded to include an additional worker supporting asylum seeking families.
- 945 families achieved sustained and significant outcomes for at least 6 months through the Supporting Families programme.
- The range of Start for Life funded services and activities has increased supporting parents with their child/ren's development in the first 1,001 days.
- 374 parents had completed an accredited programme, and 494 parents attended workshops and programmes during the year.
- 1,563 CYP and their families were supported by Key Workers during the year and linked into a wide range of support services.
- Refugee families in temporary accommodation are linked into FWC support services and support via the 'travel access scheme', 'winter and warm' and 'Felix programme food donation'.

2. *Prevention of family breakdown resulting in entry to care – a strong focus on family support delivered at FWC and wider Early Help Service.*

Progress:

- The Accelerated Support Team supported a total of 159 vulnerable young people identified as being on the edge of care, preventing 95% from entering the care system.
- The number of cases being 'stepped down' from children's social care teams to Early Help services was 52 in 2024-25 compared to 177 the previous year, a decrease of 71%.
- There were 162 children stepped up to children's social care in 2024-25 compared to 191 children in 2023-24, a decrease of 16%.
- Step-up/ downs are monitored on a quarterly basis by the Director, Early Help and Social Care, with plans in place to encourage further step downs. The Early Help dashboard will also provide an overview and enable identification of which teams are not stepping cases down so further partnerships can be encouraged.

3. *Addressing the growing challenge of serious youth violence – FWC host activities and support for young people and signpost to opportunities elsewhere, linked to the Brent Youth Strategy and delivery plan.*

Progress:

- The Youth Strategy was updated following consultation with young people and a successful launch took place at St Raphael's FWC with many young people attending. An implementation plan linked to the strategy will be developed and the FWC will be used as a key delivery points.
- Work is progressing on the development of the Brent Youth Strategy Delivery plan. A multi-agency steering group is being established to lead on delivering the co-produced action plan. This group includes representatives from health, police, education, SEND services, the voluntary and community sector and young people themselves. As part of the strategy's commitment to meaningful youth engagement we will be conducting focus groups with young people at the beginning of the new academic year to ensure young people's voices continue to be heard and shape the strategy.
- Since the launch of the refreshed Brent Youth Strategy on April 7th, a Round Table discussion was held by the Youth and Youth Justice Service and Youth Violence Prevention team with young people to explore their views on crime and safety, providing a platform for direct dialogue. The young people spoke about their experiences with serious youth violence, knife and firearm crime, drugs, gangs and county lines, mental health and wellbeing, peer pressure, lack of support and activities after school, and challenging family dynamics. They discussed the additional support they felt would have been beneficial for them moving forward towards positive outcomes to help guide workers to help young people in the future.



- The spread of CYP attending FWC and engaging in activities in general remains consistent at 16% are young people aged 12-18 years old, 28% children aged 5-11 years old, and 56% of children aged 0-4. This reflects the spread in age related activity which is linked to funding.
- Start for Life funding has been used to maintain the offer for young people including sports and sports leadership, art (animation, photography, comic books, murals), dance and drama workshops.
- There are clubs for young women only at their request which has achieved positive outcomes such as new friendships, more self-confidence and better coping skills in stressful situations.

4. *Building capacity in universal services so that they can support children earlier – strong partnerships and commitments are in place with the statutory and third sector to work together to achieve positive outcomes for families via the Early Help strategy and common framework to deliver early help across Brent using a whole family holistic approach.*

Progress:

- CAB supported **1,467 families** with over 2,600 different issues. The costs of living (*benefits/universal credit, utilities and debts*) and housing were the two most significant issues families experienced during the year.
- CAB achieved financial gains of £1,380,969 for **569 families**
- CAB reduced or wrote off the debt of **230 families** by a total of £224,343.
- CAB secured or clarified the immigration status of 291 families and/ or their family members.
- CAB advised and guided **127 parents** on various employment matters.
- CAB supported **201 families** to secure suitable accommodation or prevent homelessness by tackling the underlying issues, such as rent arrears often caused by delays and wrongful DWP decisions.
- CAB referred **107 families** to other support services
- Barnardo's add value by providing families with access to white goods, food donations, IT equipment (laptops, mobile phones, data dongles, clothes, books, trips during holiday periods, and Driving Healthy Futures (healthy eating/ cooking sessions).
- Little Village work closely with the FWC and support families with babies and young children living in poverty. Via their network of baby banks, they pass on pre-loved goods from one family to another – clothes, toys and equipment – so that more babies and young children have the essential things they need to thrive.
- The FWC also work closely with Sufra/ food banks, provide food parcels through Felix (food items equivalent to 40,000 plus meals were given out during the year) and are part of the Winter and Warm programme.

5. *Successful delivery of the Healthy Child Programme (0-19) – health visiting, and school nursing services are commissioned by Public Health and delivered across the FWC and other sites.*

Progress:

With the changes and the expansion of the FWC, it has improved access for families to the 0-19 Healthy Child Programme. The services include:

- 0-19 public health service (health visiting and school nursing service) have worked with FWC to obtain UNICEF Baby Friendly stage 3 leading to improved breast-feeding rates
- The Health, Exercise, Nutrition for the Really Young (HENRY) is co-facilitated by the 0-19 Public health service and FWC staff
- Brent4 Life (weight management team) offer
 - Five-week programme to include various sessions such as - Introduction to solids face-to-face sessions, etc
 - 1:1 session for families with children under 5 who are overweight
- Infant Feeding Support Clinics in the majority of FWC and a specialist clinic one day a week
- Health Review Clinics established in all FWC
- Safeguarding review clinics are carried out by the 0-19 service face-to-face
- Maternal Early Childhood Sustained Home Visiting (MECSH) vulnerable families are seen by HVs on a 1:1 to offer more support.
- Infant-2-School offered to vulnerable families for children who are 2 weeks to starting school. The support is delivered on a 1:1 basis at home, or the FWC.

Other health services offered in FWC are:

- Drop-in catch-up vaccination clinics
- Ante-natal and postnatal midwifery - is provided across 6 centres, at least twice per week. When concerns present, midwives are referring families to the triage worker for additional support which includes access to wider family support - outcomes include reducing maternal stress, improved self-care, improving the birth experience, increasing awareness of baby blues and where to access appropriate support
- Perinatal mental health service – Parent and Infant Mental Health team (PAIRS) offered in 5 FWC in 5 centres for families with low to moderate mental health need
- Supporting families to access under 5's activities such as baby massage/ yoga and an emotional wellbeing programme for parents
- Oral health promotion sessions such as supervised tooth brushing are offered in FWCs throughout the year – outcomes include improved oral health, reduced teeth extraction, families supported to register with local dentists
- Healthy Start programme – supporting vulnerable families on low incomes to access free food, milk and vitamins.

6. *Improved school readiness for children when they enter Reception (aged 4/5 years).*

Progress:

- CLCH were commissioned to work across the FWC to provide Speech and Language Therapy (SLT) support to children. Outcomes include:
 - promoting age-appropriate development of children's (0-5 years old) Speech Language and Communication (SLC) skills
 - early identification and intervention to prevent children's SLC needs escalating
 - improve children's school readiness with respect to their SLC skills
 - increase the skills and confidence of parents, staff and volunteers to encourage children's SLC development, particularly for parents of children with additional needs
 - enable families of children with additional needs to have timely and properly coordinated access to specialist and/ or early intervention services.
- At the FWC 2,457 under 5s received universal SLT support. 298 children were identified as needing specialist SLT support and 54 were referred into the clinical service.
- Parents as First Teachers (PAFT) – 2 workers were appointed in December 2023 to support the roll out of the PAFT programme which supports families of 0-5 with a targeted home visiting support and group interventions in FWCs. During the year 104 parents were supported through 1:1 home visits and 59 families accessed through group interventions.
- CAMHs Under 5s – a CAMHs under 5s service was established at Willow FWC and provides support to families across the FWC. Families receive support to address issues for their children such as tantrums, sleep problems, behaviour difficulties, separation anxiety, developmental difficulties, parenting difficulties and family relationship issues.
- In partnership with the Library Service the Booktrust Storytime programme is delivered across the FWC giving out free books to families, encouraging parents to read with their children and registering with the libraries. Families are signposted to events at the libraries and vice-versa.
- Parents are encouraged to develop their home Learning environments to support children's development and training/ workshops were provided by the Early Years' service.
- Making it REAL (Raising Early Achievement in Literacy) – funding through the family hubs and start for life programme enabled 26 practitioners to be trained in REAL in 24-25. This comprised 26 practitioners from 12 early years settings, 4 family wellbeing centres and 3 Brent staff.
- Parents were supported to understand healthy attachment and their children's developmental milestones.
- There is a continued focus on improving the take-up of the free entitlement to early education in the borough to encourage more children

to take advantage of nursery and childminding provision. Staff at the FWC contact families eligible for free entitlement places to encourage take- and promote engagement with the FWC.

- Research has shown that high quality early childhood education and care can have positive and long-lasting impacts on children's education, cognitive, behavioural and social outcomes and play a positive role in raising attainment and closing the gap between outcomes for children from disadvantaged backgrounds and their peers. The last release of data (June 2024) indicated take-up in Brent as of January 2024 was 84.8% for 3- and 4-year-olds, an increase of 5.5% on the previous year. The % take-up of the 2-year entitlement declined to 59.2% - a reduction from 65.4% in the previous year. The introduction of the working families' entitlements for children 9+ months will roll out from April 2024. Note, we are expecting updated data on 11 July 2025.
- Work is ongoing to raise awareness of the free entitlements to all communities, using a range of marketing / promotional strategies and to reach families who are not accessing the places that they are entitled to. Strong links have been made with partner agencies including health and the VCS to increase reach within the community.

Outcomes

The outcomes and impact achieved for families through the FWC is wide ranging given the diverse range of services on offer. During the year 18,079 families have been supported to achieve outcomes in the following areas:

- Improved family finances and reducing the impact of the cost-of-living crisis
- Improved family nutrition, weight management and access to fresh fruit and vegetables
- Support to stop smoking improving family health and wellbeing
- Improving school attendance and punctuality leading to better educational outcomes
- Improved oral health and reducing teeth extraction for under 5's
- Improved parent/ carer and CYP mental health and wellbeing
- Improved parenting capacity leading to better relationships between parents and their children, reducing children's behavioural problems and better communication
- Reducing negative discipline practices such as smacking and providing parents with alternative approaches
- Improving CYP and parent/ carers emotional literacy
- Reducing substance misuse and its impact on families
- Improved family fitness leading to better wellbeing outcomes
- Increasing refugee and asylum seeker engagement with early help and preventative services
- Preventing family problems becoming more complex and entrenched by intervening earlier and providing the right support at the right time
- Preventing family breakdown and children going into care
- Reducing the risk of domestic abuse and improving outcomes for families impacted by domestic abuse

- Improving parents' literacy, numeracy and ICT skills
- Reducing parental conflict and the negative impact on families
- Reducing the impact of Adverse Childhood Experiences and trauma
- Increasing family's resilience to the impact of multiple disadvantages
- Supporting parents and young people into employment and to access educational and work experience opportunities
- Reducing the impact of caring responsibilities on children and improved understanding by schools/ partners regarding the issues that impact young carers leading to better educational outcomes
- Reducing social isolation, particularly for new mums
- Improving a range of outcomes for families of children with SEND
- Improving children's school readiness
- Improving CYP attainment, school attendance and engagement with school.

8. Service user feedback

Service user feedback and engagement with families is used to co-produce the FWC delivery model to ensure that services and support offered actively engages families and meets their wide-ranging needs.

A Parent Carer Voice Forum meets regularly to ensure there was a strong parent voice in shaping the offer. Parents were recruited with children at different ages and stages, children with SEND, dads, and pregnant parents to ensure a diverse group and a wide range of views are captured.

Parents are involved with FWC local governance arrangements and are represented on the LSG and in some cases chair the LSG.

A parent carer survey was completed December 2025, over 1,500 responses were received, and the feedback was overwhelmingly positive regarding how FWC had supported families to achieve positive outcomes. The feedback also included constructive critical challenge to help the service improve and respond to parents changing needs.