

Newham Family Hubs Start for Life Impact Report



April 2022 - March 2025

Contents

Foreword by Senior Leader	3
Parent Caregiver Introduction	4
Introduction	6
National Family Hubs and Start for Life Programme	7
Family Hubs and Start for Life Programme in Newham	7
Newham Family Hub Network	8
Newham's Start for Life Strands	10
Additional Family Hub Services	11
Newham's Family Hub Partnership	12
Family Hubs Programme Requirements and Expectations	14
Programme Reporting and Data	15
Key Milestones	16
Strand overviews	18
Infant feeding	19
Parent Caregiver Panel	27
Parenting Support	35
Parenting and Healthy Relationship Parent Outreach Volunteer Model	42
Family Navigators	46
Perinatal Mental Health (PNMH) and Parent-Infant Relationships (PIR)	49
Early Language and Home Learning Environment	58
Equity and Disproportionality	64
Transformation of Newham's Family Hubs	71
Communication, Marketing and Start for Life Offer	74
Impact Page in Numbers	79
Mystery Shopper Evaluation	80
Recommendations and Next Steps	82

Foreword by Senior Leader

In Newham, we are dedicated to ensuring that every child, young person, and family has the opportunity to thrive in a supportive and nurturing environment. Our borough is one of the youngest and most diverse in the country, with over a quarter of our population aged 19 and under, and a vibrant community where over 100 languages are spoken. This diversity is reflected in the rich cultural tapestry that makes Newham unique.

We are proud to be one of the 75 local authorities awarded funding from central government as part of the Family Hubs and Start for Life Programme. With funding awarded to develop our Family Hubs model over three years, we aimed to transform the way services are designed and delivered, ensuring that early help reaches all families, especially those most in need. Our Family Hubs bring together various services in one place, making it easier for families to access the support they need, including infant feeding, mental health, parenting and healthy relationship support.

We have seen incredible resilience and solidarity within our community, especially during challenging times with an ongoing cost-of-living crisis. Our Family Hubs tap into this community spirit, building on existing community support and offering a wide range of services, ensuring that no family feels isolated or unsupported.

Newham's Family Hubs are designed to be the cornerstone of localised community support, providing integrated services that cater to the varied needs of our residents. We want to foster a community where every child and family can flourish, build meaningful connections and access universal services and support.

Our approach is rooted in co-production and collaboration. We will continue to listen to and work alongside children, young people, parents, and carers to design services that truly meet their needs. By fostering strong partnerships with health services, children's centres, schools, and the voluntary, community and faith sector, we aim to create a seamless support network that champions our families' needs and strengths.

We are dedicated to making Newham a place where asking for help is encouraged and where support pathways are accessible, equitable and effective. Our Family Hubs aim to be a beacon of hope and opportunity, helping families to build strong relationships and grow from their experiences.

I want to take this opportunity to thank the brilliant efforts of every person involved, from our families, parents and caregivers, volunteers, professionals and community partners. The successes of Newham's Family Hub Network is nothing but a testament to the hard work and dedication of those driving it and helping Newham become a place where every young resident has the chance to succeed and thrive.



Laura Eden
Corporate Director of Children and Young People

Parent Caregiver Introduction

Newham's Parent Caregiver Panel is made up of members of the community that experience Newham service provisions and liaise with professionals to shape these provisions for the better through a co-produced approach. The Panel is diverse and inclusive, consisting of people from various walks of life, and different ages, which helps to give a balanced viewpoint in to the professionals that come to seek our assistance in shaping and improving services for families in Newham according to the needs of people in the community.

Members of the Panel are active change makers as programmes have been developed and adapted based on the actual needs of the family rather than the assumptions of needs. The Parents and Carers are able to share in decision making, we (the Parents/ Carers) are given a seat at the table as equals. While each member has different lived experiences, together we bring to the table a wealth of knowledge, resources and information. This is because members have a collective wealth of lived and community knowledge and we are able to share with and support one another.

The Panel has worked with different areas of the Family Hub Programme such as Public Health's creation of vaccination videos and the 0-5 referral pathway map so that parents know what type of support is available and they can expect from Newham, temporary housing support consultations, Family Information Service and SEND Local Offer recommissioning exercise amongst others.

The Family Hub Network plays a very important role in Newham by bringing together families from across the community, connecting people from all age groups, and tackling loneliness. Newham Family Hubs are jointly shaped by service users and professionals of the community, and this ensures excellence across all strands of the Family Hub.

Whether you are looking for parenting sessions, stay and play sessions, housing support, among other support needed to thrive in the community, the Family Hub is the place to go for this. The various strands cater to different needs and contribute to all round wellbeing of Newham families.

The importance of the Family Hubs cannot be over emphasised as the mental wellbeing of Newham residents are elevated knowing that they have a safe place, or even safe places, to go for support or in case of needs.

There are currently three main locations for the Family Hubs in Newham (East Ham Library, Shipman Youth Zone and Manor Park Community Children's Centre) with a fourth one (United West Children's Centre & Family Hub) launching soon, all spread evenly across Newham. It is, therefore, very evident that the services are easily accessible across borough.

The purpose of this report is an evaluation of the Family Hubs programme and how it has impacted parents, carers, families and the community as a whole. In this report, we will delve into the different strands of the Family Hubs, their offerings and the various ways they team together to give amazing support to families in Newham navigating life from birth through childhood right into adulthood.

Abimbola, Parent and Carer Representative



Parent and Caregiver Panel members are reflected within the heart

Introduction



National Family Hubs and Start for Life Programme

Newham Council is one of 75 local authorities that received funding from central government as part of the Family Hubs and Start for Life Programme. Newham was awarded £4 million to develop its Family Hubs model over three years (2022 – 2025), with an extension year granted from March 2025.

The National Family Hubs and Start for Life programme has three core objectives:

1. Provide support to parents and carers to nurture their babies and children, improving health and education outcomes.
2. Reduce inequalities in health and education outcomes for babies, children, and families across England by ensuring support reaches all parents and carers, especially those hardest to reach.
3. Build the evidence base for effective methods to improve health and education outcomes in various contexts.

The national programme aims to achieve establish this by investing in:²

- Transforming the way services are designed and delivered
- Universal Start for Life and family services
- Tailoring support for vulnerable communities
- Building workforce capacity and capability
- Understanding what works and sharing best practice

Family Hubs and Start for Life Programme in Newham

Newham's Family Hubs model aims to offer early support to families and young children, helping them overcome difficulties and build strong relationships. The Start for Life services include infant feeding support, parent-infant relationship support, and perinatal mental health support for parents and expectant parents. Newham Family Hubs bring together various services in one place, making it easier for families to access the support they need, such as parenting advice, mental health support, and early childhood education. The goal is to create a holistic approach to family support, ensuring that families receive comprehensive and coordinated assistance.

Newham has built upon the national objectives and created the following aims for Newham's context:

- Improve outcomes for babies, children and young people
- Improve outcomes for parents and carers
- Improve outcomes for the whole family
- Improve relationships, connections, and access to local family services and the family's community
- Reduce inequalities
- Build a stronger evidence base on what works in Newham

² Family Hubs and Start for Life Programme

Newham Family Hub Network



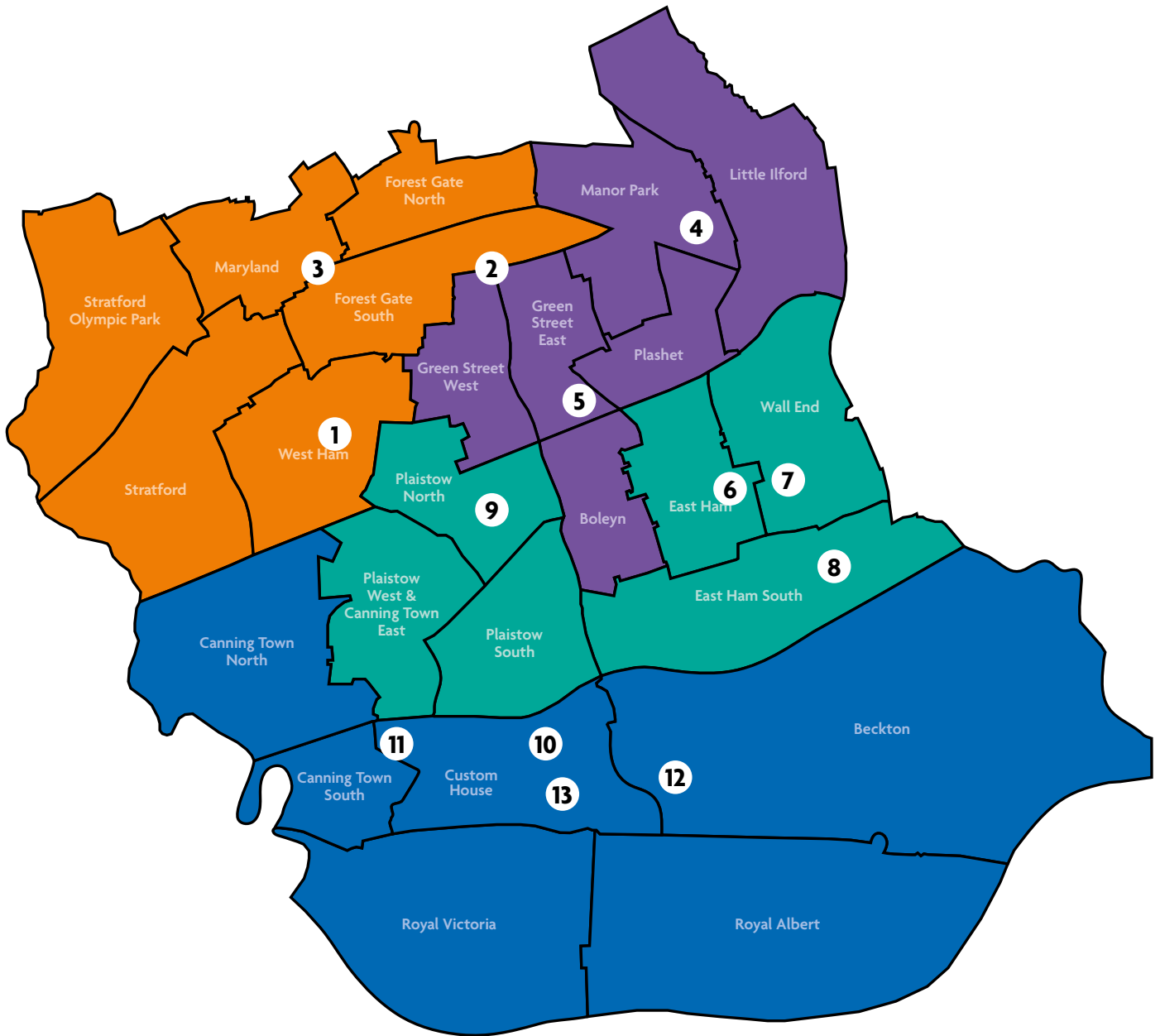
The Newham Family Hub Network is organised into four localities – East, South, West, and Central. By dividing Newham into these localities, the network tailors services to specific community needs, avoids duplication, and ensures efficient use of resources for better coverage. This integrated approach brings together multiple services such as health, education, childcare, and youth programmes under one roof, making support more accessible and reducing travel for residents.

The Newham Family Hub Network provides advice, support, and opportunities for families to connect. It simplifies access to early childhood, health, education, and community services, ensuring a smooth, supportive experience for all families in Newham.

Newham has four Family Hubs (the fourth launching in June 2025) and 14 access points across Newham, that have been brought together to offer a full breath of services available to families within each quadrant.

Each locality area offers:

- Family Hubs
- Children's Centres
- Access to health services (health visitors and school nurses)
- Infant feeding support
- Mental health and wellbeing support
- Parenting and relationships support
- Youth services
- Early Years education and childcare
- General Information, advice and guidance
- SEND support and services
- Parenting groups
- Digital programmes
- Voluntary, Community and Faith Groups
- Stay and Play groups



West: Stratford, Forest Gate and West Ham

- 1 Family Hub @Rebecca Cheetham Children's Centre
- 2 Family Hub @Kay Rowe Children's Centre
- 3 Maryland Children's Centre

East: Manor Park, Little Ilford and Green Street

- 4 Family Hub @Manor Park Community Children's Centre
- 5 St Stephen's Children's Centre

Central: East Ham and Plaistow

- 6 Family Hub @East Ham Library
- 7 Altmere Children's Centre
- 8 Oliver Thomas Children's Centre
- 9 Plaistow Children's Centre

South: Custom House, Canning Town and Beckton and Royal Docks

- 10 Edith Kerrison Children's Centre
- 11 Keir Hardie Children's Centre
- 12 Beckton and Royal Docks Children's Centre
- 13 Family Hub @Shipman Youth Zone

Newham's Start for Life Strands

Newham Family Hubs offer support and services across nine categories which form part of the DfE objective to give each child the 'best start for life' during their first 1001 days.

These strands ensure every family has the necessary resources, guidance, and opportunities to nurture confident happy families and communities.

The first six are funded Start for Life strands, which this evaluation will focus on, and the Family Hubs also cover the other strand areas for the older age range including SEND and Youth Services.



Infant Feeding

Support and information from our skilled team via the helpline, baby feeding cafes, and workshops.



Perinatal Mental Health Support

Mental health assessments, counseling, therapy, and specialist health visitor support.



Parenting Support

Peer support, parenting courses, digital resources, and advice for confident parenting.



Parent and Caregiver Panel

A space to share experiences, provide feedback, and suggest service improvements..



Early Language and Home Learning

Stay and play sessions, tailored workshops, home learning resources, and specialist support.



Start for Life

Antenatal and maternity support, health visitor services, and digital resources for the first 1,001 days.

Additional Family Hub Services

The Family Hubs also cover additional areas for the older age range including SEND and Youth Services, however, the scope of this report is on the funded six Start for Life Strands.



SEND Support Services

Specialist advice, workshops, learning support, emotional and peer support.



Youth Services

Activities for youth aged 10-25, led by qualified youth workers to enhance social and emotional learning.



Practical Support & Guidance

Confidential advice and practical help for families facing challenges. Our team can guide you to the right support

Newham's Family Hub Partnership



The Newham Family Hub partnership is made up of services and organisations that work together across the four localities to meet the needs of local families.

These include Council services, health and NHS services, schools and education settings, commissioned services and voluntary, community and faith services. Each of these partners plays a vital part towards delivering the Family Hub programme.

Partnership progress – we have increased our partnership throughout the last six months and made contact with Newham's Maternity services, the primary care networks across Newham, Vaccination UK, local food banks, Nutrition Kitchen and wider health services through events and partnership days.

Our Integrated Leadership teams (ILT) that bring together representatives from each of the four localities are well attended, with its aim to develop a coherent Family Hub Network in response to local needs. The partnership holds a collective responsibility for decisions and support offered in each locality, and the partnership actively works to ensure new services are introduced to the partnership that reflect the needs of the community.

Across the Integrated Leadership Team meetings, there are consistent members and representatives that include:

- Early Help
- Children's Centres
- Youth Empowerment Service
- 0-19 Children's Health, including the Infant Feeding Team
- Midwifery
- Voluntary and Community Sectors (where appropriate)
- Parent Carer Panel Representative

Alongside ensuring there is an integrated joint learning approach across Family Hub locations (Children Centres, Youth Zones and other community spaces), the group also monitor and review performance, operational and service delivery. The feedback obtained from this contributes to inspections by public sector regulatory bodies e.g. local authority Ofsted inspections, the Care Quality Commission and UNICEF Baby Friendly Initiative.

It is also important to mention the inclusion and involvement of our parent representatives as part of our partnership progress. We have representatives from the Parent and Caregiver panel who regularly attend each of our ILT meetings across the four localities, and the Helping in the Communities Board Meetings. They provide significant insight into the needs of the community, how best to reach and advocate for parents, children and families within Newham, decision making, and what changes are required for improvement within Newham.

Newham Family Hubs Start for Life Impact Report



Family Hubs Programme Requirements and Expectations

To evaluate the success and impact of Newham's Family Hub Programme, it is important to outline the requirements and expectations set out by the Department for Education (DfE).

The DfE provide extensive documentation outlining what is expected from local authorities and how grant should be spent, however, there is not a prescribed format for what a Family Hub is required to look like. The expectations are broken down into 'minimum expectations' and 'go further expectations'², with those minimum expectations to be met by the end of the original funding term, March 2025.

The table below summarises the minimum requirements that Newham was expected to achieve by March 2025.

Parent-infant relationship and perinatal mental health support <ul style="list-style-type: none"> Designated safe and secure spaces for discussing mental health and parent-infant relationships Availability of information leaflets and brochures to raise awareness and destigmatize mental health issues Provision of antenatal classes focusing on mental health and early relationships Face-to-face support services for mental health and parent-infant relationships 	Physical presence <ul style="list-style-type: none"> The family hub must be a physical location accessible to families seeking assistance Trained staff members should be available for face-to-face interactions with families The hub must provide straightforward information and advice on family issues covering ages 0-19 (25 with SEND) Staff must connect families to further services if specialised or targeted support is required 	Early language and home learning environment <ul style="list-style-type: none"> Access to a key contact for support with home learning environment Identification of needs and connection to evidence-based interventions prioritising those in need
Health visiting 0-5 <ul style="list-style-type: none"> Mandated universal reviews offered face-to-face New birth visit provided at home, with other reviews available at the hub Ability to support confidential discussions Availability of child health clinics Proactive engagement with families with highest needs 	Parenting support <ul style="list-style-type: none"> Access to a key contact within the hub for parenting support Provision of initial information for new and expectant parents Facilitation of sensitive conversations and connections to evidence-based parenting interventions 	Midwifery/maternity <ul style="list-style-type: none"> Hub serves as a base for midwifery teams Provision of clinical and non-clinical spaces for appointments Confidential environment for assessments Connection to vaccination centres and referrals to secondary care when necessary
Domestic abuse support <ul style="list-style-type: none"> Provision of private spaces for confidential discussions Awareness-raising materials about local support services for domestic abuse victims 	Infant feeding <ul style="list-style-type: none"> Designated breastfeeding spaces within the hub Provision of physical information regarding local support services Availability of drop-in infant feeding support sessions Loaning of equipment such as breast pumps with staff support 	Local authority 0-19 public health services <ul style="list-style-type: none"> Drop-in opportunities provided by professionals and local services providers
Activities for children aged 0-5 <ul style="list-style-type: none"> Delivery of activities for young children, such as interactive play or stay and play sessions 		

² [Family Hub Service Expectations \(2022\)](#)

Programme Reporting and Data



The DfE also requires data to be submitted quarterly from every participating local authority, which covers the family hub sites, the funded workforce, funded services, wider services, workforce training, service users, and outcome measures.

The data reported is broken down into the following categories:

- Numbers and unique numbers of service users accessing each service or offer within Family Hubs.
- Staff and volunteers – Number of employed staff, volunteers from the voluntary, community and faith sector, and professional staff employed via commissioned services working in each offer or service.

Service User Demographic breakdown by:














- Ethnicity
- Ages
- Deprivation Index
- Sex
- Gender Identity

Methods of Evaluation

This impact report will evaluate the impact that the Newham Family Hubs programme has had on the families, children and young people and the wider local community, and the extent to which it has met its original objectives. This report includes:

- Evaluation overview for each funded Family Hub strand
- Metrics and data
- Quotes from interviews with parents, carers, and professionals between each section
- Surveys
- Case studies

Key Milestones

2022	APRIL		Confirmed that Newham has received Family Hubs and Start for Life Grant
	MAY 2022- FEB 2023		Creation of Family Hubs Programme Board and Scoping of suitable sites
2023	MARCH		Baby feeding helpline, online café and workshops established
	APRIL		First Family Hub opens in Newham (at East Ham Library)
	MAY		Family Navigator Service starts supporting residents
	JULY		First commissioned perinatal mental health services delivering
	SEPTEMBER		Parent and Caregiver Panel established
2024	APRIL		Launch of Newham's Family Hub Outreach Volunteer Programme
	MAY		Second Family Hub opens within the new Shipman Youth Zone building
	SEPTEMBER		Baby Bank scheme expanded via Children's Centres and Home Learning Bag scheme begins
	OCTOBER		Third Family Hub opens in Manor Park , co-located in Sheringham Children's Centre and Nursery
2025	MARCH		Newham receives confirmation that Family Hubs and Start for Life funding has been renewed for a further year
	APRIL		Services start delivering at Newham's fourth Hub - United West Children's Centre and Family Hub



This programme, has really helped with my mental health, and helped to share in a safe space to discuss what my child was going through some serious danger issue. It's important this course is available and that you can self refer, as I did.

This course helps to empower parents and for parents to feel valued. And that other parents are in as similar position at that your not alone, and non-judgmental space and a safe space is so important. The practitioner did go above and beyond and showed their cared, at put in extra time with the session missed and translated in another language to help other parents. The small group worked well, as it was a small group not too big. The course who in charge was a therapy to relief stress Anny our practitioner let us have time to discuss our worries and concern and a WhatsApp group is currently active, created by parents.

This course, is so important and if it can be available face to face and online and parents need to know about this course, and more awareness and running of the course.”

**Newham Parent who completed the ‘Who’s in Charge’
Parenting Programme**

Strand overviews





Infant feeding

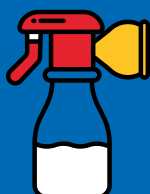
Baby feeding helpline



Baby feeding cafes



Breast pump loan
scheme



Hospital based infant
feeding support



Objectives – what we set out to do

- Improve breastfeeding initiation and continuation rates
- Provide information about breastfeeding (including the benefits, challenges, and the support available) to parents antenatally
- Offer timely, high-quality, one-to-one infant-feeding support in the critical post-birth period
- Offer an appropriate infant feeding service, that may include peer supporters, specialist midwives, health visitors and lactation consultants
- Make available breastfeeding equipment (for example breast pumps) to all parents who need it
- Provide accredited training for staff to ensure infant feeding advice is accurate, helpful and consistent
- Offer specialist training for staff to identify more complex infant feeding needs, such as tongue-tie, and seamless referral pathways to ensure timely support and treatment is available where needed

Metrics - how were we measuring success?

- Increased initiation and continued breastfeeding / exclusive breastfeeding for longer
- Where exclusive breastfeeding is not possible, safer, responsive formula feeding / responsive bottle feeding and safe use of infant formula
- Reduction in health inequalities linked to feeding practises
- Parents feel supported with their mental health and wellbeing and connected into the services they need
- Parents are offered effective breastfeeding support in a range of settings
- Increased knowledge of lactation before birth and reduction in mixed feeding
- Practitioners and parents have meaningful conversations about infant feeding practises
- Parents are more informed and confident in their feeding practises
- Introduction of solids not before 6 months of nutritious, appropriate family foods with babies self-feeding
- Environments across the borough are welcoming and encouraging of breastfeeding
- Numbers supported by infant feeding teams, volunteers, community sessions, and community provision.
- Number of antenatal and postnatal infant feeding workshops ran per quarter and number of women and birthing people attending the workshops.



Services / Offer – what we actually did

- Established new roles to expand the availability of infant feeding support both in the hospital and the community (two posts in Newham University Hospital and two posts based at Family Hub locations), including staff who speak local languages including Bengali, and Arabic.
- Offering a range of classes and workshops including** – Help getting ready to feed your baby: Antenatal classes and workshops available via [Eventbrite](#). Starting solids weaning workshops available via [Eventbrite](#).
- Establishing a Baby Feeding Helpline accessed at 07534 249 611 for parents to call, text, or email baby.feeding@newham.gov.uk, 7 days a week, for skilled one-to-one support from specialists. This specialist support can include referrals for tongue tie assessments.
- Created a **'Baby Feeding Support' leaflet** with key information and advertising the services available, and up to date information on infant feeding as part of the [Family Information Service website](#).
- Running Baby Feeding Cafés, 5 days a week across different locations** – Rebecca Cheetham Children's Centre (from April 2025), East Ham Library, Manor Park Children's Centre and Shipman Youth Zone, and [online on Zoom](#). A full list of times and locations is available on the Newham [Baby Feeding Page](#) to provide social support for new parents
- Establishing a peer support service** – 'Newham Infant Feeding Peer Support' which has been commissioned for 3 years in partnership with Public Health, with an option for extension. This service offers free-to-access, in-person, 'open welcome' infant feeding peer support drop-ins (currently delivered at Beckton and Royal Docks and Manor Park) and floating support at other community groups.
- Offering a Breast Pump Loan Scheme** – where breastfeeding equipment (including breast pumps) is distributed by the LBN Baby Feeding Team across Newham to support those who need access to vital equipment to feed their babies.
- Created an Infant Feeding promotional video** for YouTube and social media, which advertises the Baby Feeding Cafés and helpline.
- Raising awareness about breast and infant feeding through marketing and events** – including a successful series of events to celebrate World Breast Feeding Week, an increased presence on social media and marketing with a large screen displaying information at Stratford Westfield, library displays and arts and craft events to encourage education and participation from children.
- Working on developing an Infant Feeding Strategy.
- Developing a 'Breastfeeding Welcome' scheme for the borough** – to increase visual support and acknowledgment for the value of breastfeeding.





Outcomes – impact of it

- Well-utilised services with 3500 residents having accessed community-based infant feeding support through Family Hubs since the opening of the services.
- Supporting mothers or expectant mothers to breastfeed, with
 - an increase in initiation, continuation, and exclusivity rates.
 - Increased knowledge and awareness of the value of breastfeeding, safe infant feeding, lactation, starting solids.
 - Improvements in mental health and wellbeing of parents.
- Setting up an established breastfeeding support network in the borough.
- Significant increase between 2022-2024 in parents answering that they would recommend the LBN Baby Feeding Team and an increase in confidence on reaching their feeding goals.
- As of December 2024, in a survey from 86 service users, a total of 96% reported that they feel either 'more confident' (32%) or 'much more confident' (64%) in reaching their feeding goals after contacting the LBN Baby Feeding Team.
- The positive impact of Family Hubs funded roles Newham University Hospital can be observed through quotes from service users and survey results, with 100% of families rating the service provided by the infant feeding team as 'Good' or 'Very Good'; see one extract below:
- The first local cohort of Newham Infant Feeding Peer Supporters celebrated their graduation from the seven-week programme in January 2025, with further volunteers due to complete training from March onwards.
- Breastfeeding rate at discharge from hospital is the highest it has been this year at 90.8%, 2.4% higher than the rate recorded in 2023 (Newham University Hospital, August 2024). Similarly, breastfeeding data at health visiting targets at day 10-14 and 6-8 weeks have risen by 3% and 4% respectively since 2021/2022.
- There has been a significant increase in the monthly number of families supported and variety of infant feeding relating support available at Newham University Hospital, see table to the right.

Figure 1: Infant Feeding Survey Data

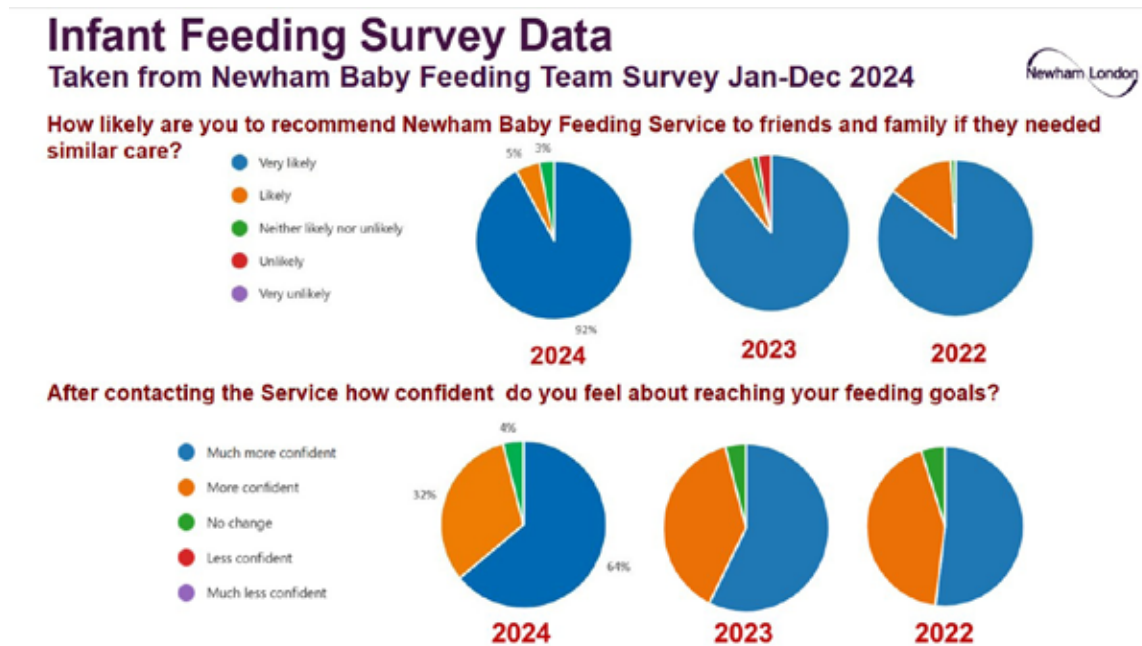
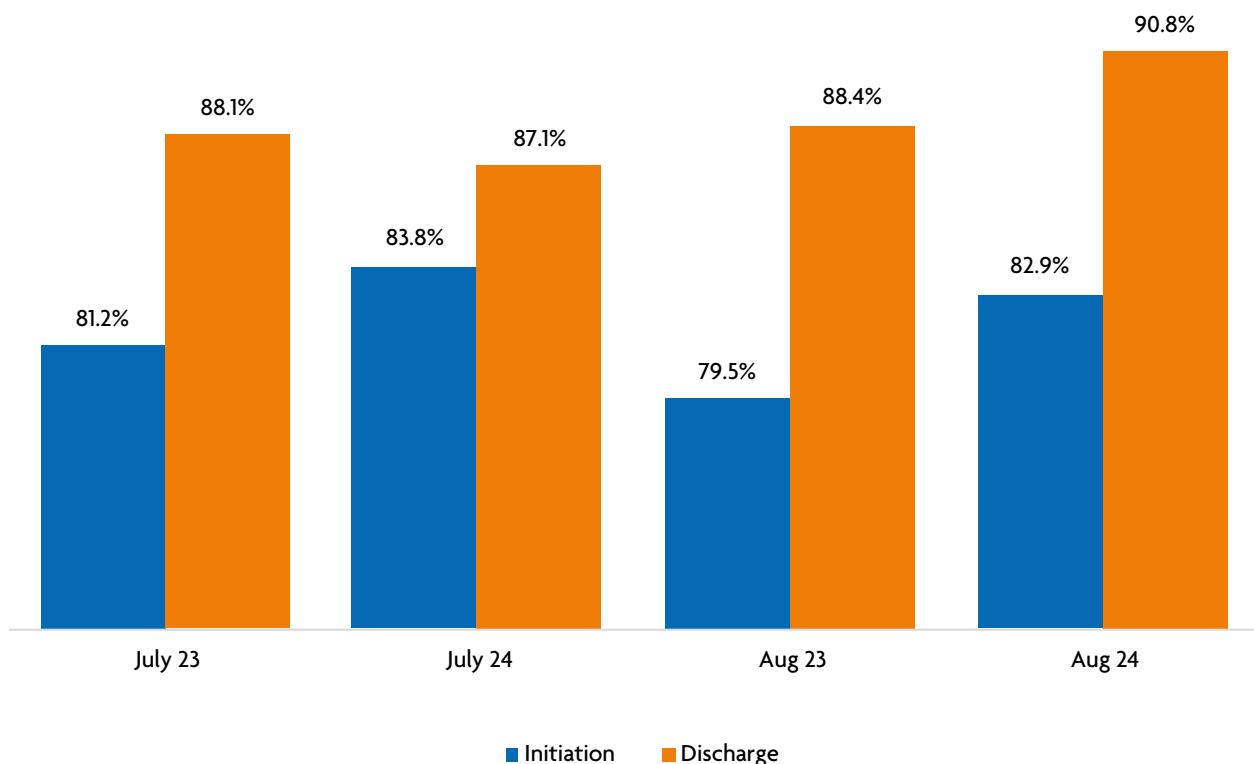


Figure 2: Breastfeeding rates at initiation and discharge from hospital July/August 2023 compared to 2024





As a first time mother I was overwhelmed by the thought of breast feeding I had watched countless videos and tutorials, but nothing compared to the hands-on experience I received from this post-natal service The support I received was incredible, she was extremely encouraging and never made me feel I was doing anything wrong even when I doubted myself, she guided me through an entire feeding session, explaining each step clearly and demonstrating it practically , she allowed me to take lead and was always there to support me.”

Mother supported at Newham University Hospital

Sustainability and Next steps – what we are doing next

- Completion of our Infant Feeding Strategy in 2025, currently holding co-production sessions with parents.
- Through partnering with Public Health, continue the funding of the community-based peer support service (July 2024 - 2027) with the possibility to extend for additional two years.
- Embedding of our breast pump loan service across Newham and developing impact reporting measures for this service.
- Next steps include helping organisations across Newham to sign up to become breastfeeding welcome. We hope to administer the breastfeeding logo stickers for sites to display on buildings as part of our breastfeeding welcome plans (along with pledges).
- Across Newham more broadly, we are making progress towards achieving UNICEF BFI (Baby Friendly Initiative) Stage 3 accreditation across community provision and maternity services.

Newham Hospital Infant Feeding Support	Prior to addition of Family Hubs funded roles	Current offer with Family Hubs funded role
Average number of mothers supported on wards (monthly)	140	400
Average number of mothers supported online (monthly)	60	60
Available classes per month		
Online antenatal classes (fortnightly basis)	2-3	2-3
Antenatal face-to-face classes	12	20
NNU classes	0	10
Parent education classes	9	Provision of evening class options



I honestly can't thank that lady enough... She was so great. I really felt like a failure. Because I felt like I'd let myself down, I'd let him down because I fed my first one and I haven't been able to feed him and I think that's when I called upon Mel's help and she, bless her, she is a video call with me and she tried to say she was happy to see me in person, but at the time my headspace was not good, I didn't want to go out and she was so understanding and what she did was she gave me a video call. She was that I'm on the other end of the line if you need me. And it just felt like there was someone there and someone not part of your family that isn't going to judge you. And she was so understanding and empathetic about what had happened."

Mother supported by the LBN Baby Feeding Team



Parent Caregiver Panel

Parents sitting on
decision making panels



Engaging a high
number of parents and
caregivers



Parents engaged in
commissioning and
recruitment of staff



Structured training
offer for parents,
focused on confidence
building and
empowerment





Objectives – what we set out to do

- To establish 'Parent and Carer Panels', which put the needs of local families and children at the centre of service design and delivery.
- To ensure that membership of the panel(s) are diverse.
- To ensure everyone's views are heard, by providing a welcoming and flexible environment.
- To achieve representation of the Newham parent and caregiver community in strategic areas of the partnership.
- To hold Parent and Carer Panels regularly- at the minimum, every two months.
- Support Parents and carers including through providing expenses and training (for example, qualifications, reward and recognition, vouchers and funded childcare.).

Metrics - how were we measuring success?

- Number of parents and carers registered to our Parent Caregiver Panel, and diversity of the panel.
- The number of parents and carers attending our Parent Caregiver Panel sessions.
- The number and variety of training sessions delivered to parents, caregivers, and staff.
- The number of parents and caregivers represented in strategic positions such as decision making panels, governance boards and recruitment panels.

Services / Offer – what we actually did

Members:

- The Parent & Caregiver Panel has an active community with 140 members representing Newham's four localities.
- Significant outreach work has been conducted to expand the reach of the panel and to ensure that the needs of residents are at the heart of service delivery, with outreach conducted via partnership events, roadshows, information sessions and listening events, with the aim of spreading awareness about the panel and expanding the membership.

Offer:

- The Newham Parent Caregiver Panel meets at least once a month, with a mixture of virtual and face to face engagement.
- Panel members are offered involvement in various activities such as: consultations, training, social meetings, and events.
- The Co-Production Practitioner engages with participants in between panels with regular phone communication, coffee catch-ups, ad-hoc advice, and signposting provided on a range of topics. Since the start of the funding, there have been 135 one-to-ones with panel members.

Training & Development:

- Parent and Caregiver panel members are invited to be part of a number of recruitment and decision-making panels and receive training and support to participate in these.
- The parents on the Parent Carer Panel have attended a large variety of training sessions, including facilitation, coproduction, train the trainer, nutrition and food safety, substance misuse awareness and cultural competence.
- Panel members are also supported with job applications and interview preparation when applying for jobs as well as signposting to the 'Our Newham Work' service who help them find work.

Figure 3: Number of members in the Newham Parent and Caregiver Panel

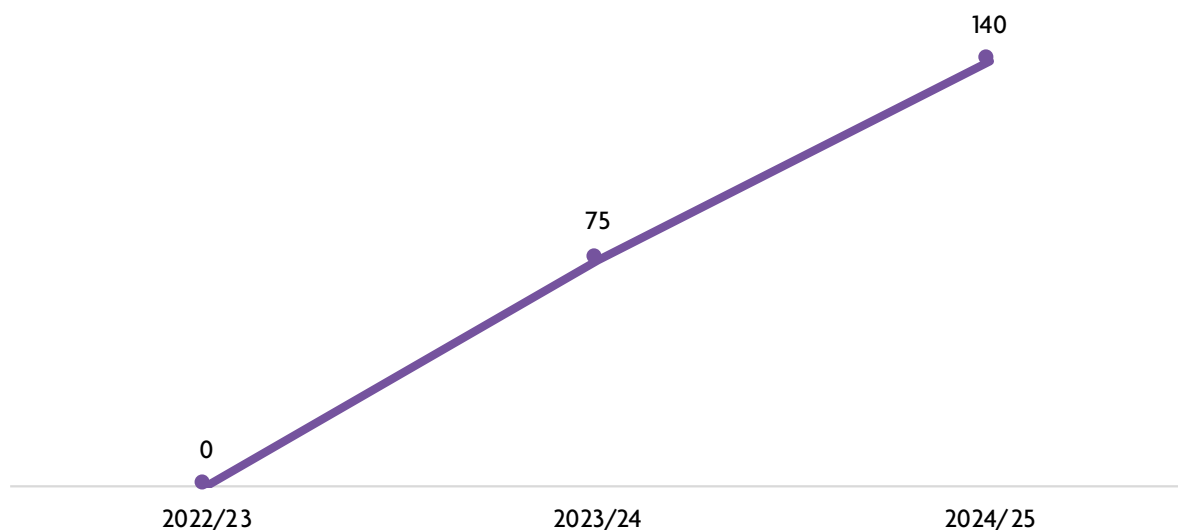


Figure 4: Engagement types by number across the Parent Caregiver Panel activity

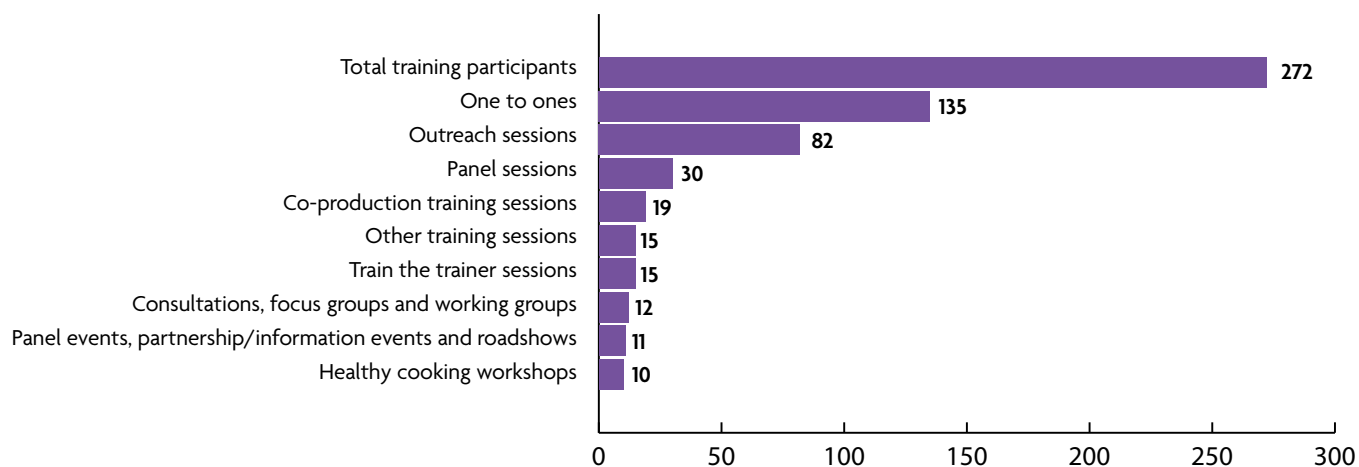
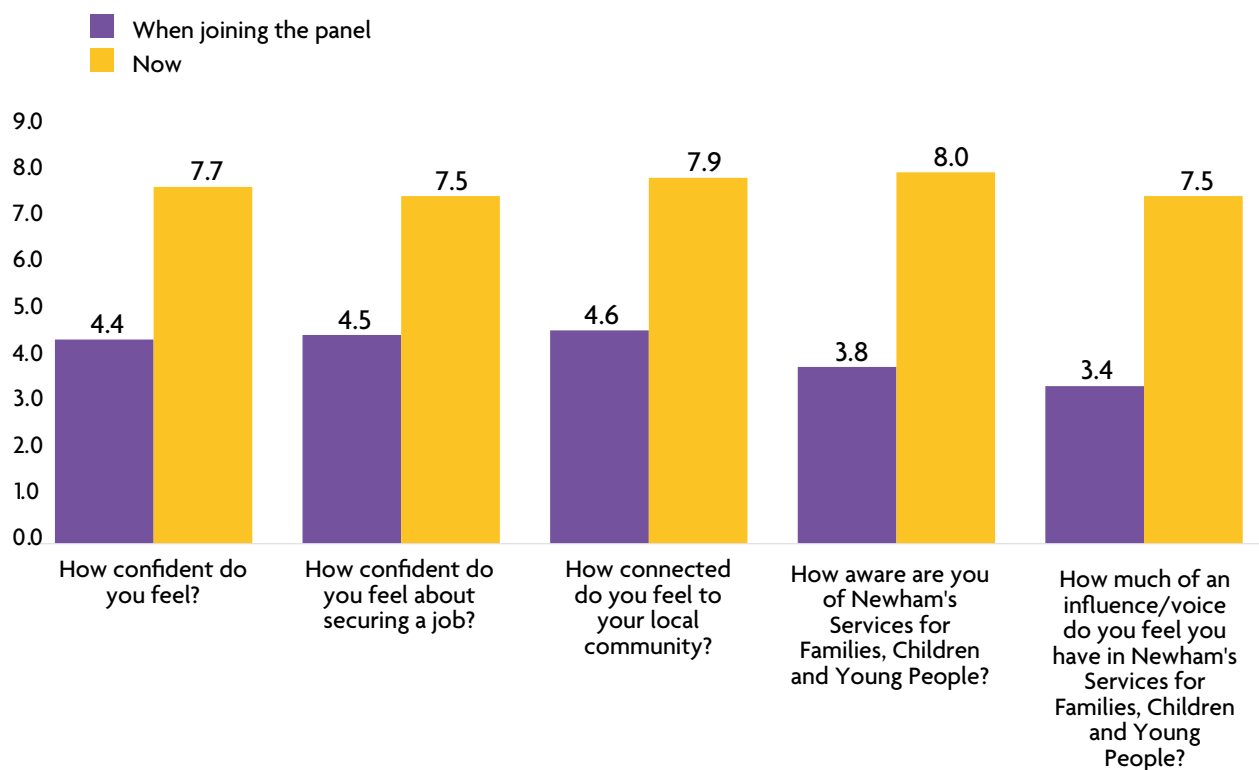


Figure 5: Parents confidence scores before joining the Parent Caregiver Panel and now



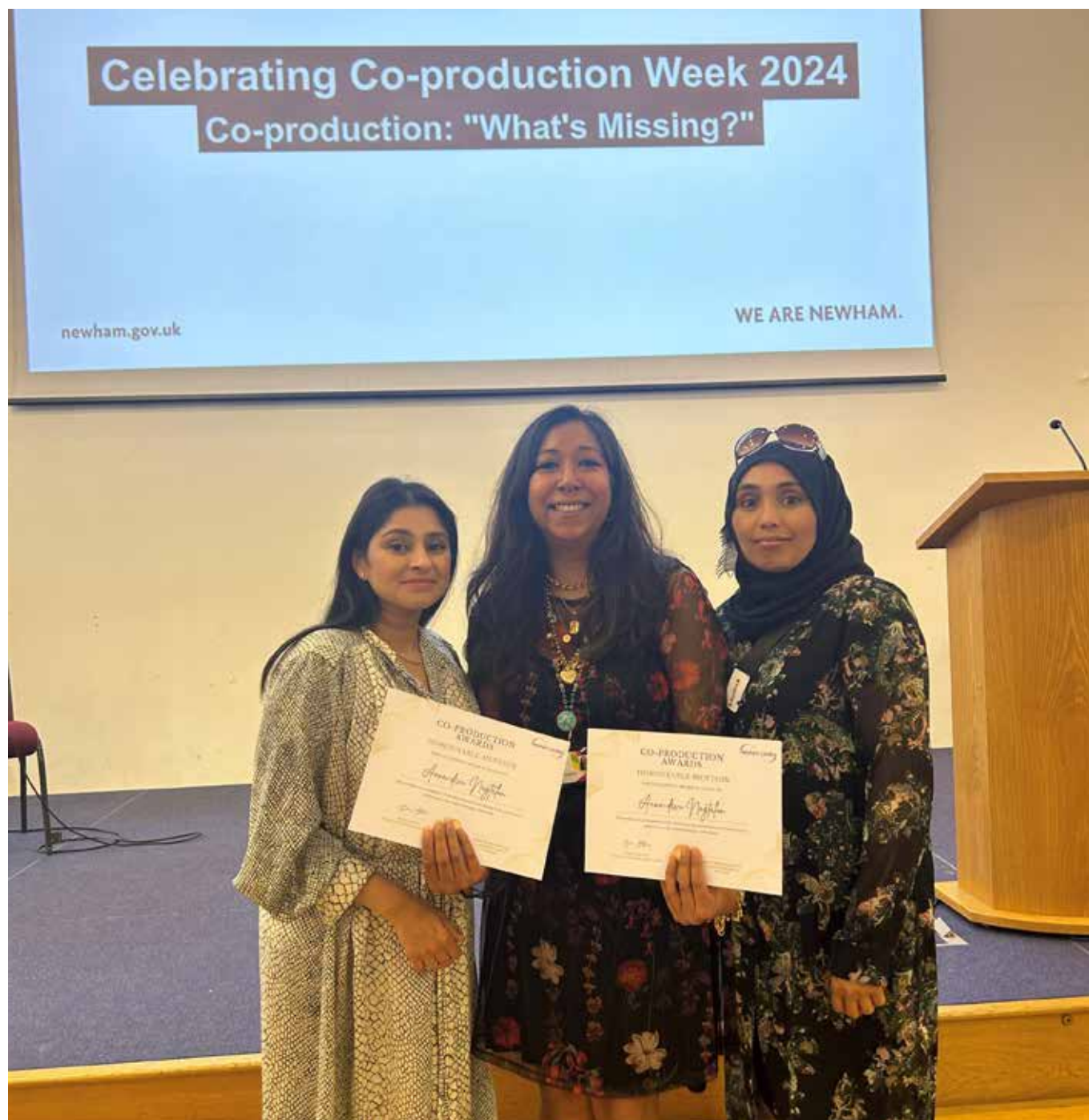
Outcomes – impact of it

Engagement numbers:

- Strong engagement with the Parent Caregiver Panel with 140 registered members as of February 2025, and a highly engaged panel with 100% of survey respondents intending to continue on the panel (survey conducted in September 2024).
- Since the start of the panel there have been 30 panel sessions, with an average of almost two sessions per month, and 135 one-to-ones.
- Significant outreach work has been conducted to expand the reach of the panel and to ensure that the needs of residents are at the heart of service delivery, with 82 community outreach sessions since the start of the panel.
- Outreach has also been achieved via events, with the co-production lead attending or facilitating 11 different events.
- Consultation around the SEND short breaks and Local Offer,
- Iconography for the Family Hubs sites and communications,
- Family Hubs Evaluation, Introduction, and Mystery Shopper Exercise
- Panel members have been supported with advice, references and help with job applications and interview preparation, leading to multiple securing jobs. The lead has joined up with Barclays Life Skills to provide training around soft skills development, job applications and routes into work, with 14 members of the panel supported into paid or voluntary work, and two currently shortlisted for interviews.
- The panel is designed to be flexible and respond to what the parent caregiver community needs, one example being a social action project where the panel lead joined up a need from parents to have workshops with their teenagers with a train the trainer opportunity, resulting in a parent becoming the facilitator of these workshops.
- Parent and Caregiver panel members sit on a number of recruitment and decision-making panels, enabling the parent caregiver voice to feed into strategic direction of the Family Hubs programme:
 - Three parents sit on the Helping in the Community Governance Board
 - Two parents sit on each Integrated Leadership Team across the four Family Hub localities, regularly attending these meetings
 - There is also Parent and Caregiver representation on other Children's Services strategic governance boards including the CYP Mental Health Governance board

Impacts:

- An end of year survey shows a significant increase in confidence across all categories from general confidence, employment, connection to local community, awareness of local services, and having a voice in Newham Children's services.
- Parent and Caregiver panel and co-production work has far exceeded the original expectations and scope, with parents and caregivers highlighting the positive social, emotional, and work related benefits of being on the panel.
- Feedback from parents on the panel is directly implemented where possible, for example physical Family Hubs brochures have been made available in the places parents and caregivers go, in response to feedback about digital exclusion.
- Positive feedback and case studies from parents who have been members of the panel; it is regularly cited as parents' top experience of the Family Hubs programme.
- The Parent Caregiver Panel has shaped local service design, planning and delivery. This has been demonstrated with a total of 12 separate consultation or focus groups having been delivered, including:
 - Co-producing a perinatal mental health pathway,
 - Family Hubs animation,
 - Promotional 'best start to life' materials,
 - North East London Vaccination videos,
- Co-Production awards – the Co-Production Practitioner received two awards at the Champions of Newham Co-Production 2024 Event, which reflects the incredible work done in this area, demonstrating that they been able to improve services across all areas to listen, act, co-design and produce with the families who access Family Hubs in Newham. Pictured below is the Lead and two parents from the panels at the awards event.



Sustainability and Next steps – what we are doing next

- Continue to grow the Parent Caregiver Panel into the next year (2025/26), with separate panels for the West and East localities.
- Strengthen the diversity of the panel, with a focus on reaching underrepresented groups such as fathers, specific ethnicities, expectant parents, and neighbourhoods.
- Training up parents and carers on the panel to have facilitation and co-production skills that can create a sustainable parent caregiver Family Hubs network and community of parents and carers who are highly engaged with the local authority and who support one another.

I have become aware of what and where Newham conducts its services and who the people may be.

Met parents and care givers in different walks of life.

Being able to positively contribute and to get our voices heard. Be more informed about local services that I was not aware of before.

I have taken advantage of training opportunities offered.

It allows me to be part of shaping the services to meet the needs of children and families in Newham.

It helped me gain a lot of information and awareness of what Newham offers to its community. It gives me confidence to know where to access information. It also gives me confidence to advocate for people who may benefit from a certain local offer.

It has helped me to feel confident in meeting new people and having my opinions valued.

I am more equipped to deal with certain situations and help more.

I now have an active voice in the community and able to express how I feel.

Made aware of vaccinations and their importance.

I am definitely more aware now of Newham services for families.

I got a chance to interact with people.

Being able to share information with other parents and carers at school.

Professionals and parent caregivers networking together.



Being part of the parent panel has given me a sense of motivation and more confidence that I feel I had lost through the years of parenting. Attending sessions with Anna especially, and also many other members of the team has left me feeling inspired and wanting to do more within my community. The sessions were wonderful, very inclusive and everyone was made to feel comfortable. It also has helped me find out about all the different opportunities there are for myself and my two children who are SEN (special educational needs). Overall, it has been one of the best things I have taken part in.”

Member of the Newham Parent Caregiver Panel



Parenting Support

**Community based
and universal walk-in
support**



**Evidence based early
parenting offer**



**Digital online and in-
person support**



Peer parenting support



Objectives – what we set out to do

- Implementation of an effective universal and targeted parenting support offer provided within Newham Family Hub Network and integrated Start for Life offer.
- To offer evidence-based programmes, peer support and outreach for pregnant mothers and families with children under five.
- Improve infrastructure and referral pathways (including self-referral where appropriate) and join up across parenting and other Start for Life services to ensure support is available and tailored when needed for babies and their families.
- Improve access to training for parenting practitioners (professionals or volunteers).
- Review and streamline the core parenting support offer.
- Develop an integrated parenting support team and offer that is: evidenced informed, relationship-centred and responsive.
- Delivering a flexible parenting support offer with cultural humility across the spectrum from prevention to helping further.

Metrics - how were we measuring success?

- Time taken for assessment and allocation of parenting support.
- Uptake and retention: percentage of families who actively engage with and complete parenting courses.
- Rate of dropout/disengagement of parenting courses.
- Feedback from families regarding the quality and relevance of support.
- Reach to families: number of families engaged with parenting support services.
- Feedback from staff regarding the effectiveness of interventions and the support they provide.
- Cost effectiveness: return on investment in terms of the cost of putting on programmes and how many people benefit from it.
- Impact and outcome measurements including:
 - Changes in parenting skills and confidence levels,
 - Long term outcomes such as, improved self-awareness, emotional wellbeing, relationship skills.
 - Reduced isolation, improved nursery/school attendance, understanding of child's behaviour.

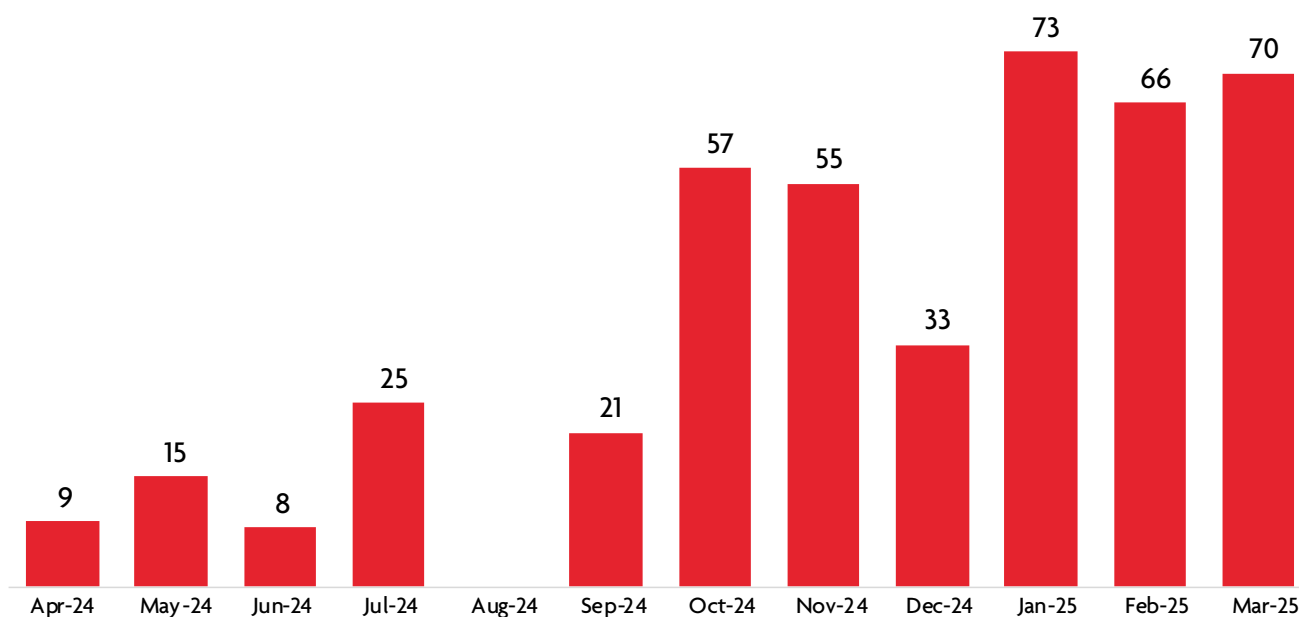




Services / Offer – what we actually did

- Offering a varied catalogue of free Parenting Programmes, with online and in-person options and programmes offered in community languages, including:
 - A comprehensive 0-2 offer: Triple P for Baby, EPEC Being a Parent Baby & Us, OnePlusOne Me You and Baby Too
 - Early Years: Time Out Early Years, Toilet Training Workshops, Bedtime Routines
 - Empowering Parents Empowering Communities (EPEC), Standard Programme, EPEC Autism, and EPEC ADHD
 - Time Out for Parents: Children with Additional Needs, Autism and ADHD, Time Out Primary Years
 - Family Relationship Programmes: Triple P Family Transitions, Who's in Charge Programme
 - Strengthening Families Strengthening Communities (SFSC)
 - Being a Parent Training Programmes
 - DICE: Awareness Raising of Grooming and Child Exploitation
 - Digital Parenting Courses: Solihull, Reducing Parental Conflict Learning Modules, OnePlusOne, Separating Better.
- Conducted a review of existing Parenting Offer with a plan of recommendations taken forward over the next 12 months.
- Creation of a comprehensive Parenting Programme Brochure with clear referral details and information of the full and free parenting offer for Newham Parents, including the digital offer (see on right).
- Implemented a '[digital parenting offer](#)' for parents to be able to access parenting programmes and support from their own homes.
- Outreach efforts to increase the awareness of the Parenting Offer, with recent presentations at partnership events, media channels, Family Hubs newsletter, and positive engagement with practitioners to promote the programme.
- Established a cross-sector Parenting Support Delivery Working Group with the aim of developing a better understanding of the resources and partnerships needed to implement parenting support programmes effectively and sustain them over time.
- Offering fortnightly Coffee'n'Chat sessions for parents as a confidential and informal opportunity for parents to connect.
- Upskilling the community and practitioners through the Solihull Approach Foundation training – five cohorts of training have been delivered between September - November, which included practitioners across the early help workforce and nine parent volunteers.
- A diverse group of practitioners have taken up the Triple P Baby training including; social workers, children centre staff, early help practitioners and health practitioners.

Figure 6: Numbers attending parenting programmes or workshops per month, April 2024 to March 2025



Outcomes – impact of it

- Over 430 parents and carers have attended Parenting Programmes since April 2024. See the graph on the right for the monthly attendance.
- A Parent Graduation Ceremony was held at Shipman Youth Zone in February 2025 to celebrate the achievements of parents who completed a range of programmes (photo on page 36).
- Developed a Parenting Programmes Attendance Dashboard to measure and track course bookings, attendance, and completion of courses.
- Bookings for courses are often fully booked or oversubscribed, showing that promotion of the courses is working: For example, a snapshot of bookings between September 2024 and November 2024 had 92 spaces available and 163 bookings, however, attendance drops off throughout the programme and during this time programmes only had a 50% completion rate.
- Increase in referrals across the children's workforce including voluntary and community organisations.
- 287 registered learners for the online Solihull Training as of March 2025.
- A number of parents and carers who have attended a parenting programme have now volunteered to be trained up via train the trainer and become parent facilitators delivering the programmes, including on the EPEC programmes.
- Positive case studies from parents attending programmes, with feedback indicating that parents were gaining knowledge and confidence through the programmes, as well as connections with other parents and a supportive facilitator.

Attendance of Parenting Programmes:

- While sign-ups for the parenting offer are very strong, attendance has been mixed, particularly in term 1 of 2024 (September – December 2024), with a significant drop off in those completing the course compared to sign-ups.
- The charts right outline the course booking rate, average attendance, and completion rate for each course over the two terms. Recommendations to improve attendance and completion are made below.
- Despite this, attendance is significantly improving into term 2 (January – March 2025) suggesting promotion is working, and the new tracking dashboard makes it easier to monitor this going forward.
- Note that there are some limitations with the collection of this data as we moved to a new attendance capturing system and booking system between term one and two. We anticipate attendance and data collection to continue to improve now that practitioners are confident using the system and due to our new booking system making it easier for parents to book onto courses.

Parenting programmes attendance term 1 (Sept-Dec 2024)

Course	Course bookings	Completion
DICE	6	4 (67%)
EPEC ADHD	11	6 (55%)
EPEC Autism	11	6 (55%)
EPEC Being a Parent	10	7 (70%)
Strengthening Families Strengthening Communities	12	9 (75%)
Triple P Baby	7	4 (57%)
Triple P Transitions	7	6 (86%)
Who's in Charge	8	3 (38%)
Total	72	63%

Parenting programmes attendance term 2 (Jan-March 2025)

Course	Course bookings	Completion
DICE	6	4 (67%)
EPEC ADHD	10	9 (90%)
EPEC Autism	13	5 (38%)
EPEC Being a Parent	13	9 (69%)
Time Out Parents Autism (Bengali)	20	16 (80%)
Triple P Baby	6	6 (100%)
Triple P Transitions	7	5 (71%)
Time Out Parents Special Needs	8	5 (63%)
Total	89	72%

Sustainability and next steps – what are we doing next

- Implement the Family Hub Roadshows as a mechanism to reach-in to seldom heard communities and promote the parenting support offer in a non-stigmatising way to improve attendance and reach.
- Aim to reach a higher number of parents through the Parenting Offer and increase the number of parents signing up, attending, and completing programmes.
- Linking in with maternity and postnatal services to promote the Parenting Offer to expectant and new parents, and strengthening our take-up of Start for Life 0-2 parenting programmes.
- Streamlining the Parenting Offer to offer a breadth of courses for parents of children aged 0-18 whilst ensuring take-up of courses is stronger, particularly in the areas with lower attendance, such as Baby related and SEND related courses.
- Develop a graduated approach to accessing parenting support to tackle inequalities in children's development and increase parents' confidence in nurturing their children to school ready.
- Implementing pre and post questionnaires for parents attending courses to understand the effectiveness and giving the team a better opportunity to evaluate the impact of parenting courses.
- Further developing the quality assurance framework for the delivery of the parenting offer through the new Parenting Partnership.
- Addressing some of the causes of low attendance and low completion rates with proactive steps including:
 - Practitioners deciding on a minimum viable number to go ahead with,
 - Working around school holidays, religious holidays and other factors impacting attendance,
 - Deep-dives into why parents drop out or stop attending programmes,
 - Operating waiting lists to fill places on programmes.



Through the programme I was able to learn things and I also met people that already have kids. They also give us like a handbook, I think, which funnily enough, I still go back to it sometimes as and when I just to check, the things you can do with babies crying and just different things. So I still go back to them sometimes when I'm kind of stuck because now I have a two month old...My baby came early and Fatima would still like catch up with me through the phone, we would do Whatsapp sessions because I wasn't able to go in, but I finished it over the phone with their help. I mean I don't have any negative feedback about anything. Like they basically helped me when I was when things were really hard, I mean things that are still a bit tough, but for that period was when I was just sat asking for help and they were just supporting me so I don't have anything but positive to say."

Newham Parent who completed the Triple P Baby Parenting Programme

Parenting and Healthy Relationship Parent Outreach Volunteer Model

Objectives – what we set out to do

- Developing an Outreach and Volunteer model to enable a sustainable community-driven solutions to support family needs and promote well-being.
- Recruiting and training up parents and members of the community to become volunteers.
- Creating a model where volunteers are able to engage, relate, build trust and to help and meet families where they are at.
- Harnessing the power of communities to cultivate relationships and early support for families through a place-based approach. The benefits will be an increase in the depth of community knowledge and will enable more precise targeting of support for particular needs and better engagement with our seldom-heard families and communities.

Metrics - how were we measuring success?

- Number of volunteers recruited.
- Range of opportunities available to volunteers.
- Feedback from volunteers about their experiences.
- Feedback from families regarding the quality and relevance of support.
- Reach to families: number of families engaged with Family Hub Offer.



Services / Offer – what we actually did:

- Implemented the Parent Outreach Volunteer model, underpinned by the vision: The ambition of the outreach and volunteer model is about unlocking and fostering the potential of local families to help themselves and access help and resources that supports them and their local community to thrive and flourish.
- Parent Outreach Volunteers recruited across the four localities, with a variety of volunteering opportunities.
- Offering fortnightly 'Getting to Know You' Parent Volunteer Coffee mornings and hosting these in community venues (Altmare Children's Centre and Shipman)
- Offering a volunteer benefits system to reimburse volunteers for their time, offering 'tempo time credits' which can then be claimed towards tickets, days out, and activities. Additionally, certain travel expenses can be claimed for and refreshments and breaks provided.
- Opportunities that the volunteers have supported with include: perinatal mental health peer supporters, meet and greet at the Shipman and East Ham Family Hubs, digital support, emotional wellbeing support, parenting support champion, events and festive parties, coffee mornings, SEND events, on-boarding other volunteers, and others.
- Offering training and opportunities to gain experience and knowledge, including training on the safeguarding of children and adults.
- Reach-in to providers have been conducted across different spaces including Family Hubs, Children's Centres, SEND events, and community organisations such as the National Childbirth Trust (NCT) to raise awareness about the Family Hub volunteer programme and to request for volunteers.



Outcomes – Impact of it:

- Recruited 56 parent outreach volunteers.
- Achieved 412 of volunteering hours at different spaces and events across the organisation.
- Volunteers have completed 171 hours of training across different areas.
- Parent outreach volunteers on-boarded across four specific areas and roles:
 1. Emotional Wellbeing,
 2. Digital offer,
 3. Parenting support
 4. Meet and Greet placements in East Ham and Shipman Family Hubs with voluntary and community organisations.
- Two volunteers have been forwarded to become Strengthening Families and Strengthening Communities training facilitators.
- Five volunteers have joined Co-Production Parent & Caregiver Panel meetings.
- Seeing an increase in the number of families accessing timely help and support and an increase in level of awareness among families about available support services.
- Parent outreach volunteer satisfaction with their ability to support families effectively.
- Improved knowledge of the local communities and have enabled improved targeting of support for particular needs and better engagement with our seldom-heard families and communities.

Sustainability and Next Steps

- Sustainability of our volunteering model: Maintaining an active parent volunteer network, including our digital volunteers. Re-visiting and expanding the opportunities available for volunteers.
- Develop an integrated plan and approach for this additional skill and capacity as part of universal and specialist parenting offer.
- Introducing the Parent Promoter Volunteer programme, harnessing 'word of mouth' as a marketing tool to raise awareness of Family Hubs in the community.



After a long absence in employment the thought of entering the workplace is a bit daunting. Volunteering is an excellent opportunity to reassess my interests and abilities to improve my skills, for when I am ready to do so. It also gives me the opportunity to meet people from various backgrounds, something that I love to do. I personally, see volunteering as a socialising opportunity with responsibility. It's all good fun."



I did not anticipate how giving a little bit of my time will make a big difference at the beginning of my journey. So far, as enjoying the wide range of opportunities alongside improving my personal wellbeing, as a plus point. I am amazed at the ripple effect my volunteering has both on my community and the entire borough. Thank you, Family Hub for giving me the platform to engage, learn and utilise my skills."

Newham Parent Volunteers

Family Navigators

Objectives – what we set out to do

- To establish a team of staff to provide face to face support and guidance to families at the Family Hubs.
- The hub must provide straightforward information and advice on family issues covering ages 0-19 (25 with SEND).
- Staff must connect families to further services if specialised or targeted support is required.

Metrics - how were we measuring success?

- Total number and unique number of service users accessing Family Navigator or Volunteer support.
- Monitoring the presenting needs for families – identifying the top five over time.
- Locality in which service users are accessing support from the Family Navigators and Volunteers.



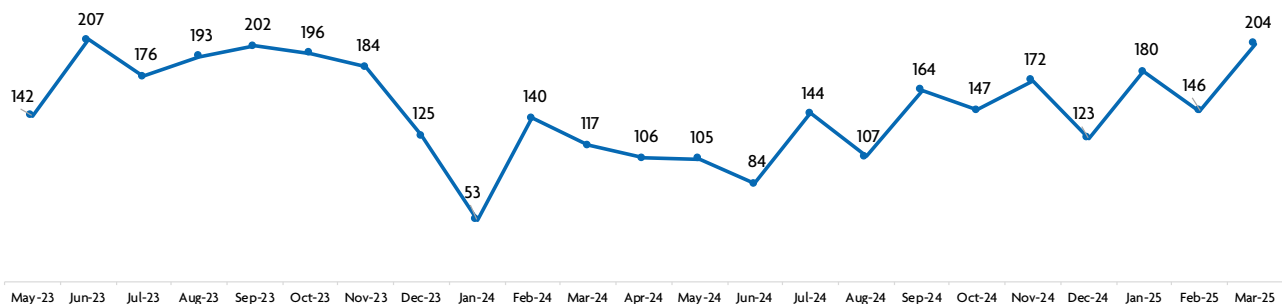
Service / Offer – what we actually did

- Three full time Family Navigators are based across the four Newham localities five days a week, and can guide families to the help they need, when they need it, including:
 - Financial support and benefits advice
 - Employment assistance
 - Housing support and homelessness help
 - Domestic violence and abuse support
 - Help for refugees and asylum seekers
 - Alcohol and substance use support
 - Support with school applications
 - Food poverty
- The Family Navigators reach high numbers of the community and have started supporting low risk early help referrals where information advice and guidance is needed.
- Established a Family Navigator email address for residents to be able to access support online.
- Created a dedicated [Family Navigator webpage](#) on the Family Information Service, with information on what the team can help with and how residents can access their support.

Outcomes / impact of it

- Family Navigators reach some of the highest numbers of residents across the Family Hubs programme, with over 3400 contacts from January 2023 when the service started to March 2025 (graph below).
- The team has been supporting families from a diverse range of backgrounds, with each family navigator fluent in at least two languages.
- Providing early intervention and signposting for families across a wide range of topics, from housing, health, education, benefits, parenting support or childcare. The family navigators often support in complex cases and with vulnerable families and provide a friendly face for residents to easily access support from.
- Family Navigators reach into community settings and provide support to families where they frequently go, including libraries, community venues, health centres and specialist services. Additionally, they reach in to schools through the Family Hubs Roadshow events, speaking to groups of parents on themed topics chosen by the schools.

Figure 7: Monthly attendance numbers accessing Family Navigators, May 2023-March 2025





I've lived in Newham for 25 years, and in the past two that I've worked for the Family Navigator team, I've been the proudest. People stop me in the street to say thank you, or cross the road to let me know how I've helped. I see thousands of people a year, and often I don't recognise them later on, knowing that I have helped them really keeps me going."

Newham Family Navigator

Sustainability and next steps – what we are doing next

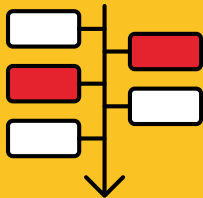
- Relationship building between the family navigators with other internal teams within Newham (including Housing and Repairs teams).
- Joint enterprise working with various teams within Newham with officers based in different teams also working with the Family Navigators in and around Family Hubs sites. `
- Review of Family Navigator Service with a plan of recommendations taken forward over the next 12 months.
- Visiting key sites around Manor Park Family Hub to raise awareness of the Family Navigator service.
- Coordinate expansion of partners to join regular 'Welcome to the World' session – to include access to Food Hub and Employment Support.
- Reaching in to various community settings for coffee mornings to promote Family Hubs and Solihull.



Perinatal Mental Health (PNMH) and Parent-Infant Relationships (PIR)

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Co-produced perinatal wellbeing pathway and brochures



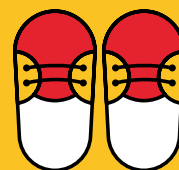
Community based perinatal support



Culturally responsive services and targeted support for fathers and partners



Baby banks



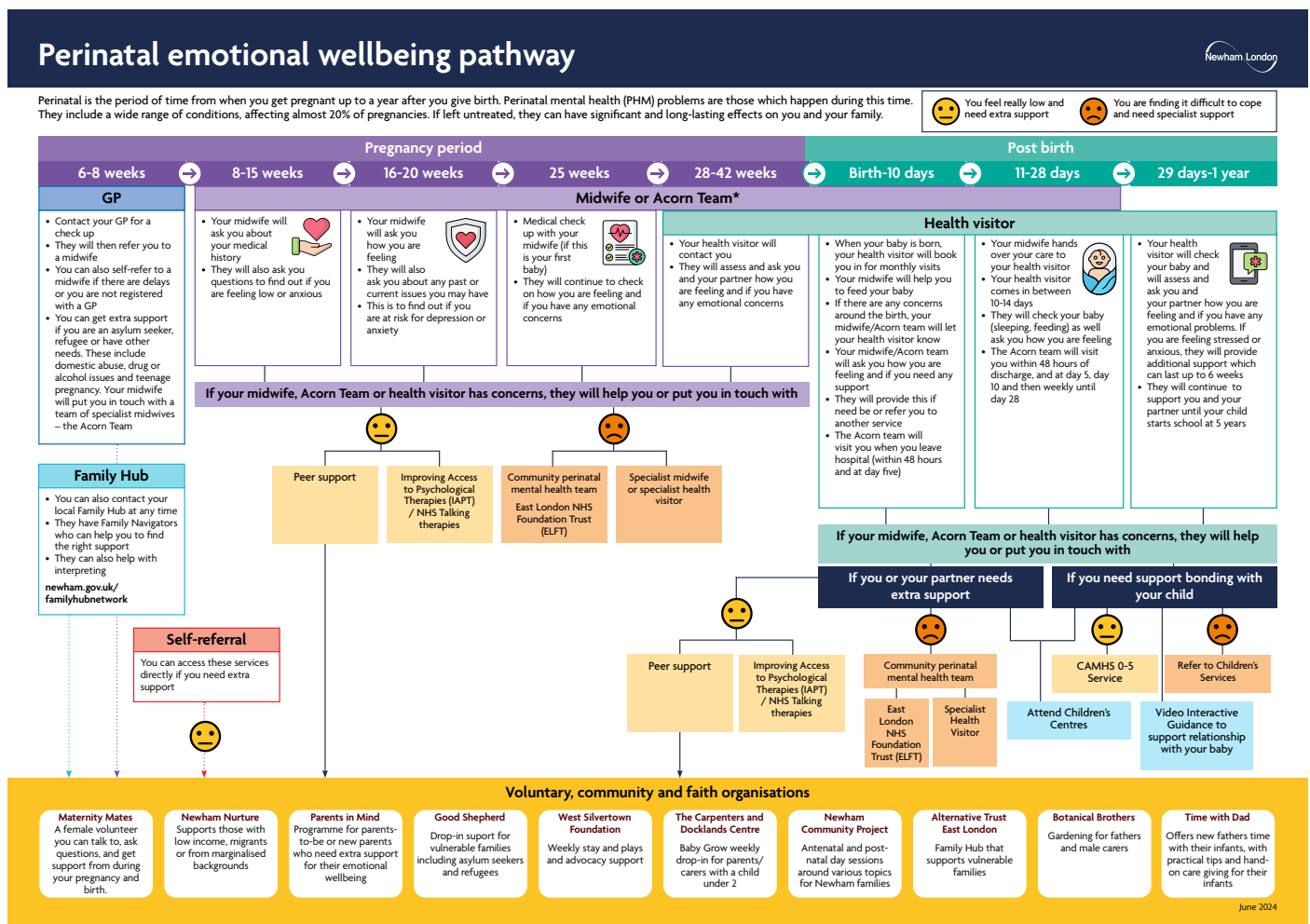
Objectives – what we set out to do

- Promoting positive early relationships and good mental wellbeing for all babies and their families.
- Improving workforce awareness and skills on perinatal mental health and parent infant relationships to enable practitioners to effectively engage parents and carers to foster positive or good infant and family mental health.
- Improving universal parent–infant relationship services and improving support for mild to moderate perinatal mental health difficulties available in a range of different settings.
- Strengthening perinatal mental health support for fathers and co-parents. Increasing the delivery of services that support the emotional wellbeing of fathers and carers of children under two.
- Developing improved care and referral pathways to ensure support is provided when needed for babies and their families.
- Enabling parents of children under two to access support for their emotional wellbeing and parent–infant relationships through the family hubs network.
- Empowering communities to feel confident to access emotional wellbeing and parent–infant relationships knowledge and support, including specialised services.
- Increasing capacity of peer led and community-based support to address the needs of parents and carers.
- Increasing the capacity of emotional wellbeing and parent–infant relationships support and access for those groups currently underserved groups



Metrics - how were we measuring success?

- Number of parents (parents, fathers) accessing support and reporting an improvement in their wellbeing, with an aim of 85%.
- Number of peer led / community-based support sessions being run – with the aim of by year 3 to have a 20% increase in these.
- Mothers, fathers, parents demonstrating improved mental health, and reduced anxiety. Measuring through self-reported scores on wellbeing questionnaires and collecting baseline and review of blood pressure readings.
- Enhanced parent-child relationship through self-reported baseline and review questionnaires.
- Number of sessions held, including: group sessions and 1:1 practitioner sessions, and number completing programmes.



Services / Offer – what we actually did

- Developed, with feedback from parents and carers along with input from professionals, a **perinatal emotional wellbeing pathway** and brochure with information, advice, and overview of services. This was subsequently distributed across the Family Hub network.
- Created simple and eye-catching leaflets for each of the strand's commissioned services.
- Developed a **Perinatal Mental Health and Parenting brochure** which contains information on all services and where to get support.
- Conducting a digital update of the Family Hubs website to show full suite of offer across perinatal mental health strand and all the new flyers and leaflets on the **Family Information Service website**, with a review of communication strategy and ensuring every strand has up-to-date content and referral pathways.
- Contributed funding to the Family Hubs Volunteer Model of parenting strand to support the recruitment and staffing of the volunteer network.

What steps can you take?

What steps can you take yourself?

- Eat a healthy diet
- Limit alcohol
- Be kind to yourself
- Take breaks during the day and don't feel guilty about your down time
- Speak with a friend or fellow parent

Remember that:

- A range of help and support is available, including talking therapy
- Depression is an illness like any other
- It's not your fault you're depressed – it can happen to anyone
- Being depressed does not mean you're a bad parent
- It does not mean you're going mad
- Your baby will not be taken away from you – babies are only taken into care in very exceptional circumstances

Who can you speak to?

- GP
- Midwife
- Health visitor
- Family Hub
- Voluntary, community or faith organisations

How can professionals help you

- Talking Therapy – a GP may be able to recommend a self-help course or refer you for a course of therapy, such as cognitive behavioural therapy (CBT). Talking therapies are usually the first treatment recommended for women with postnatal depression
- Antidepressants – these may be recommended if your depression is more severe or other treatments have not helped; your doctor can prescribe a medicine that's safe to take while breastfeeding



4

Where to get support

Maryland Children's Centre

📍 Buxton Road, E15 1QX
☎ 020 8534 8351

Oliver Thomas Children's Centre

📍 Mathews Avenue, E6 6BU
☎ 020 8552 1177

Plaistow Children's Centre

📍 Junction Road, E13 9DQ
☎ 020 8548 5620

Rebecca Cheetham Children's Centre

📍 Marcus Street, E15 3JT
☎ 020 8534 3136

Family Hubs East Ham Library

📍 328 Barking Road, E6 2RT
☎ 020 3373 2555
✉ easthamfamilyhub@newham.gov.uk

Shipman Youth and Family Hub

📍 340 Prince Regent Lane, E16 3JH
☎ 020 7473 2761

Newham Talking Therapies

Free, confidential and effective range of therapies to treat emotional problems.

☎ 020 8175 1770
✉ elft.nhs.uk/newham-talking-therapies

Video Interaction Guidance

A video-based approach for helping families with parent/infant relationships.

✉ VIG@newham.gov.uk
🌐 videointeractionguidance.net

5

Funded or contributed funding to the following services:

- **Newham Nurture:** A community partnership of peer supporters that supports asylum and refugee women, and those with no recourse to public funds, through pregnancy and up to two years after birth. Providing a range of 1-1 support, group sessions, volunteering opportunities, antenatal and pregnancy support, offering practical donations and supplies for those who need it.
- **Maternity Mates:** Maternity Mates is a volunteer-led service that provides support to vulnerable pregnant women who may lack a support network, especially those from disadvantaged or marginalised communities. Trained Maternity Mates offer practical, emotional, and advocacy support throughout pregnancy, birth, and the early postnatal period, helping women navigate the healthcare system and make informed choices.
- **NCT Parents in Mind:** Providing a range of support for parents-to-be or new parents who are feeling low, anxious, or alone. A variety of support groups and 1-1 for expectant and new mothers, and dads/partners. Highlight that it is both mums and a father's service.
- **Child and Adolescent Mental Health 0-2 Service:** This service provides mental health and parent-infant relationship support for parents/carers and infants through psychotherapy, parenting groups and 1-1 consultation. There is also a range of groups including a co-facilitated stay and play group, baby group, and a Watch Me Play group for children with speech and communication needs, in addition to workshops on specific topics.
- **Botanical Brothers Gardening Project:** Offers engagement with fathers and male carers through gardening to encourage peer support to those who are experiencing or at risk of experiencing perinatal mental health difficulties. Extended this work to the Youth Offending centre and Community Links PRU.
- **Small Grants VCFS providers**
 - Good Shepherd Voluntary Organisation – Offers wrap-around support including counselling, group discussions, and early autism assessments for all pregnant residents and parents with young children in Newham.
 - Carpenters and Dockland Settlements – Runs the Baby Grow project providing a safe, social space for parents and babies with activities, baby items, and childcare support.
 - Alternatives Trust East London – Provides a family hub with breakfast, play areas, counselling, baby bank, and group activities for parents and children, with crèche support.
- West Silvertown Foundation Under 5s Project – Offers free stay-and-play sessions for children under 5 and their carers, creating a friendly and supportive environment for connection and play.
- ANKH Place – Supports Black and Global Majority parents/carers of children under 2, including young parents, refugees, and families with additional needs.
- Newham Community Project (NCP) – Provides essential support for immigrants, asylum seekers, international students, and families with no recourse to public funds.
- Newham Muslim Forum (NMF) – Runs a fathers' project focused on Muslim, non-immigrant families to support paternal mental wellbeing and maternal support.
- Royal Docks Learning and Activity Centre (RDLAC) – Supports parents and carers of children aged 0–2, particularly from BAME backgrounds, asylum seekers, and those with no recourse to public funds.
- **Baby Banks:** From September 2024 funding was provided to expand an existing baby bank offer via Children's Centres. Children's Centres continue to run their own baby bank provision for families within children under 5 that is supported by donations, however Family Hubs funding has provided an opportunity for us to provide a more responsive Baby Bank service for those with children aged 0-2, with up to £28k of funding made available across 8 children's centres covering the borough.

The Family Hub Baby Bank allows families in need with a child aged 0-2 to access free support to access items that they may otherwise struggle with or be unable to afford. Families can approach the children's centres directly themselves, or they may be identified and referred by a professional. The funding covers the provision of essentials such as clothes, nappies, prams, safety gates, and also covers feminine hygiene items that new mums may require.

- **Institute of Health Visiting (IHV) Training:** Commissioning Perinatal mental health and parent infant relationship training, which ran Dec 2023- Dec 2024 for practitioners, early help and children's centre staff, VCS providers, and any staff working directly with children and parents.

Outcomes – impact of it

- Hugely increasing the capacity and range of services available for residents with perinatal mental health or parent infant relationship difficulties or concerns, with a range of targeted and universal services.
- Newham residents have accessed the perinatal mental health offer or services in some way over 6000 times, including perinatal mental health support for mild to moderate needs, support for dads and co-parents, and parent-infant relationship support².
- Between September 2024 and February 2025 the Baby Bank scheme funded through this strand was able to support 36 different families across a range of different backgrounds, with £8000 spent so far across essential clothing, food, and other items, such as buggies or other baby equipment. This funding has had a really positive impact on those accessing these items, alleviating financial concerns, physical and mental health difficulties, please see two stories below:
 - Through the Baby Bank, the family support worker was able to support a mother to get her maternity bag ready for the hospital, and buy a pram and moses basket, as well as some other immediate essentials in time for the baby being born, making the family all feel much calmer, less worried, and more prepared.
 - For a mother with a physical disability, the baby bank was able to purchase a new buggy which allows the child to be transported safely, helps mum with accessing services, getting out and about, and giving her independence. She does not have to wait around for her partner to do the shopping etc, knowing she can take the baby with her safely and independently.
- 100% of parents attending Newham Nurture’s antenatal workshops ‘agreed’ or ‘strongly agreed’ that it made them feel more prepared for birth.
- Women accessing the Sister Circle service reported high scores in their feedback on the service and their confidence and positivity after attending.

Measurement	Average rating based on 1-5 scale
Confidence sharing their stories and opinions in the group	4.71
Confidence in their ability to care for their babies as they desire	4.81
Feeling positive about the future	4.78

² N.B. Some of these may have accessed services multiple times or accessed multiple services – this is not the unique number.



“

I always felt listened to and [my child] loves it here also. The group focuses so well on every child. There is loads of toys and activities for everyone to play with. F has helped [my child] be referred to all the services that can help [their] development.”

Parent after regularly attending the 0-2 CAMHS clinician run group

Sustainability and Next steps – what we are doing next

- Continuous community engagement – with enhanced strategies and resources to engage the community and incorporating feedback into service improvement.
- Monitoring and evaluating commissioned services to assess improvements in service delivery, identify current gaps in provision, better understand community needs, and enhance overall engagement and service quality.
- Securing funding for the continuation of support for parents/carers during perinatal period- with a clear plan on the funding plans post March 2025.
- Working on new strategies to adapt services to changing community needs and increased challenges during the perinatal period.
- Continued delivery of Baby Bank provision across eight Children's Centres in Newham. Moving forward, we aim to collaborate with providers and Family Hubs colleagues to maximise the reach and improve access to Baby Banks for parents and carers in Newham. As some localities have used their funding sooner than others, due to increased demand in their area, we plan to look into redistributing the remainder of the funding to maximise its reach to where the most demand is.
- Continue to advertise and distribute our printed leaflets and brochures among the wider Public Health team, GPs, health visitors, midwifery teams, and other VCFS partners as per their needs.
- We are extending the existing PNMH and PIR core services, including NCT Newham Nurture, NCT Parents in Mind (mums / birthing partners and fathers / non birthing partners' services), Sister Circle Maternity Mates, CAMHS 0-2 service, and the Small Grants Programme (with five organisations supporting vulnerable, deprived, and BAME communities in Newham).
- We are planning to pilot VIG (Video Interaction Guidance) sessions, led by Educational Psychologists, to support parents in this programme.
- We will update online platforms with information and resources on PNMH and PIR support in Newham.
- We plan to distribute leaflets, the 0–2 emotional wellbeing pathway, and a PNMH brochure through health visitors and midwives. We aim to include these in birth packs and share them during early contacts to raise awareness.

Baby Banks: Helping Families in Need

Being a parent can be tough, especially if you are facing financial difficulties. Baby Banks in Newham are here to help by providing essential items for your baby during this challenging time.

What are Baby Banks?

Like Food Banks, Baby Banks give families free baby and maternity items such as clothes, nappies, and safety equipment. They are run through Newham's Children's Centres and help families who are struggling financially to care for their little ones.

What do Baby Banks provide?

Baby Banks offer:

Baby clothes and shoes



Nappies and wipes



Toys



Baby safety equipment (like gates and finger guards)



Maternity and sanitary items (pads, tampons, menstrual cups)



How to access Baby Banks

Visit your local Children's Centre and speak with a staff member. You don't need to register in advance but you will be encouraged to register when you visit.

- We are mapping current training offers and gaps, and working with health visitors and infant health visitors to co-design a relevant, multi-agency PNMH and PIR training plan.
- We are exploring current support offers for dads, co-parents, and LGBTQI+ parents in collaboration with health visitors, children's centres, and Family Hubs, and looking at how we can improve support for fathers locally.
- We aim to expand support by offering more virtual sessions, drop-ins at Family Hubs, home visits, out-of-hours support, and antenatal/postnatal sessions across Newham, through stronger partnership working with local services and providers.



Finding a balance between my job and my role as a dad has always been tough. The strategies and support from the group made a huge difference. I now feel more connected to my child and less overwhelmed by my responsibilities. It's a relief to share this journey with someone who understands the struggle."

Dad accessing Newham Parents in Mind Perinatal Service



Being a peer supporter is a real game changer: I used my empathy, my listening skills, and my ability to provide reassurance and motivation to the mums in distress. The training helped me in gaining confidence during support and in signposting when necessary. I could witness in the 1-2-1 support the change in the mum's confidence and the proactiveness in her life direction. Within two months, the supported mum was able to trust and disclosed sensitive topics as well as sharing her dream business ideas. Her mood improved, some self-care rituals were in place, her motivation started to increase and her job hunt led to a successful outcome."

Newham Perinatal Peer Supporter



Early Language and Home Learning Environment

Early language
workforce training



Home learning bag
scheme



Specialist support to
early years settings



Free access to story
sessions in libraries and
other settings





Objectives – what we set out to do

- Improve training provided to practitioners to support families with their Home Learning Environment (HLE) and to demonstrate reflective, relational practice which puts the needs of babies, children, parents, and carers first.
- Improve speech, language and communication pathways and join up across Start for Life services to ensure support is available and tailored when needed for families.
- Provide a key contact in each Family Hub to provide appropriate information to support families of pre-schoolers with their home learning environment.
- Identify need and connect families onto targeted and evidence based HLE interventions.
- Ensure parents and carers can access information on improving their home learning environment (on-line and through Family Hub offer).

Metrics – how were we measuring success²

- Number of sites promoting of free entitlements and the importance of early learning.
- Number of home learning bags issued through Children's Centres and Libraries.
- Number of service users accessing early language and home learning webpages on the Family Information Service.
- Numbers accessing and completing the workforce development opportunities, including the People programme, and survey on effectiveness.
- Survey for families accessing the home learning bag scheme, measuring: ease of use, did the child enjoy it, did it help child's communication and language, and whether they would recommend.
- Ofsted profile for Newham's private, voluntary and independent nurseries and childminding settings, particularly the assessment on how settings support home learning with parents.

² Note: Many of these metrics of this strand are already collected and reported as part of Newham's statutory duty.

Services / Offer – what we actually did

- Launched a consultation around the Early Years sector to understand and benchmark how home learning activities are currently promoted and supported across the borough's settings, with steps towards establishing a 'gold' standard for home learning that can be shared through the early years' forums.
- Development of training offer with Children Centre staff, focusing on quality interactions, storytelling, and key messages through internal staff consultation and the offer of bespoke support.
- Provided funding to the Newham Library Service to purchase Story Sacks and instruments, these are resources used by library staff during their storytelling sessions to support learning engagement and quality.
- Allocated funds to Children's Centres and Libraries to purchase home learning environment bags, with three types of bags that aim to encourage development of language, imaginative play, and social interactive skills.
 - Baby sensory bags containing a range of sensory toys, play prompt cards, hand puppet, and flashcards.
 - Baby sensory stories which explore the four different seasons with a range of toys and a hand puppet to support a story book.
 - Reading bags containing age appropriate story books with accompanying toys or hand puppets (see picture on the right).
- Funding the rolling out of the 'Peeple' programme, which is a learning together initiative for practitioners who work with families in a variety of ways. Practitioners use the learning from the programme to support parents to build on what they already know and enhance their child's learning and development through practical activities in the everyday. Through Family Hubs, 20 early years' practitioners have been upskilled via this programme across the partnership, including four staff members who have been trained as facilitators themselves through 'train the trainer' this will also include the support of the early year's teacher who will be supporting the implementation of the programme.
- Offering a Family Hubs digital offer with a focus on Early Years and Home Learning Environment content.
- Funded free access to story builder sessions for Newham families at the [Discover Children's Story Centre in Stratford](#), with over 500 families visiting.

Outcomes – impact of it

- The home learning bags have been distributed across children centre sites, with 288 bags accessed across the borough as of February 2025.
- 98% of users surveyed responded that they found the home learning bag easy to use, 100% stated that they enjoyed it, and 82% said that it helped their child's communication and language a lot or a little.
- 20 practitioners completed the Peeple programme from across the Early Years system, with three being trained in 'train the trainer' who are now facilitating this programme themselves (one trainer within the children's centre has left Newham and no longer works for us).
- Newham early education practitioners have embedded the Peeple principles into a programme for childminders, which is currently being trialled with five child minding educators.
- Currently awaiting receiving outcome measures and data from libraries on Story Sacks since funding was given in March 24.

Home Learning Bag type		Unique parents	Total time accessed
Universal	Baby Sensory Bags	36	38
Universal	Baby Reading Bags	40	40
Targeted	Baby Sensory Bags	79	102
Targeted	Baby Reading Bags	97	108
Total		249	288

Figure 8: Survey - Did you find the learning bag easy to use?

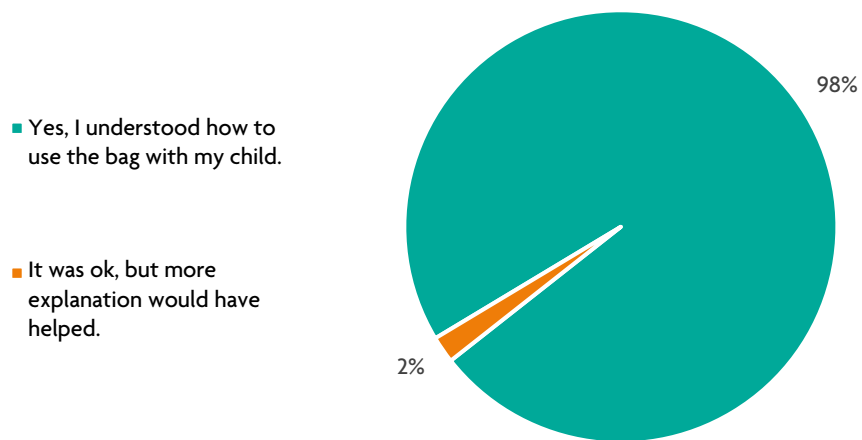
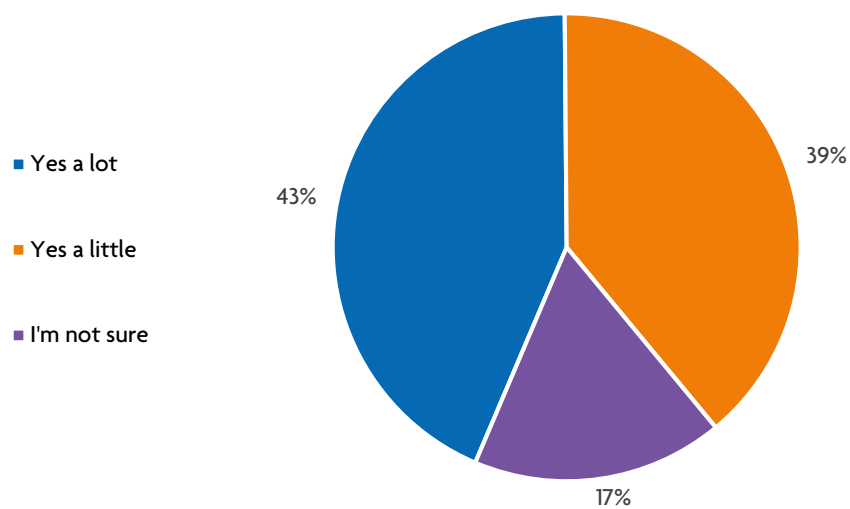


Figure 9: Survey - Do you feel that using the learning bags has helped your child's communication and language?



Sustainability and Next steps – what we are doing next

- The Home Learning Bags scheme will continue post 2025. The scheme will be reviewed at the end of March with Children's Centres to ascertain whether any additional funding may be required to purchase replacements. We currently have more than sufficient resources to meet demand, however this will be kept under review as the scheme continues to be promoted, particularly on a universal basis.
- Three Family Hub network locations, Sheringham Children's Centre, Altmere Children's Centre, and Oliver Thomas Children's Centre have embedded the Peeple approach into their regular stay and play sessions.
- Further partnership development around key messaging on bilingualism and early language, consideration on language and what is meant by being 'ready for school'. Additionally, the Autism Pathway Partnership Group is looking at the early language offer via the pathway and work will be picked up from there.
- Resources that have been created relating to language acquisition in respect of ages and stages of development for children and the importance of reading are soon to be uploaded onto the [Family Hub 'Family Information Service'](#) pages, including a 'language acquisition' page.
- Using a tool to quality assure the Story Time Sessions in libraries, the aim of this will be to measure the consistency and effectiveness of these sessions for the children and families attending.
- Looking into establishing 'Age and Stage' Workshops, where families can learn more about what to expect at the different stages of their children's development.
- Strengthening relationships with the family navigators and family connectors (Mencap) to share information about early years' referrals.





It's a great initiative. My baby loved all the toys and they definitely provided stimulation. I often find it difficult to spend time at home and get anxious because I run out of ideas of how to entertain my baby and I worry that she will start crying inconsolably so it is great to have a fresh set of resources to use for playing with baby."

"We really enjoyed using the bag it gave us lots of ideas to do more sensory stuff at home and my son loved all the items in the bag I was surprised how good it was. We had the monochrome sensory bag."

Feedback from two Newham parents accessing the Home Learning Bag scheme

Equity and Disproportionality



Equity as a programme requirement

The DFE included equity as a key component in the objectives and expectations for the Family Hubs programme. The programme guide emphasises the importance of ensuring that services are accessible and beneficial to all families, particularly those from disadvantaged backgrounds. This includes targeted support to address disparities and promote fair access to resources and opportunities for all families.²

The Family Hubs and Start for Life programme aims to break the link between a child's background and their future success, ensuring that all children have the best start in life.

There are several specific measures implemented to ensure equity and targeting disproportionality within the Family Hubs and Start for Life programme, including:

- Targeted Support
- Inclusive Services
- Parent and Carer Panels
- Data-Driven Decisions
- Community Engagement

Equity and Reach across Family Hub Services

The analysis below compares attendance demographics (ethnicity and neighbourhood) against the general population data of Newham. The goal is to identify areas where the Family Hubs Service is over-representing or under-representing certain demographics, and to highlight the positives and areas for improvement or further work.

It is important to note that many service users accessing Family Hubs services have opted to respond 'prefer not to say' or 'unknown' on their demographics section of their registration form, which means that this data cannot paint the full picture in terms of equity and reach. Additionally, some commissioned services have not collected ethnicity data as it was not initially part of the contract, or the organisation does not have the ability or did not feel comfortable collecting this data. This has been a recent area of improvement with most now measuring this and will be a recommendation to ensure this is part of commissioned service contracts going forward.

Neighbourhoods

In terms of where residents are coming from to access Family Hubs, the neighbourhoods most over represented in the data are East Ham, Canning Town and Custom House, which is unsurprising as these directly reflect the locations of the most established and longest running Family Hubs, based in East Ham and Custom House.

Meanwhile, the neighbours in the West Locality (Stratford, West Ham and Forest Gate) are currently the most under-represented, as the dedicated United West Locality Family Hub is not launching until summer 2025, despite this, these areas are covered by the two established Children's Centre provisions.

² [Family Hub Service Expectations \(2022\)](#)

Figure 10: Neighbourhoods over represented in Family Hub Services; % of Family Hub Users from this ward vs % of Population of this ward

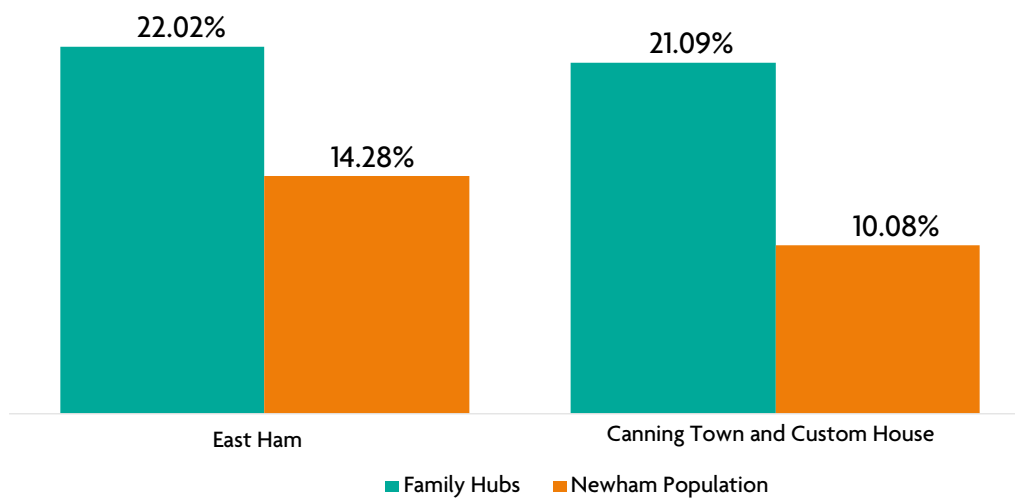
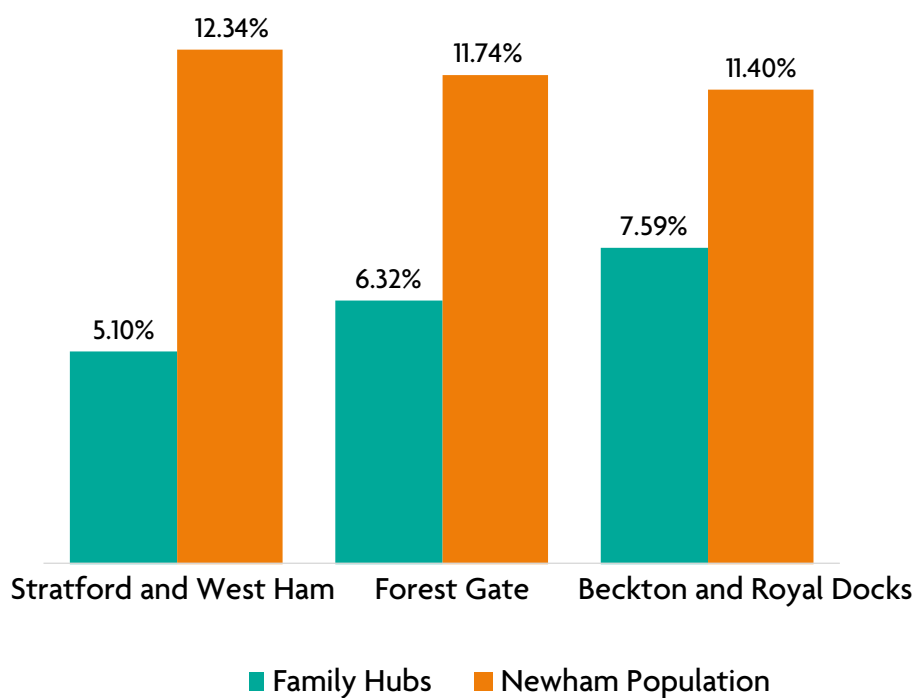


Figure 11: Neighbourhoods 'over-represented' in Family Hubs services; % of Family Hub Users from this ward vs % of Population of this ward



Ethnicity Representation

When looking at the reach data broken down by different services, the picture is even more nuanced, with each of the core services representing a different demographic make-up to others. The table below compares the Newham population ethnicity breakdown, taken from the 2021 Census³, against each of the core funded Family Hub services. Overall, the reach of the Family Hubs Programme by ethnicity is relatively good, with only a 7.5% gap overall, however, there is further work to do to ensure that the Family Hubs Programme is as representative as it can be.

It is important to note that while all efforts have been taken to ensure this data is fully representative of each service, some services were not able to consistently record the ethnicity of service users from the start of the service, so this represents the picture as we currently have it.

Overall, the programme does well at representing the Asian and Asian British cohort, with an average of 39% of service users identifying as this, compared to the 42% Newham population. Additionally, the Black, African, Caribbean and Black British cohort is reasonably well represented, with an average of 16% of service users compared to 18% of Newham's population. Despite this, this group is significantly underrepresented across the Infant Feeding services. Overall, mixed and multiple ethnic groups and other ethnic groups are both fairly well represented across the programme, however this does differ by services.

The ethnicity least well represented in the programme is White British/White Other, with an average of only 14% of service users reporting as White despite making up nearly one third of Newham's population. There is further work to do to engage this group and improve the equity and reach of our services.

The colours on this table represent green being a good reflection of the Newham Population (within a 20% accuracy margin), yellow being a slightly less good representation (within a 30% margin) and red being a greater than 30% difference to Newham's population data; the areas needing the most work.

Attendance broken down by ethnicity across Family Hub Services (April 2025)

Ethnicity group	Newham population (Census)	Family Hub Services Average	Infant Feeding Services	Parenting programmes	Family Navigators	Perinatal mental health	Parent Caregiver Panel
Asian/Asian British	42%	39%	40%	32%	49%	35%	34%
White British/White Other	31%	14%	23%	19%	13%	6%	7%
Black/African/Caribbean/Black British	18%	16%	9%	15%	23%	36%	14%
Other ethnic groups	5%	7%	7%	6%	6%	11%	8%
Mixed multiple ethnic	5%	6%	4%	5%	2%	8%	5%
Unknown	0%	18%	17%	23%	7%	5%	31%

When taking into account the population share of each ethnicity (by Newham's Population), and weighting the percentage difference for each strand to reflect this, it reveals the strands in the order of how currently representative they are:

1. Infant Feeding
2. Parenting Programmes
3. Family Navigators
4. Parent Caregiver Panel
5. Perinatal Mental Health

³ [Office for National Statistics 'How life has changed in Newham: Census 2021'](#)

Infant Feeding Services:

Infant feeding is the most equitable strand in its reach to different ethnicities in Newham, and it is important to note that the different birth rate across different ethnic groups would be a factor in how many people are accessing infant feeding services. Overall, Asian / Asian British, Other Ethnic Groups, and Mixed/Multiple Ethnic group are well represented. The White and Black ethnic groups are underrepresented across the infant feeding services, however when looking further, this again differs by each individual service, with the White cohort represented higher in the in-person services while Black / African / Caribbean, and Other ethnic groups are lower in the in-person services such as the Baby Feeding Cafes (see pie charts right). This is likely linked to cultural acceptance or stigma around breastfeeding.

Figure 12: In-person Baby Feeding Café Breakdown by Ethnicity

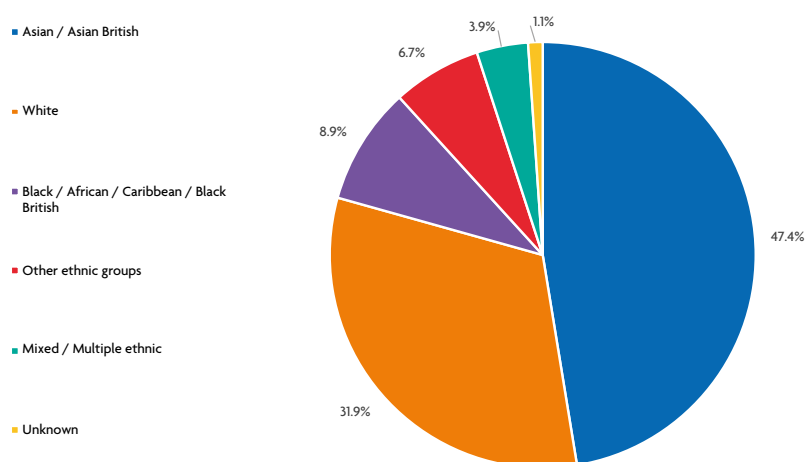
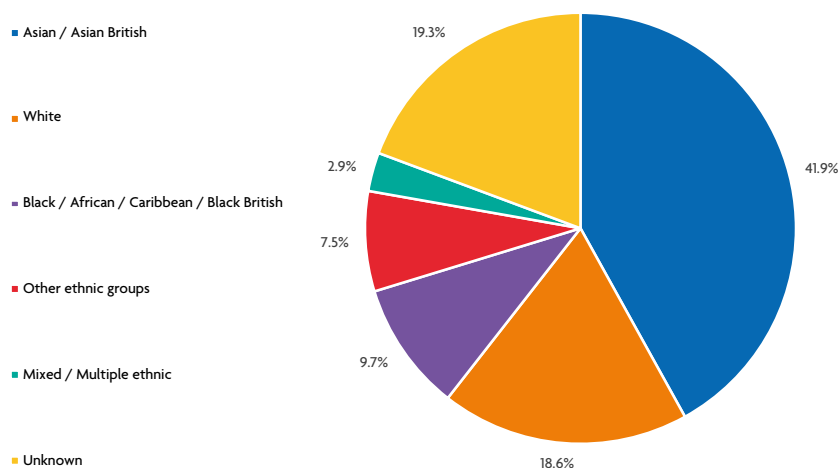


Figure 13: Baby Feeding Helpline Breakdown by Ethnicity



Parenting Programmes:

Parenting programmes have one of the smallest data sets, and are one of the more targeted services, where not all programmes will be appropriate for every parent. Despite this, their representation of the Newham community is one of the strongest. Overall, the White cohort and Asian cohorts are somewhat underrepresented, and there is a significant proportion whose ethnicity is unknown, this may be because it was not recorded or because the service users preferred not to disclose. Despite this, the Black / African / Caribbean cohort, Other ethnicities, and mixed and multiple ethnicities are well represented.

Family Navigators:

While Family Navigators are not a defined Family Hub strand, there is merit to including this data as they represent some of the highest service users across the programme, with almost 2500 service users where ethnicity is recorded. Family Navigators have some of the best representation of ethnicity in their service users, for the Asian/Asian British, and Black/African/Caribbean group. While mixed and multiple ethnic groups are fairly well represented across the programme, they are significantly under-represented in the Family Navigator Service with only 2% of users. It would be worth exploring this further to see if there are any underlying causes to this.

Parent Caregiver Panel:

The Parent and Caregiver Panel strand is smallest in the total number of service users, however does really well at engaging with a diverse group of parents and caregivers in terms of ethnicity, with the only group that is underrepresented being the White British/White Other cohort. Further work to engage more of this group would be beneficial to increase the diversity of the panel. Additionally, this strand has the highest number of 'unknown' (31%) in terms of its service users' ethnicity, likely due to the more informal nature of this strands activities compared to others. A recommendation would be to bring down this number of unknown which would strengthen our ability to assess equity in this area.

Perinatal Mental Health Services:

The perinatal mental health services are the least accurate in terms of representing Newham's ethnicity breakdown in their service users, however several of the perinatal mental health services are targeted to specific groups or backgrounds, such as Newham Nurture, Good Shepherd, and Botanical Brothers, which will impact these figures. For instance, the White cohort are most underrepresented in this strand, but this may be in part due to several of the services being targeted to specific or ethnic minority groups. The Black, African, Caribbean and Black British cohort is overrepresented in this strand, reflecting 36% of service users, suggesting a link in poor mental health. We plan to conduct further research into the link here and the underlying factors behind this. Furthermore, not all of the services have been recording and reporting ethnicity demographics since they started running, due to the nature of many being externally commissioned and delivered by voluntary and community groups, so it may be different to what the data suggests.

Equity Evaluation Key Findings

An equity evaluation of the Family Hubs Programme was led by the Newham Health Equity Team to see how the programme was performing in terms of its equity and reach and where recommendations for improvement could be made. The following findings were revealed:

1. Needs Assessments:

- Not explicitly conducted or recorded by all strands.
- Broad assessments by Newham were not specific to Family Hubs, leading to reliance on various data sources.
- Time constraints limited in-depth assessments. This means that services were not necessarily tailored to specific locality needs from the outset.

2. Data Collection:

- Inconsistent and inaccurate data capture across strands which makes evaluating from an equity and reach standpoint more difficult.
- Varied data collection methods and lack of comprehensive resident information.
- Some contracts lacked data recording requirements, and providers were hesitant to ask intrusive questions.

3. Logic Models and Delivery Plans:

- Created to meet original grant timelines but now not accurately reflecting current delivery.
- Limited time for administrative tasks led to outdated plans.

4. Impact Measurement:

- Measured by activity numbers and attendance rather than behavioural or health outcomes.
- Lack of baseline data to determine changes in access or outcomes, which means that it is more challenging to make any sweeping statements about long term outcomes or impact of this programme on the community.

Equity and Disproportionality work through the Parent Caregiver Panel strand:

The co-production practitioner who leads the Parent Caregiver has done a huge amount of outreach, training and development around themes of equity and inclusion. The aim is for the programme to be as diverse and representative of the Newham community as possible, and therefore efforts are undertaken to reach out and involve communities who may be underrepresented.

One example of this was a piece of work connecting with Newham's Housing team to run a session for the Roma gypsy communities in Newham, reaching in to this community, finding out how they access services and making them aware of the Family Hubs offer. Interestingly, many of this community had already been accessing services from Children's Centres, without necessarily knowing that these were Children's Centre services. The practitioner sought to build relationships with this community and keep in touch with them around the services available to them.

Parents and Caregivers on the panel are encouraged to help shape the work of the panel, and particularly the training and development delivered to them, enabling the work of the panel to be representative of its members and led in an equitable way. A training needs assessment is regularly updated based on the new members of the panel and current training needs and wants. So far, training has been commissioned and delivered topics related to equity and disproportionality including:

- Culturally informed and sensitivity
- Intersectionality
- Unconscious bias
- Power and privilege - Power Dynamics

Outreach work is conducted to places of worship, Children's Centres, and different sections of the community, capturing word of mouth to spread awareness of the panel activities and wider Family Hubs offer, which has culminated in the panel growing significantly to 140 parents and caregivers as of February 2025. Specific projects have also been done around strengthening equity and preventing disproportionality including:

- Public Health Vaccinations videos and community engagement, breaking down cultural barriers around vaccinations which went on to be utilised across London.
- Complex Needs and 'Team Around Family' (TAF) - parents involved in shaping and delivering the training on TAF to practitioners to ensure that the lived experience of diverse families is embedded in the training of staff.

Transformation of Newham's Family Hubs





Objectives – what we set out to do

- Establishing a network of Family Hubs where families can access a range of support in-person and online.
- An increase in the number and range of services delivered through Family Hubs, including co-location of services and professionals, where possible.
- Increased consistency of the services accessible through Family Hubs, within and between local authority areas.
- Improvements in the way that professionals, services and partners work together to support families to navigate services and ensure they only need to 'tell their story' once.
- An increase in the number of professionals and practitioners working in a whole family, relational way that builds on families' existing strengths.

Metrics – how were we measuring success

- Number and range of services delivered through Family Hubs, including co-location of services and professionals.
- Number of professionals and practitioners working in a whole family way.
- Consistency of services available across the Family Hubs.
- Number of residents accessing Family Hub services.

Service / offer – what we actually did

- The development and implementation of four Family Hub Network Localities that are led by an Early Help Hub Manager.
- Implemented four active Family Hub locations across four quadrants, including the Shipman, East Ham and Manor Park Family Hubs, with two of these co-located within existing council assets East Ham Library and Shipman Youth Zone.
- The creation and implementation of locality based ILT multiagency partnerships for operational managers and local voluntary, faith and community organisations to work together to plan services in accordance to local needs.
- The organisation of Family Hubs Locality Partnership Events over Oct 2023 – Feb 2024 period to provide an information sharing opportunity whilst widening engagement from local stakeholders (i.e. education, VCS groups, Primary Care Trusts, NHS, CAMHS).
- Held the first Family Hubs Providers' Forum in March 2024 for delivery partners.
- The inclusion of the Family Hubs and Early Help Workforce Development Training Programme on The Social Care Academy website.
- Launched the first Family Hubs and Early Help Staff Training Skills Audit to create the Workforce and Development Strategy and launch the new training programme.
- Multidisciplinary working with the co-location of Family Hubs and Early Help Teams, the Integrated Front Door, and Thriving Communities at East Ham Library.
- A Partnership Event took place in July 2024 at Stratford Town Hall, with 45 professionals attending. The working together event helped professionals to explore ways of working together and how to come together to achieve the Family Help model, lead practitioner guidance and the training needs across the partnership.
- Our Integrated Leadership teams for each of our 4 localities are well attended and the partnership is actively working to ensure new services are introduced to the partnership that reflect the needs of the community
- Publishing Family Hub brochures with full timetable of activities happening across the network each quarter.
- Successful launch of the first three Newham Family Hubs, with the fourth planned for summer 2025.
- Development of a Family Hubs Data Dashboard to track attendance, reach, and impact of services.



Sustainability and next steps – what we are doing next

- Launching the West Locality Family Hub in summer 2025, with service delivery starting there from April 2025.
- We have grown the partnership to include services that are not reliant on Family hubs funding to ensure continuation, including the Family Navigator and partner space (HESTIA, SENDIAS etc) in East Ham Library which currently does not incur any hire costs.
- Strengthening relationships with midwifery, NHS and East London Foundation Trust to reach parents in the antenatal stage.

Communication, Marketing and Start for Life Offer



Objectives – what we set out to do

- To publish a 'Start for Life' offer, setting out the free services and support available to families in your local area during the critical first 1,001 days of a child's life.
- To ensure we are utilising funding correctly for a broader reach: Publishing our Start for Life offer as our advertisement and promotion for ages 0-2 services.
- Promoting the Start for Life and wider Family Hub services in a digital and physical format.
- To effectively raise awareness of the Newham Family Hub services and increase in the use of the service

Metrics – how were we measuring success

- Start for Life 0-5 Digital Offer Metrics, including number of clicks, how much is it used, any issues and barriers to accessing our website.
- Number of Family Hubs Newsletter subscribers, number of clicks.
- Number of service users across the Family Hub Network.
- Number and variety of marketing campaign

Service / Offer

- Established an online web page for our [Start to Life](#) offer.
- Our [Family Hub Network Webpage](#) now also includes the Start for Life and Family Hub Network brochures, and the Under 5s Pathway Mapping documents for different service areas which are available to download online [here](#).
- Antenatal and midwifery services are provided hard copies of brochures for dissemination through antenatal clinics, in addition to within the new birth packs that Health Visitors take on their first new birth home visits.
- Utilising the 0-19 Children's Health text messaging service to send updated quarterly Family Hub brochures to all families with children under five years.
- As part of our communication and marketing strategy, significant efforts have been made to raise the awareness and presence of the Newham Family Hub Network across the borough, to residents and families, partners, and stakeholders.
- We have made use of various marketing tools such as networking events, website updates, interactive media and printed materials, newsletters and social media to ensure all services available via the Family Hub network are fully promoted, and utilised. This includes the creation of two informative animation videos – one for families and one for professionals.
- Launching a new engagement session called 'Welcome to the World', which is a monthly open access session for new parents in Newham, where parents are given a small welcome pack for their baby.
- Families can participate in Rhyme Time activity and are also given a presentation on all the services they can access through the Family Hubs Network.

Welcome to the world at Family Hub @ East Ham Library

Every 1st Monday of the month
7 April, 2 June, 7 July, 1-2pm
Family Hub @ East Ham library, 328 Barking Road, E6 2RT



Agenda

Time	Session
1pm	Welcome to Family Hub @ East Ham Library
1.15pm	Information on services for families
1.30pm	Baby rhyme time session
1.45pm	Receive your goodie bags and ask any questions

For further information:

020 3373 2555
easthamfamilyhub@newham.gov.uk

Key Successes

- By sharing this information across multiple platforms and formats, we have been able to connect with families, professionals and partners, which has helped more people learn and engage with Newham's Family Hub Network. Here are some examples of our efforts in the communication and marketing of the Family Hub Network.

Family Hub Logo and Branding

- The logo design aims to show how the different colours represent the different Family Hub Strands of support. This logo has been used to create a visual identity for the Family Hubs and used for a number of purposes, including: banners, bags, pens, banners and more.

Digital Channels and Online Presence

- **Website:** The Family Hub Website serves as a central hub for information, resources and service access.
- **Email Newsletter:** This has been a crucial tool for direct communication with families and stakeholders and has gained 580 subscribers, with a monthly newsletter going out to those subscribed and being uploaded to the Family Hub Network Website.
- Monthly clicks have increased significantly and are now averaging over one thousand.
- Targeted newsletter campaigns have been utilised, with a schools targeted campaign resulting in 18 schools signing up for the Family Hub Roadshow.

Social Media Engagement

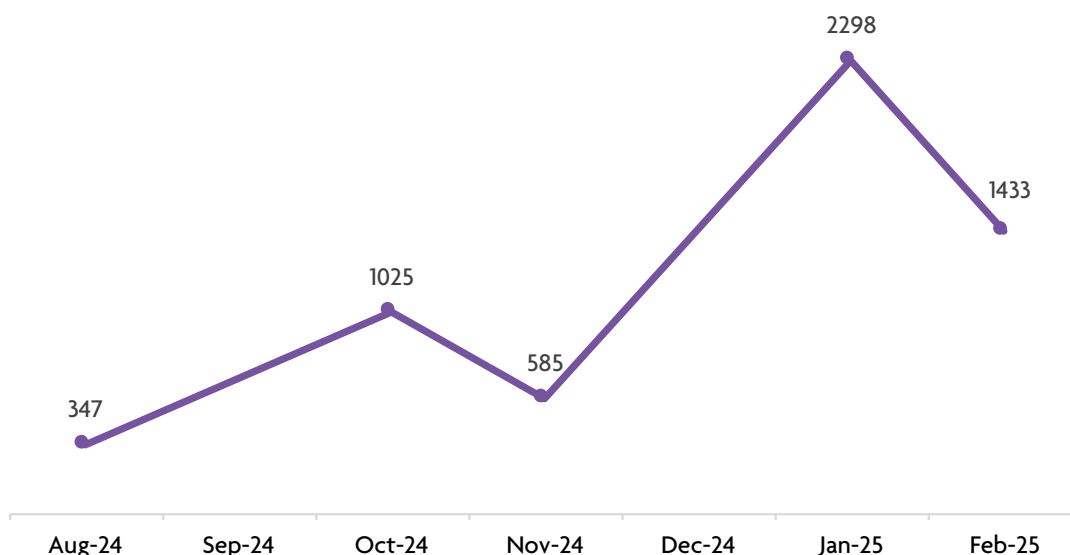
- We have an active presence on key platforms to share updates, success stories and event information, which Family Hubs has been tapping into.
- Twitter/X engagements: @NewhamLondon
- Instagram reach: @NewhamLondon
- Creation of two informative animation videos, one aimed at families and one for professionals explaining what the Family Hub Network is and how to access support. These have been published on Newham Council's YouTube and advertised through social media and partnership channels.



Printing & Physical Marketing Materials:

- Designed and distributed leaflets, brochures and flyers across GP surgeries, schools, libraries and community centres.

Figure 14: Family Hub Newsletter Engagement (Number of Clicks)



- Brochures are circulated every quarter to residents, partners, and in community spaces detailing the full timetable of activities available, how, and where to access them.

Partnership and Outreach Work

Events & Community Engagement

- The Family Hubs Network has put on numerous community events, from the family fun events for each Family Hub Launch, to seasonal and religious celebration events as well as information-sharing events.
- Collating feedback, insights and perspectives from participants in an a meaningful way, where residents are encouraged to share their thoughts, experiences and suggestions on specific topics and issues.
- Recently hosting a series of Family Hub Listening events, providing direct engagement with families and an opportunity to share their experiences and contribute to shaping the future of family hub services and plans. Recommendations from these events are being taken forward in the next steps of the programme.
- Regular outreach through pop-up information stalls at events and community spaces.

Collaboration with Local Partners

- Collaborative efforts with local GPs practices, schools, nurseries and health visitors to distribute information and referrals
- Resident Animation Videos that have been displayed across 7 GPs in Newham

Family Hubs Roadshows

- From January 2025, Family Hub Roadshows were rolled out across schools and community settings, strengthening outreach efforts and ensuring support reaches every corner of Newham.
- The roadshows offered to:
 - Signpost families and professionals to local services and resources.




Join the Family Hub Roadshow!

Empowering Families, Transforming Lives: Holistic Support at Every Stage of Development



Inviting all parents, guardians, carers to come along and join the Family Hub Roadshow at community and faith settings.

Date:	
Time:	
Venue:	

Envision a community where every family flourishes, connects meaningfully, and accesses comprehensive support at your local Family Hub

Questions?
 ☎ 020 3373 2555 ✉ familyhub@newham.gov.uk

newham.gov.uk/familyhubnetwork



WE ARE NEWHAM.

- Share tools and strategies for coping and to build resilience, applicable at school, community settings, or home. Normalising tricky discussions around mental health, providing a safe space to explore challenges.
- Engage parents and their families with child-centred activities, providing advice on parenting, family relationships and support around cost of living pressures.
- So far roadshows have taken place at:
 - Hartley Primary School,
 - St Luke's Primary School,
 - St Heron School and
 - Drew Primary School



Outcomes and Impact

- The Family Hub communication and marketing efforts have highlighted our success in bringing awareness and participation to the Family Hub Network through a mix of digital, print and community engagement strategies to maximise the reach.
- Increased service uptake by following targeted marketing campaigns, with service users increasing month on month.
- Positive feedback from families and professionals, with indications that they are finding out about the Family Hubs Programme through our communication efforts.
- Recent positive engagement with schools through the new 'Roadshow' model, with four completed and more planned.
- Despite this, there is still a way to go to connect Family Hubs with the community and ensure residents know what services are available and how to access them, which is evident through feedback from residents at the recent Listening Ear Events in February 2025.

- Nearly a threefold increase in average monthly views on our Newham Family Hub Webpage between 2022/23 and 2024/25, from 234 to 614 average monthly views. And a four times increase on our Start for Life Webpage in the same period.

Next Steps

- Refining the Family Hub Communication and Marketing Strategy.
- Producing and publishing 'Family Hub Case Study' Videos to raise awareness and broaden reach of the services.
- Improving signage in Family Hubs locations and the use of more physical branding.
- Utilising word of mouth and in-reach to settings to increase awareness and engagement with Family Hubs.

Impact Page in Numbers

91 employees in the Family Hubs workforce as of 2024



1,093 Perinatal Mental Health sessions delivered



3,500 times residents accessed baby feeding support



140 members of our Parent Caregiver Panel



36 families supported by 'Baby Bank' scheme in 5 months, with **£7,970** spent on essential goods including clothing, feeding and hygiene equipment.



746 visits to our Baby Feeding Cafes



Over **3,400** interactions with Family Navigators



Newham Family Hub Volunteer Network



2,717 residents registered for Family Hubs
1,611 children
1,106 parents



56 volunteer sign ups
41 active volunteers
465 volunteer hours
235 volunteer sessions
171 training hours

Mystery Shopper Evaluation

An Evaluation conducted and written by the Parent Caregiver Panel

There have been varying opinions and conceptions about the way different strands of the Family Hub offer their services to the community and considerations on how this can be improved. During the Parent Caregiver Panel sessions members have talked about their varying experiences. With this in mind, the Parent Carer Panel decided to employ the Mystery Shopper Experience to evaluate how community services provided to families are performing and whether they are effectively delivering their intended services.

Mystery shopping, also known as secret shopping, is a research tool used to assess the quality of products, services, and overall customer experience of organisations. The mystery shoppers pose as regular customers to evaluate various aspects of a business without giving the staff of the organisation an impression that they are being assessed. This provides valuable insights into employee behaviour, customer service skills, and areas where staff may need additional training or improvement.

This was done with the clear objectives of each Family Hub Strand in consideration and an intent to assist with overall improvement of services available in the community. It was an inclusive input of voices and perspectives to reflect a diverse array of needs and expectations. During the Panel, a questionnaire was designed focusing on areas of importance in each strand to aid Mystery Shoppers on the areas to look out for and also for easier feedback purposes. The questionnaires were fine tuned to fit in areas of concentration and expectation in each strand, what to look out for, what to “Mystery Shop”.

The Parent Representatives went out to assess the services and gathered feedback from their experiences, revealing both strengths and areas for improvement in the services.

One Mystery Shopper (MS) assessed the Family Navigator service and had “an overall positive experience because the query was dealt with professionally and patiently by the Family Navigator, and the waiting area was clean and spacious”, contributing to a pleasant experience. However, the waiting time was not specified and MS had to wait for about an hour before being attend to. Next steps were given and family navigator even offered to help the MS write emails to the relevant places.

The Parent Representatives who mystery shopped the Home Learning Story Bag discovered that most of the children’s centres were not aware of this initiative, and those that did know about it did not have the bags available, with many suggesting a later date. This highlighted a significant gap in communication and availability, saying “more awareness needs to be raised about the Home Learning Story Bags” which could potentially hinder the initiative’s effectiveness.

Another MS evaluated both the hard copy and online version of the Start for Life Brochure. They discovered that the recent paper copy was more condensed than previous versions and very informative. The brochure was also colourful, with a different colour representing each of the four localities. However, for the online version, the MS noted that it had a completely different interface, which could confuse users as it was not immediately apparent that it was the same site as the hard copy.

Figure 15: Was your query dealt with fully?

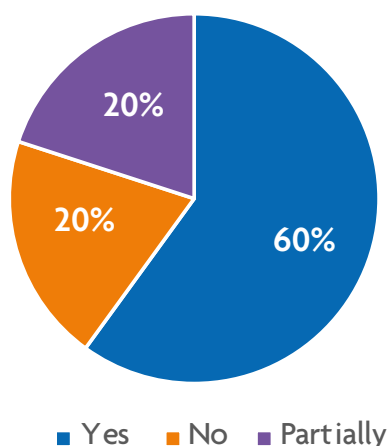


Figure 16: Did you feel you were listened to attentively?

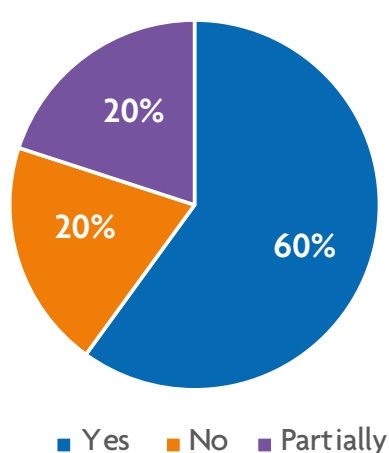


Figure 17: How professional was the service provider?

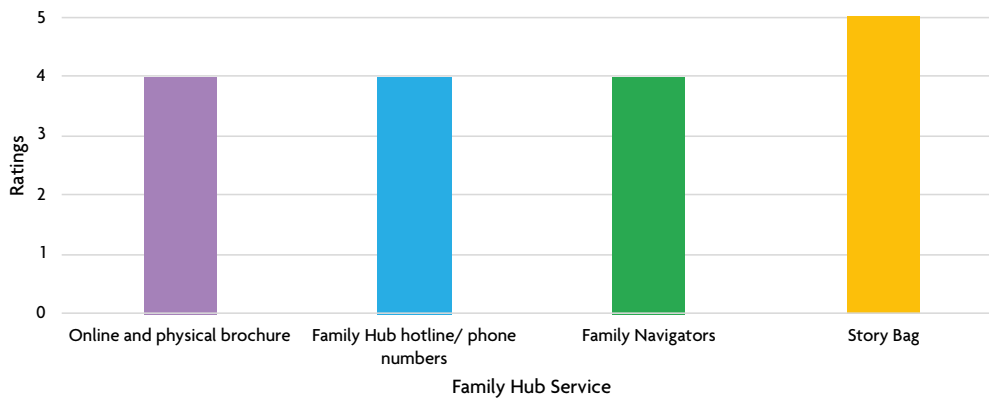


Figure 18: How knowledgeable was service provider of the service they were representing/offering?

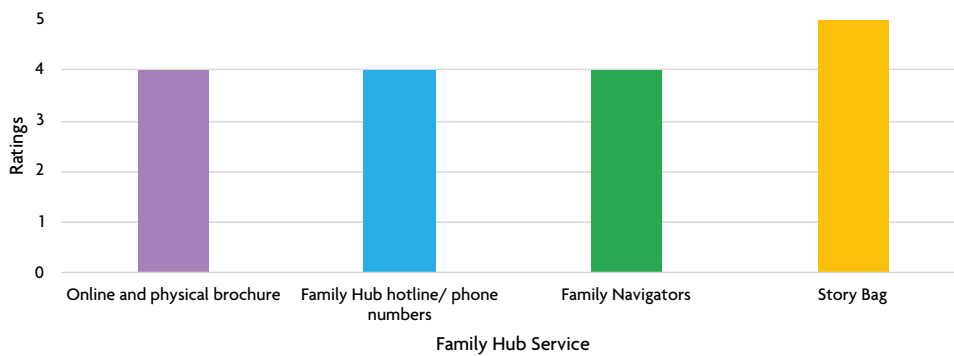


Figure 19: How accessible was information about the service available to you?

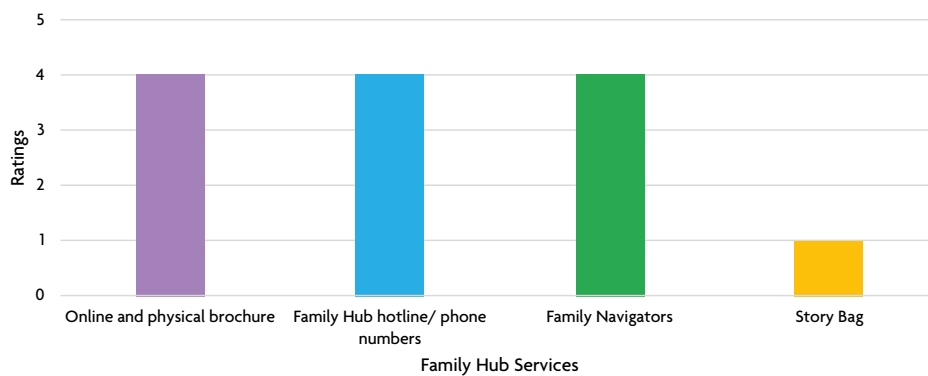
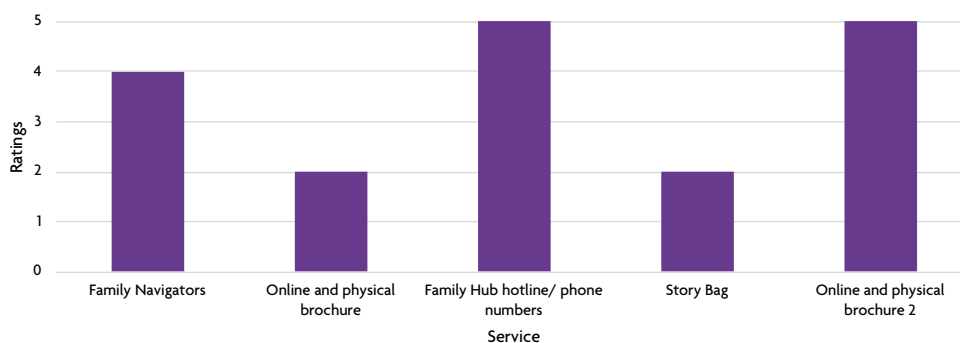


Figure 20: Are you likely to recommend the service to friends and family?



Recommendations and Next Steps



The Newham Family Hubs Programme has been a fantastic initiative and brought together the Newham Community, strengthened partnerships and greatly improved support for babies, children, parents and families, however, there are nonetheless still improvements that can be made to strengthen our Family Hubs Offer and embed it into the borough.

Common Themes for Improvement and Recommendations

These are drawn from this evaluation report, data, surveys, focus groups and insights from residents including the recent Listening Events:

1. Marketing and Promotion

- Many Newham families are still unaware of Family Hubs and its various offers. While a huge amount of promotion has been made, recent insights from residents have shown that word of mouth promotion (through informal conversations, networks and recommendations) may be more beneficial than formal promotion routes as it is seen as most trusted form of marketing.
- Refining Family Hubs Marketing and Communication Strategy to include resident and partnership insights.
- Collaborating with other services (Libraries and Youth Empowerment Services) to create appropriate signage on the buildings where services are based, as signage in some areas was lacking.
- Build a parent/carer reference group (in association with the parent-caregiver panel) to help create more impactful communication assets.
- Be explicit on age range, remit and call to action for services. The Listening Events highlighted that there was confusion regarding the age range and the concept of Family Hubs. The term 'Family' alone did not suffice to clarify this confusion.
- Refresh volunteer programme to include the recruitment of 'Parent Promoters' – speak to parents at school and nursery drop-offs/pick-ups about Family Hubs and the services available. Additionally, identifying Family Hubs school champions linked to the Parent Promoter programme.
- Create video content of parents talking about their experiences for each strand, as families highlighted that hearing about parents' positive experiences would be beneficial.

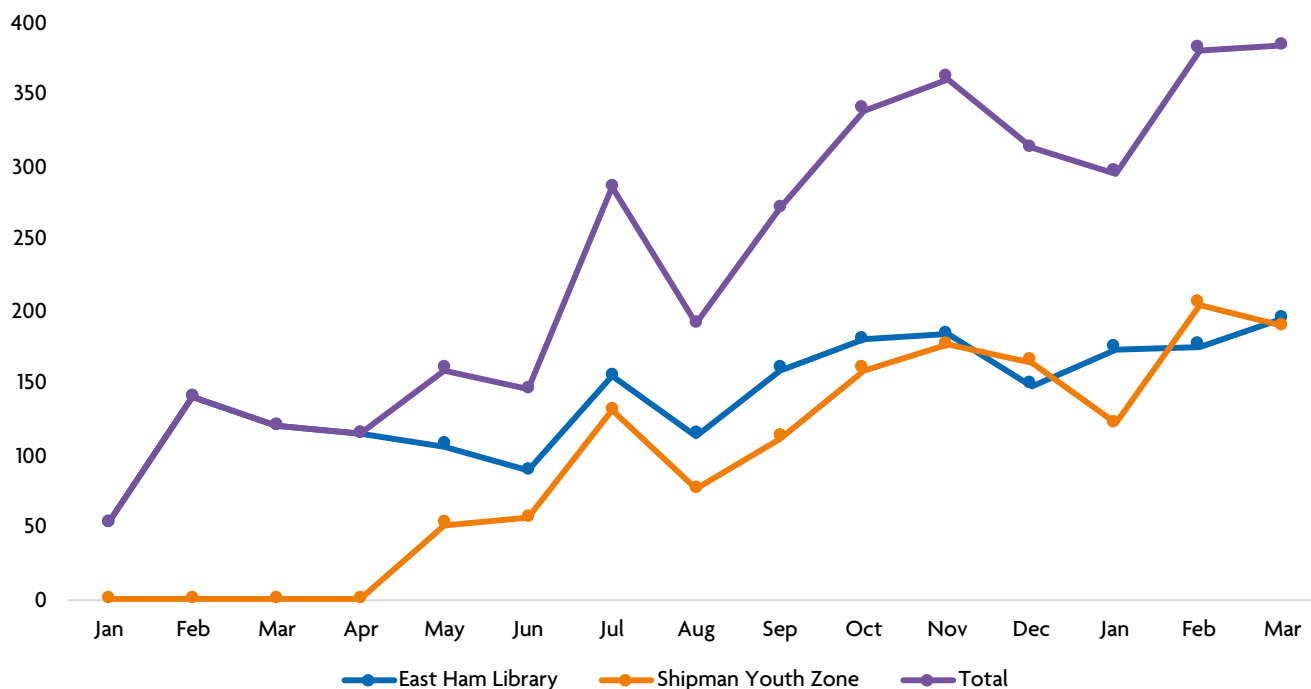
2. Culturally Informed Practice and Strengthening Equity of Access

- Conduct a deep dive into the equity data utilising Newham's new Health Equity Tools. This will include workshops and data analysis and result in recommendations to be taken forward to strengthen our equity of access.
- Consider culturally inclusive support that includes support within the comfort of their homes (i.e. health visiting and home-based infant feeding support).
- Build on NCT Infant Feeding Peer Supporters Programme, replicating the peer support model which can help reduce barriers to accessing support and reaching seldom heard communities.

3. Strengthening Multiagency Working:

- Multiagency partners to have access to Newham's Relational and Restorative Practice Model – 6 C's
- Organise regular Family Hub seminars to update professionals on Family Hubs and Start for Life Services.
- Ensure that robust reporting mechanisms and metrics required for the programme evaluation are included in the Service Level Agreement or contract with external commissioned providers.
- Realistic Delivery Plans: Reflect and redesign plans with partnership collaboration to ensure delivery is realistic, achievable, measurable and in alignment with the DfE expectations for the final year of delivery.
- Ongoing need for further promotion of Family Hubs offer across other areas of the Children's Services, Health Services, Schools and to professionals across the partnership, to ensure that the promotion of Family Hubs goes beyond these services themselves and is embedded in the borough, which would help parents learn more about it.
- Strengthen school and Community, Voluntary and Faith groups partnerships.

Figure 21: Number of residents accessing Newham Family Hubs Monthly January 2024 to March 2025



4. Measuring Impact

- Needs Assessments: Continue to identify equity issues and design services to meet specific needs.
- Monitoring and Evaluation: Include long-term evaluation of access and impact on health and family outcomes.
- Difficulties in obtaining reporting data back from services commissioned by the local authority, leading to gaps and inconsistencies in the evaluation data: ensure that these are embedded in contracts and service level agreements from the outset.
- Lack of ability to determine value for money of the programme due to inconsistent data and difficulty capturing long term impacts or benefits: going forward to streamline and integrate the way we record attendance and impact data.

5. Broadening our Reach

- Working parents highlighted the difficulties they face in accessing services because of the traditional 9 - 5pm operating hours, which may contribute to low attendance of services. Working parents found evening and Saturday morning opening hours to be particularly beneficial – exploring this would be a good way to broaden the reach of services.
- Co-Production: Shaping even more services around even more voices.
- There are current risks around the sustainability of some Family Hub services after the funding has finished and broadening our reach and access of services will aid in strengthening the evidence base on the impact that these services have.

Next Steps - Where next for Newham Family Hubs?

1. The fourth locality Family Hub has opened, with services available to residents (as of April 2025) but the official launch event will take place in summer 2025.
2. Refreshing services and improving our Family Hubs Offer going into Year 4 of Delivery.
3. Launching a series of Resident Listening Events built around the recommendations of this report to improve the reach and quality of services.
4. Recruiting Family Hubs Champions and Parent Promoters to raise awareness of the services.
5. Implement a targeted outreach approach into minoritised and seldom heard communities, to maximise equity and inclusion, starting with a data deep dive on equity and access of our services.
6. Exploring operational times and out of hours' provision in line with families' needs.



To find out more about Family Hubs in Newham, the support on offer, and how to get involved, click here or scan the QR code.





NEWHAM FAMILY HUB NETWORK

To find out more and look through your local Family Hub brochure, visit:

🏠 newham.gov.uk/familyhubnetwork

✉ familyhub@newham.gov.uk

☎ 020 3373 2555