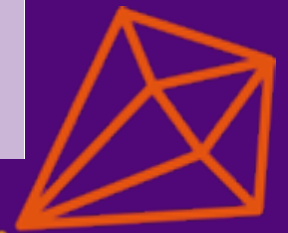




**HOME
START**

Westminster
Kensington & Chelsea
Hammersmith & Fulham

Impact Report 2021 - 2022



Chair's Welcome

We achieved impressive results in 2021/2022, showing that recovery from the impact of COVID was well under way by the end of the year. We are back to supporting just short of 200 families a year and we have delivered a tremendous across-the-board improvement in outcomes on issues important to families. For example 88% of families said we helped them with problems of isolation (up from 67%), 85% of families said we helped them to use local services (up from 69% last year), and 74% said we helped them to run their household budget (up from 61%).

There has been a 10% increase in use of our therapy service, perhaps linked to greater mental health needs in the aftermath of COVID. A degree of withdrawal from wider participation in society following the pandemic could also be contributing to a challenging environment for attracting volunteer befrienders. We are finding ways of communicating what a unique and enriching experience volunteering with us is, as part of our volunteer recruitment strategy. Trustees, too, are volunteers, and I am very appreciative of their commitment, which in some cases has lasted for several years. Again, recruiting new trustees is challenging.

This report highlights the exceptional impact our support has on families every day, and we remain grateful to all who enable our work; our larger funders and our small donors who donate regularly, many of whom are past volunteers, employees and trustees.

Our particular thanks go to long-standing funders, John Armitage Charitable Trust and John Lyons Charity. We are grateful to new funders in the shape of the Mitchell Charitable Trust. Government income grew by just over 50% with funding from the Royal Borough of Kensington & Chelsea, the London Borough of Hammersmith & Fulham and NHS CNWL Trust perinatal mental health pilot funding. All this supported our efforts as BBC Children in Need and the National Lottery Community Fund grants ended. We are glad to say we secured a further four years of funding from the latter after the year ended and look forward to widening our reach in 2022/23 and providing invaluable support to even more families.

Christina Smyth, Chair

"I have been continually blown away by the level of genuine support and care Home-Start offers. It's real, it's useful and practical and has changed my whole ability to cope for the better."

Mum supported by Home-Start 2021/22

In 2021-22...

We supported
198
families*...



...including
353 children...



... **237** aged 0-5
and
106 aged 6 and
over.



88 families were supported
by a volunteer **befriender**

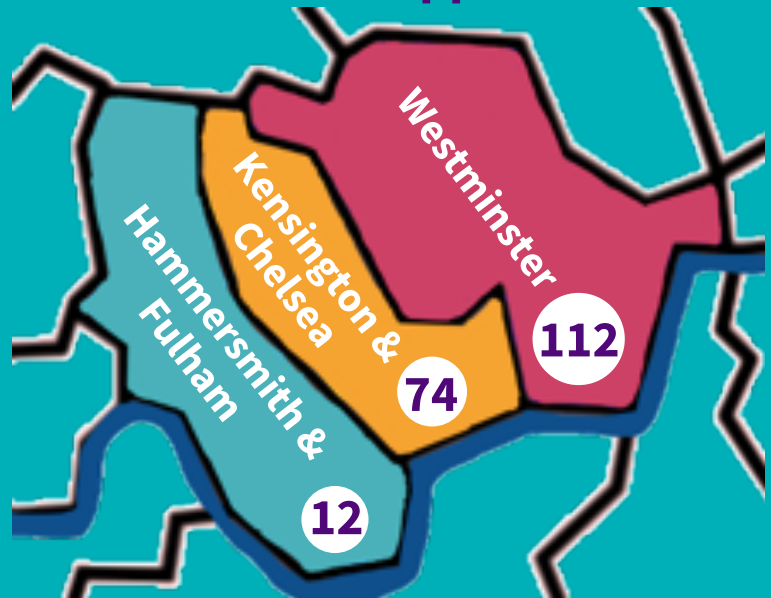


67 parents were supported
by a volunteer **therapist**



60 families were supported
on our **Bump-Start perinatal**
project

Families Supported:



We had **122**
active
Volunteers



...who spoke
24
languages...



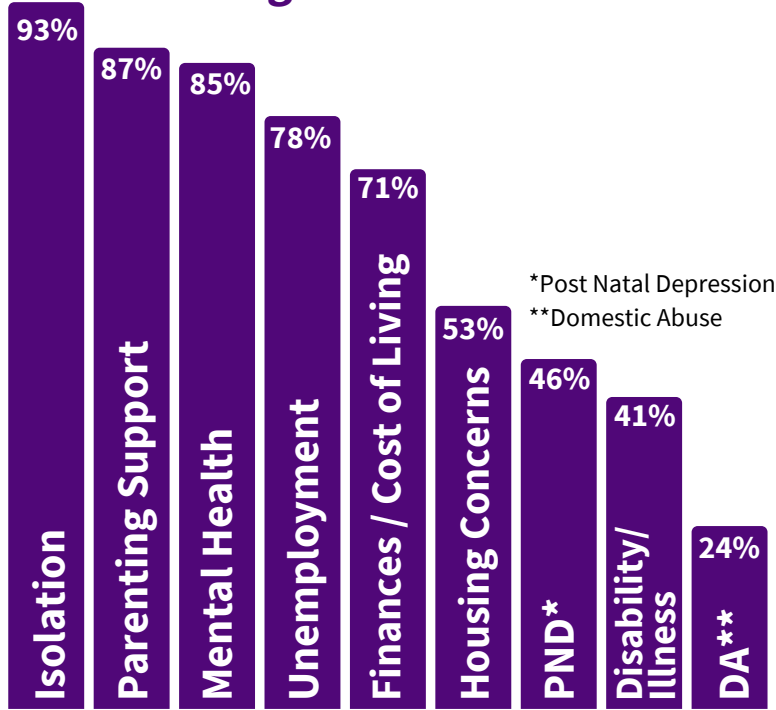
...including **29**
newly trained
volunteers.

**Some families accessed more than one service*

Home-Start Westminster, Kensington & Chelsea and Hammersmith & Fulham, founded 23 years ago, supports families with at least one child under 5 through difficult times. Our team of trained volunteer befrienders and therapists offer practical and emotional support to families living across the three boroughs, helping them grow in confidence and strengthen relationships to give children the best possible start in a happy, healthy home environment.

Our Impact:

Issues Facing Families:



Families facing a multitude of challenges saw improvements in many areas of life in which they had identified a need, including...

88%

reported feeling less isolated

85%

reported improvements in their use of services

80%

of parents reported improvements in their mental health

81%

of parents felt more able to cope with their children's behaviour



78%

of parents felt more engaged in their children's development and learning

78%

reported increased self esteem

74%

reported better management of their finances

70%

reported being more able to cope with family stress and conflict

Sara's* Story



"You are like a guardian; you connect me to so many sources"

Sara* was referred to Home-Start when she was expecting her first baby, she had recently separated from her partner and lost her job. Sara was extremely anxious about the birth and how she was going to cope; she had no family in the UK, few friends, and no birth partner. Initially Sara's Home-Start coordinator referred her to Little Village, a baby bank who provided essentials for Sara and her baby, and to Neighbourhood Doulas to ensure she had emotional support around her birth.

As Sara approached her due date, she was matched with her volunteer befriender, Anna*, for weekly zoom calls. They quickly developed an excellent relationship, with Anna providing friendship, reassurance and advice in response to Sara's questions and concerns. Sara reflected on how much she enjoyed her conversations with Anna and the ability to speak freely with someone who had experienced motherhood:

"[she] is amazing, such a blessing... probably the best thing that's happened to me on this journey... I don't feel embarrassed, we really get along... I feel much more reassured and confident now"

Sara welcomed her baby boy 3 months later and as Covid restrictions eased Anna began visiting Sara at home, helping her to leave her flat for the first time with her son. They met regularly for walks and to visit local services including Family Hubs and baby drop-ins, and Anna continued to be a vital source of emotional support for Sara, providing a listening ear whenever Sara had concerns or worries about the various challenges she was facing. Sara also attended some of our summer trips with her baby boy, meeting other mothers and children. Sara continues to meet with Anna weekly and, since her support began, Sara has reported feeling less isolated, more confident in herself and her decisions and instinct as a parent, and feeling calmer and more able to handle the challenges of being a parent.

** Not her real name*

"Home-Start has definitely bring a change to my life and where I am today I will not be without you... giving me one-to-one support that has helped me in my hard and sadness days... I feel so much better and confident."

Mum supported by Home-Start 2021/22

A Message From Our Manager

In 2021-22 we were looking towards 'recovering' from the extensive changes put upon our lives during the pandemic. Everyone's road to recovery was very personal. Each family we met, we saw what they had to do to cope with financial concerns, trauma, bereavement, domestic abuse, and mental health, and the strength of will to surpass these difficulties was unwavering.

The support from our volunteers was clearly valued, as illustrated in our Self-Evaluation where one parent stated **"It helped me so much. Without it I would have lost my sanity. They were like true friends"**. I know no other volunteers more exceptional than those supporting our families and our wonderful trustees. As the challenges in our world increase, so too does the challenge to find more precious volunteers to befriend families in our communities when they most need it.

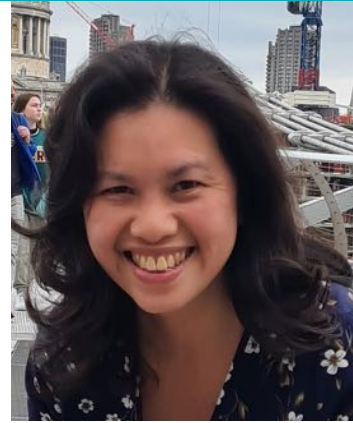
I am extremely proud and grateful to the fabulous staff team who endured their own personal challenges in the pandemic, yet remained dedicated to supporting as many

children, families and volunteers as possible.

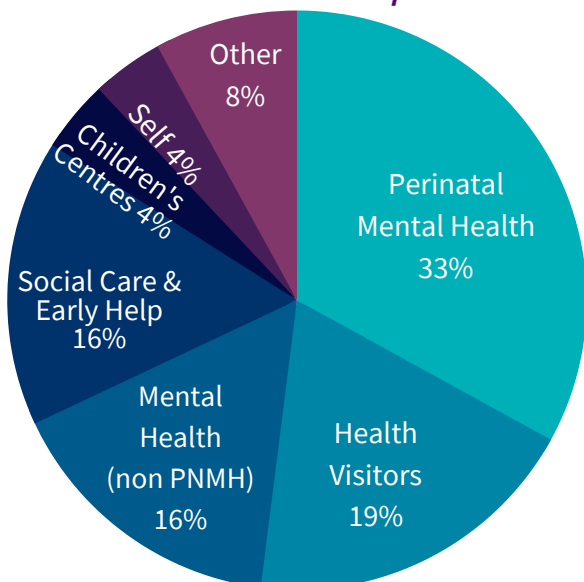
Our joint research with the Cardinal Hume Centre, **'The experiences of families living in temporary accommodation'**, evidences how living in such a diverse area with a huge wealth divide has an enormous impact on the lives of families and their opportunities when living in limbo is prolonged. This report is to be launched in the 2022 Autumn/Winter, and makes for hard, but very inspiring reading; seeing the overriding love that families have, prioritising their children's needs when under overwhelming hardship.

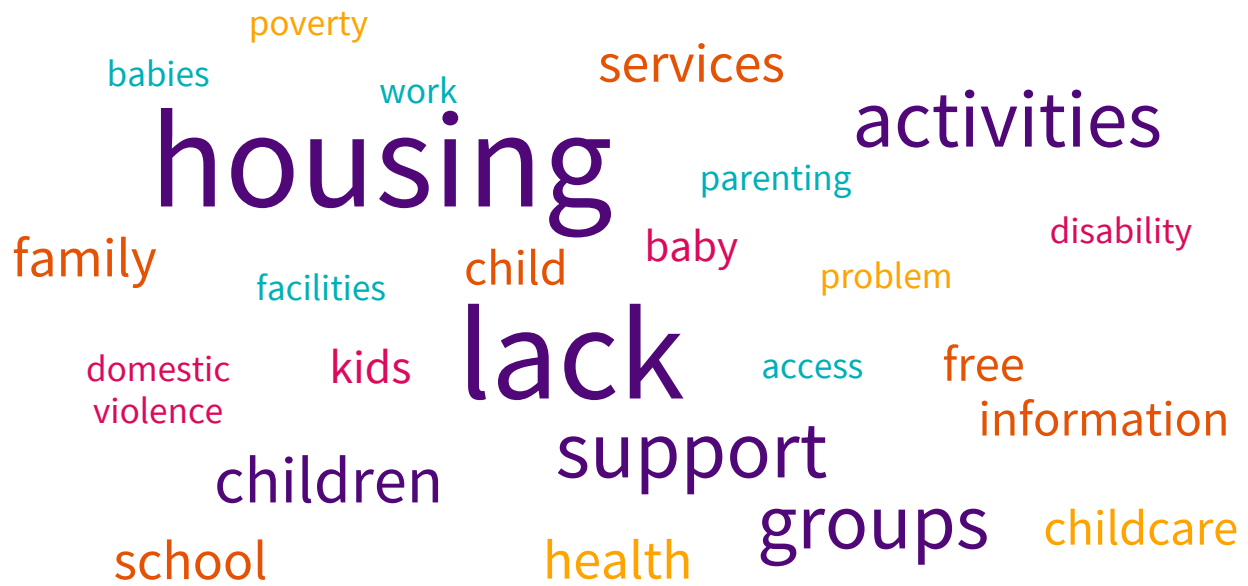
I always remain hopeful and take heart from all those whom support us in our vision of ensuring children can still dream, and reach their potential without limit, no matter what their circumstance.

Thienhuong Nguyen, Scheme Manager



Family Referrals from Partners 2021/22





*"What problems, situations and barriers do families in this area face?"
HSWKCHF Family and Community Consultation, September 2021*

We have listened to families needs and have continued to adapt our services in the wake of the pandemic. We have...

<p>Provided 40 'Mamas, Papas & Minis' group sessions for 10 families</p>	<p>Provided over 300 spaces on 6 local supported family outings</p>	<p>Held a 12-week local walking group for 18 Afghan refugee families</p>
<p>Conducted a joint research project into the lived experience of families in Temporary Housing in Westminster</p>	<p>Delivered presents, vouchers and hampers to 172 children in 96 families at Christmas</p>	<p>Piloted a Well-Start Project, focused on goal setting, community integration, and parental wellbeing</p>



Accessed essential items for families, including **over 80 foodbank, baby bank and household essentials referrals**



Our Volunteers

We have been lucky to work with **122 volunteers** - trustees, befrienders, students and therapists - who have all continued to be a source of inspiration and support for us and families; thank you for your time, effort and hard work.

This year has seen some return to normality post-pandemic; we have **trained 29 new volunteers** on **3 preparation courses** which were a combination of face-to-face and remotely. Our October volunteer preparation course at The Masbro Centre in Hammersmith and Fulham was **our first face-to-face training** after a 19-month stretch of remote training. Due to ever-changing Covid recommendations, and to keep our trainings as accessible as possible for volunteers, we explored a hybrid model of delivery, with some courses running on-line. Additional trainings throughout the year included **Bump-Start Training** on supporting families through the perinatal period, **Well-Start training** on supporting families to identify and work towards goals, and **Make Every Conversation Count** training in partnership with OneYou on having meaningful conversations with families around health and wellbeing.

Volunteer recruitment has been a challenge; we have utilised partnerships with organisations such as One Westminster to support with this, and have **developed new partnerships**, including with Latymer Upper School where we provided a placement for 2 students. We also **diversified our volunteer roles**, providing new opportunities including Summer Trips volunteering, Driving Support, Office Administration and Christmas Gift volunteering. These have been well received by volunteers, enabling them to continue to support us when they might not be able to commit to visiting a family weekly.

Toni McSherry, Volunteer Development Officer

Volunteering with Home-Start WKCHF has...

Helped me to meet new people

79%

Increased my skills

74%

Helped me to be work ready

80%

Volunteer Survey, March 2022

"[I'm] grateful for how much support there is and the many training opportunities available. It feels like each volunteer can carve their own role and do as much or as little as they want"

Volunteer Feedback, March 2022

Ada's* Volunteering Story

Ada began her Home-Start volunteer training in October 2021...

I heard about Home-Start through The London Evening Standard. I'd volunteered with several charities before and was looking for a new volunteer role. I waited a long time to be a befriender. I had my initial interview just before Covid lockdowns and was unable to attend any online training during that time. But I waited, kept in contact with Home-Start, and eventually **a year and a half later, I did my training face to face. I'm glad that I persevered.**

The recruitment process was really good for me. I'm usually not very good in interviews but this one was fine. **The person who interviewed me really put me at ease and we ended up chatting like old friends.** The training with Home-Start is excellent and it gave the guidelines under which to support your family. It was really useful in that the trainers let us know that we could always speak to the 'coordinator' if we needed any kind of help or advice; **you know that you are not on your own when you're supporting your family.**

I have been supporting my family for about 10 months. Being with Home-Start has helped me learn a lot about young babies (the family I support had just had a baby). Whilst I knew that babies take a lot of care and attention, I hadn't realized just how much. **Seeing the baby growing and developing is also really special.** My favourite part of volunteering is when the volunteers and families meet for days out. It's great to meet the other volunteers. Getting my certificate at the Volunteer Party was nice and a real surprise!

It is my belief that if you have had to go through challenging life experiences, it gives you some of the tools to understand others that are going through tough times. **Befriending has taught me that there is always someone out there who could do with a little support.** Myself included. I am enjoying the Home-Start experience, **it feels good to be supporting someone else and maybe making a difference.** I hope to support more than one family further along my volunteer journey.

Ada*, Home-Start WKCHF Volunteer

**not her real name*

"Befriending has taught me that there is always someone out there who could do with a little support... it feels good to be supporting someone else and maybe making a difference."



We would like to express our heartfelt thanks to all who have enabled us to support 198 families in 2021-22:



John Armitage Charitable Trust - London Community Response Fund The Mitchell Charitable Trust

For their support in cash or kind:

Amazon Smile * Aspect Capital * Baker Street Quarter * Briony Hallam * British Telecom * British Land * Brown Forman * Campden Charities * Caroline Banks * Charles Russell Speechlys * Chelsea Physic Garden * Easy Fundraising * Greenhouse Sports * Home-Start UK * The Howard de Walden Estate * HSWKCHF Board of Trustees * J.L Simpson Trust * John Lewis Partnership * John Lewis Oxford Street * Latymer Upper School * Dr Maddalena Miele * Matthew Beale * The National Gallery * Paddington Central * Portman Square * Russell & Bromley * Tadpoles Nursery * Trend Micro * Waitrose Community Matters * William Arthur Rudd Memorial Trust * Young England Kindergarten * and all our regular donors and those who have donated to and supported our work.

To our partners for their support and work providing services to families:

3-borough Maternity Champions Partnership * Advance * BBC Children in Need Emergency Essentials Family Fund * Campden Charities * Cardinal Hume Centre * Family Lives * Hestia * Home-Start London * Hyde Park Place Estate Charity * Kensington and Chelsea Children's Centres * Little Village * London South Bank University * Masbro Children's Centre * Middlesex University * Neighbourhood Doulas * North Paddington Foodbank * North West London Perinatal Mental Health Network * One Westminster * Rainbows Family Centre * Rugby Portobello Trust * Shelter * St Vincent's Family Project * Time and Talents * Time to Spare * Volunteer Centre Kensington & Chelsea * Westminster Almshouses Foundation * Westminster Befriend a Family * Westminster Children's Centres * and all Westminster, Kensington and Chelsea and Hammersmith and Fulham Early Help, Children's Services, Health Visiting, Midwife, and Perinatal Mental Health Teams.

To our Patron, Baroness Floella Benjamin, for her continued support.

Home-Start Westminster, Kensington & Chelsea and Hammersmith & Fulham

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