

# PROGRAMME IMPACT REPORT

## Play, stay laugh and learn: Tots & Parents Hub

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This programme successfully demonstrates our Test - Learn - Scale methodology. It is based on learning from similar programmes we deliver in Bolton, Salford and Oldham



All of our EYFS practitioners are qualified and bi-lingual





**Report Type:** Evaluation of an ongoing programme

**Investment Body:** Flowhession self generated income stream (SGIS)  
More recently, Best start for life

**Town/City:** Ashton Under Lyne

**Programme Duration:** February 2024 - Ongoing

## Why was the Investment needed?

The investment in this programme was necessary due to the significant barriers faced by South Asian women in accessing mainstream health services. A mapping exercise, involving a survey and focus group consultation with 20 women from the Ashton-Under-Lyne North Family Hub area, revealed key challenges these women faced when seeking support. Among those with toddlers or who were pregnant, 70% identified issues with language, transport, and timing, which made it difficult for them to access quality perinatal and maternity support. Additionally, 65% of this group struggled with IT literacy, preventing them from registering for and asking relevant questions to attend mainstream toddler groups.

Further findings highlighted the cultural and language barriers preventing these women from fully benefiting from available services. A significant 85% expressed a desire for bilingual and culturally appropriate sessions that would help them engage with the services for their children. Additionally, 70% of participants reported experiencing stress and anxiety due to the ongoing cost-of-living crisis, and 60% mentioned the difficulty of understanding literature provided by mainstream services, which they found overly complicated. These barriers underscored the urgent need for tailored services that could effectively address their specific needs and circumstances.

Finally, mental health challenges were a major concern for the group, with 60% requesting counselling services, yet many had to endure long waiting times, over 8-9 weeks on average. Unfortunately, many dropped out of counselling after a few sessions due to the lack of bilingual proficiency among counsellors and difficulty articulating their issues in a culturally relevant context. This feedback highlighted a gap in service delivery that needed to be addressed. As a result, the investment led to the development of a holistic programme focused on child development, parenting skills, and mental health and wellbeing for parents, designed to meet the unique needs of this community.

## Expected Outcomes

- Early communication and language development for toddlers aged 0-2
- Emotional wellbeing, attachment for toddlers aged 0-2
- Physical development
- Parent confidence in peri-natal knowledge
- Parent confidence in parenting skills
- Parent mental health and wellbeing

## Output - Data Dashboard

tots sessions delivered  
**50**

perinatal advice sessions delivered  
**44**

parents engaged  
**136**

counselling referrals  
**18**

tots engaged  
**42**

% engaging in such activities for first time  
**80%**

mind, body Soul sessions delivered  
**36**

% CERi backgrounds  
**100%**



## Impact

The investment has significantly improved the health and wellbeing of beneficiaries, effectively addressing child development and health inequalities. Mind, body, soul sessions empowered participants to adopt culturally relevant strategies for managing mental health, while bilingual EYFS staff worked closely with mothers and babies to foster strong relationships and track toddler progress according to the EYFS framework. Parents gained valuable insights into their child's cognitive and holistic development, strengthening family dynamics. Additionally, perinatal sessions equipped parents with essential skills in child development, focusing on containment, reciprocity, and behavior management. Bilingual staff provided bi-lingual flashcards that were embraced by parents as practical tools for reinforcing key learning at home. The counseling service offered crucial support to non-English-speaking beneficiaries facing challenges in motherhood, ensuring accessibility to vital emotional assistance. This comprehensive approach has positively impacted both the mental and developmental well-being of families.

## Outcomes



**71%**  
implemented at least 5  
strategies with their toddler that  
they had learnt in sessions



**78%**  
better understood the importance  
of their child's development within  
the first 1,000 days



**85%**  
reported better mental health and  
coping strategies after attending  
mind, body, soul sessions



**65%**  
of toddlers had made  
significant progress against the  
EYFS framework standards

## How has the investment positively impacted community cohesion

At Flowhession, we encourage community cohesion. The investment has fostered a sense of belonging and support, with 80% of beneficiaries experiencing our activities for the first time. Participants have been introduced to new ways of improving their health in a safe space, where they felt comfortable expressing their concerns. This initiative has led to the development of strong friendships across diverse ethnic backgrounds, helping individuals build confidence in communication and form lasting connections during regular group meet-ups.

### What worked well?

Regular reflection sessions with parents to optimise delivery.

Simple bi-lingual language used by facilitators allowed complex child development terminology to be understood.

Venues had baby changing, pram storage facilities and were child-friendly.

Training a maintenance champion team.

### What we learnt?

Venue in walking distance keeps consistent attendance.

Different cultures have different ideas around what constitutes a child's development.

Having a loan library for toys, books for parents to access was important.

## Legacy

The service continues to be operational.

## Case Study

Rabia attended the hub with her daughter Hina who was 14 months. Over the course of the year, Hina has made steady progress in her personal, social, emotional, communication, language, and expressive arts development. Initially, she required support during transitions between her parent and the key worker, but she has since become more comfortable engaging with other toddlers, often using gestures, gaze, and simple words to interact. Her ability to develop friendships and establish her sense of self has been fostered through these interactions. In communication and language, she has learnt to recognise and remain calm to a familiar voice and respond to simple instructions, while also identifying basic objects. She also actively participates in group activities, expressing a variety of positive emotions, including laughing, giggling, and speaking simple words demonstrating her enjoyment and engagement in the sessions.

***'I enjoy the warm, friendly environment, the staff are great and very helpful.'***

Rabiya, 38, Play, Stay, Laugh and Learn: Tots & Parents Hub Beneficiary