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Creating a Universal Parenting Movement

London Borough of Sutton
Family Hubs



Who are we and where are we?



Helping Early In Sutton

Our coordinated approach is founded on the following principles;

- Everyone is responsible for helping early
- We listen to what children and families tell us
- We create the time and space to develop trusted relationships to support our approach
- We view children in the context of their families, peer and support networks
- We focus on strengths and communities to bring about and sustain change
- We value the significance of the child's first 1000 days in improving life chances
- Everything we choose to do is based on evidence of both what is needed and of what works
- We are brave enough to stop things that aren't working.



We want there to be support available for everyone, you don't have to be at rock bottom to seek support...We want it to feel like it's not a big deal to seek support



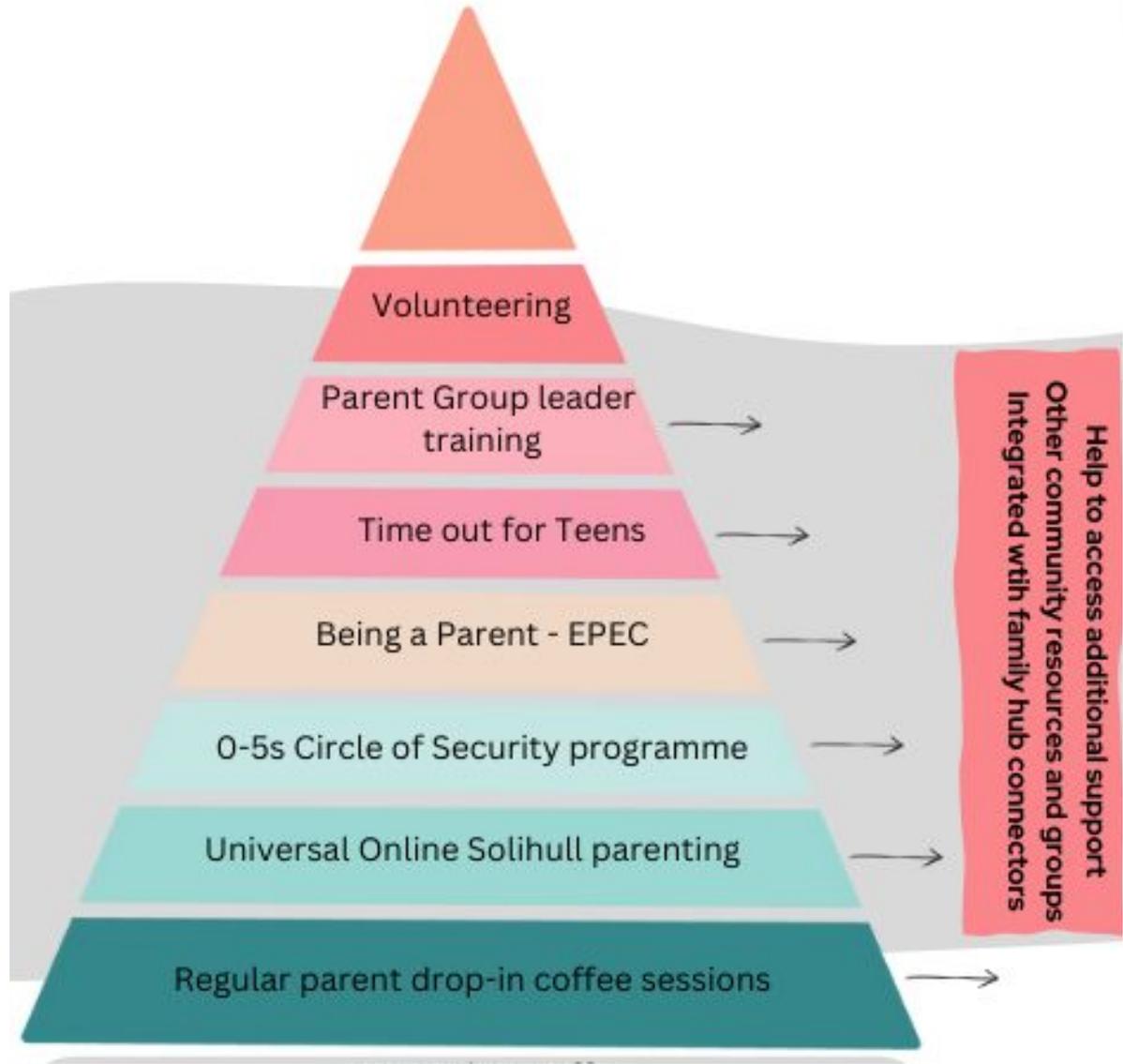
Our Priorities



Developing the model

- December 2021 we started with a blank canvas
- Targeted two local primary schools who were located in the most deprived area of the borough.
- Invited parents to a coffee morning - 12 attended and all signed up to the course
- Parents had mixed views about attending
- All 12 who signed up completed the programme.
- Identified need for continued support.





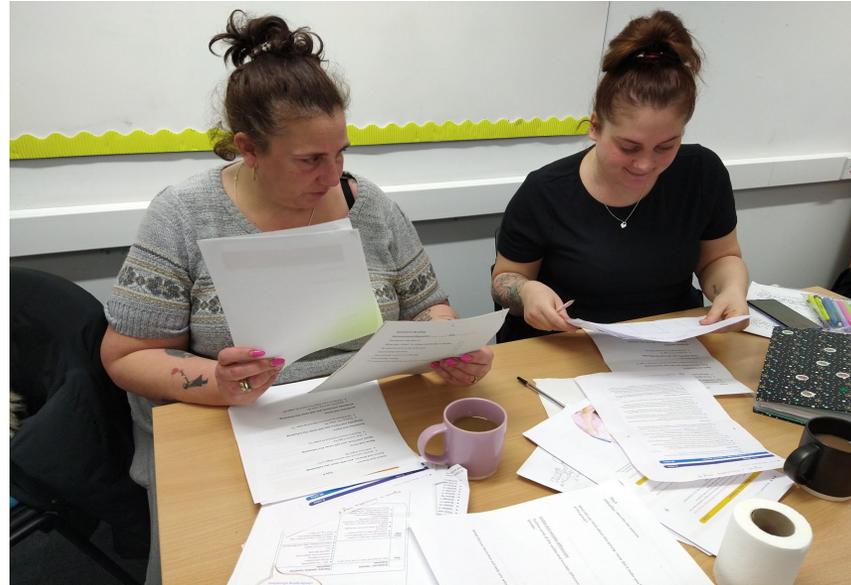
Parenting staff input:
Training in trauma, domestic abuse and reducing parental conflict

Access to universal services through the Early Intervention Service. Access to other parenting support in the borough via Cognus, Playwise, Limes and other voluntary sector organisations.



Recruiting Volunteers

- Parents from the initial group attended training to become a parent group leader
- For many it was the first positive learning experience
- It wasn't plain sailing!
- The relationships were key
- 11 of the initial 12 parents completed the PGL training - This was unexpected!
- 5 now actively facilitating programmes, others continue to volunteer and support programmes (3rd person), coffee/information sessions or community events.





Nyssa's Story

- What made this one different from other courses?
- Removing barriers to access, being mindful of the families experiences
- Wanting to share what I had learnt
- Bridging the gap between families and services
- Understanding the system and working with other services to support families



Kimberley's Story



- Liked the idea of being a PGL
- Thought there was not a lot more I can learn about being a parent
- Its ok to find parenting hard - learnt lots still and using it later to help all my children.
- Built a supportive network
- Enjoying work in schools, meeting new communities, reaching wider groups of families.
- New career options - sparked an interest in parenting
- Links to changing the system - leaders are listening to parents!!



Supporting Male Carers

- In the 1st year Men were under represented in the programme
- Male Carers who did attend told us they didn't always feel listened to and that support was not for them
- Now have an increase of 21% in men attending groups and programmes since 2022
- Men's Chill, Chat and Connect group runs monthly in the evening -Daytime group coming soon
- Programmes being run in local Prison, as well as monthly drop in group -
- Improved outcomes for men both in and out of the prisons



Impact so far



- Over 800 families supported so far
- 470 referrals to other agencies for support, to include SIASS, Welfare Reform teams, Education, Early Help, Housing and voluntary sector
- 21% increase in men attending programmes
- 46% of attendees are from non white backgrounds - this is representative of the boroughs population data
- Reduced stigma about asking for help
- Increased community resilience - volunteers working for their communities across the borough
- Long term aim to see reduction in referrals through the Front Door.
- Senior leaders engaging with families to really understand their experiences and help shape services, and families understanding the constraints LA's working with



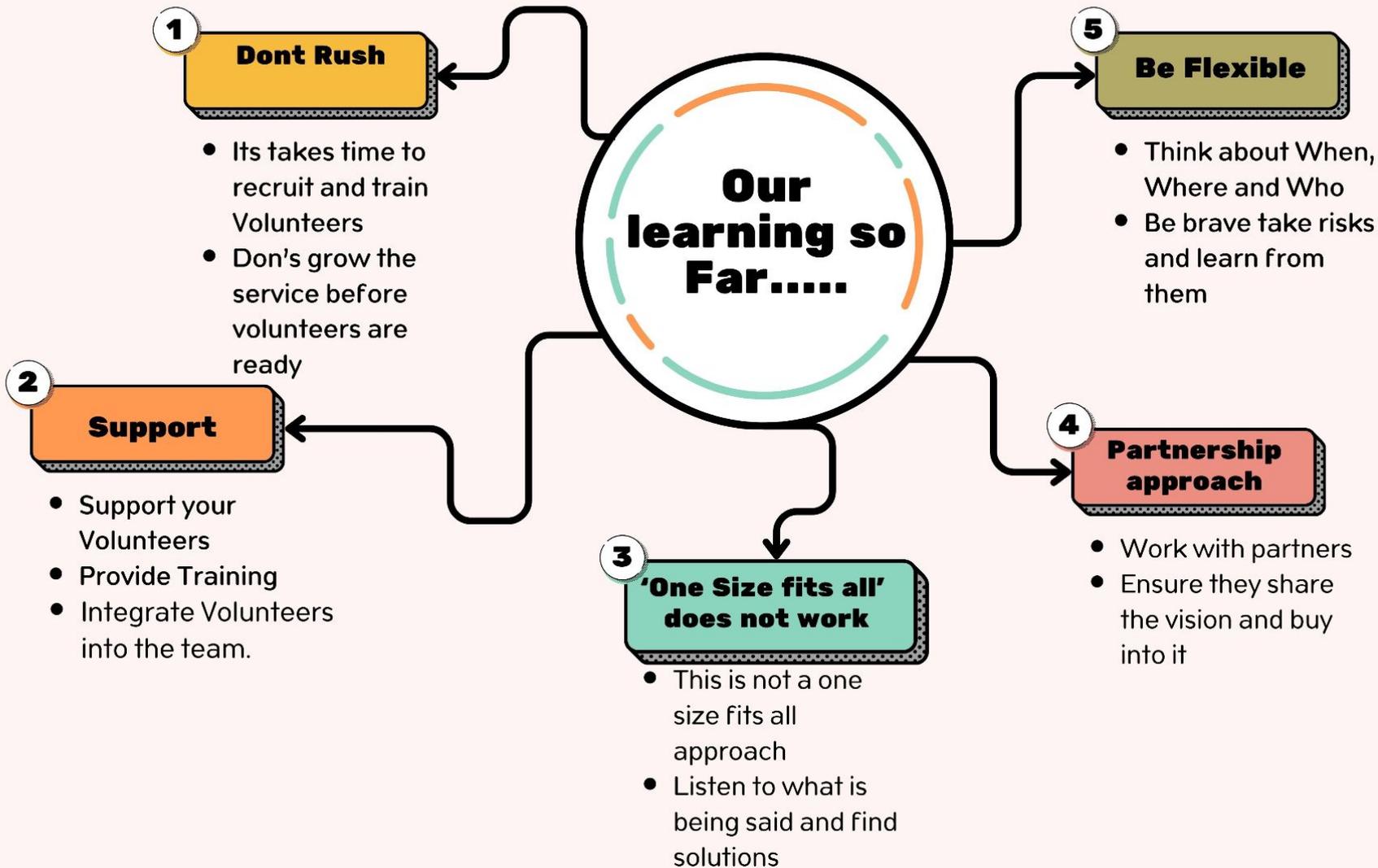
Better than Data

Increased
community
engagement

Families
helping to
shape
services

Improved trust in
services and better
relationships.

Bridging the gap helping professionals
and families see things from
different perspective.



What Next

- Secure ongoing funding to help grow the service - creating more pathways to employment for volunteers
- Increase number of volunteers- keep it sustainable
- Grow community resilience, volunteers taking ownership of different events with support of LA.
- Increase support for families with children with SEND.



Last but by no means least..
A huge thank you to every one of
our amazing volunteers!

