

Family Hub User Research

Ealing Council

Created by: Invuse

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Family Hub User Research

This document has been prepared with the purpose of summarising the Family Hub User Research for Ealing Council.

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Project aim

To explore the needs and challenges of parents across Ealing and understand the current services families engage with, and identify the future potential, direction and vision for the Family Hub model within Ealing.

To ensure the information gathered is a true reflection of the needs of parents and carers in the many communities across Ealing.

Research approach

A variety of research sessions were arranged, including online interviews and in-person events. These activities resulted in engagement with a total **44** parents to explore their opinions, preferences and family needs.

Additionally, an online survey was also created and shared via:

- handouts at the in-person events
- email to a variety of Ealing Council's existing mailing lists and partner organisations

The survey was completed by a total of **63** participants and the findings are detailed in a separate report.

These activities resulted in engagement with a total **107** parents.

Date	Research session	Attendees
28 Mar to 4 Apr	Online interviews [arranged by GOSAD]	5
17 April	Ealing central library	2
17 April	Hanwell Community Centre - Oral Health	4
24 April	Limetrees Children's Centre	2
24 April	Viking Community Centre - Oral Health	5
25 April	GOSAD workshop - hosted by Sharmarke	14
2 May	Acton Gardens Community Centre [arranged by GOSAD]	12
	Total	44

Some parents shared details about the number of children they had and their ages.

Under 1	1 to 2 years	3 to 5 years	6 to 11 years	12 to 16 years	17+ years	Total
2	4	5	20	10	7	48

A full breakdown of the participants can be found in [Appendix L - Research participants](#)

Research summary and recommendations

Below is a summary of the key themes identified through the user research. These findings will form the basis for prioritising future engagement with end users and developing the Family Hub model for Ealing Council.

For each of the key themes, we have provided a summary of the analysis and recommendations. Details and the frequency of these themes, categorised by High, Medium and Low are included in the appendices.

Benefits of a Family Hub ‘one stop shop’

Parents were enthusiastic about the idea of a ‘one stop shop’ Family Hub website, and would welcome this resource to support parents and families living in Ealing. All parents we engaged with had access to the internet enabling this new resource to have maximum impact.

Parents envisaged the following benefits:

- awareness of children’s centres and community hubs
- access to local services and activities
- support parents and help lots of families

A full breakdown of these themes, and their frequency can be found in [Appendix A - Benefits of a Family Hub ‘one stop shop’](#)

Family Hub website content

The following 3 themes came up in discussion most often.

1. Access to local activities, events and groups.
2. Support for parents.
3. Health and Wellbeing.

These areas are looked at in greater detail below.

A full breakdown of these themes, and their frequency can be found in [Appendix B - Family Hub website content](#)

Access to local activities, events and groups

This was a very popular topic, with parents wanting the Family Hub to bring together all the activities and events available locally. This should include events hosted by the council and other organisations including:

- children’s centres
- parks
- libraries
- community centres
- local charities
- faith groups

Research showed that parents would like to find the events and activities that were relevant to them. This includes filtering by:

- age of child
- events for parents

- location
- type of activities
- cost/free

Parenting support and advice

Parents suggested the Family Hub should include:

- support for first time parents
- support for working parents
- support with mental health
- advice on nutrition
- advice on child development
- advice on child behaviour
- advice on teenagers
- activities to develop and improve parenting skills

Many parents asked that each family service to be detailed in an easy to understand format to include:

- criteria for each service
- step by step advice on accessing the service

Health and wellbeing support and advice

Research showed that family health advice was an important topic.

Many parents talked about the challenges they faced to get appointments with dentists and GPs for their children. Some specifically mentioned having children struggling with their mental health.

Recommendation

The areas identified as a priority for users should be mapped against the existing content on the Ealing website to identify the gaps in the existing offering. Once the gaps are identified, a comprehensive content strategy should be developed detailing:

- goals
- target audience
- content formats (for example directory entry or event listings)

Implementing a content design strategy to ensure the Family Hub content is well written and covers the topics parents are looking for, will avoid the need for additional FAQs.

Avoid duplicating content from other websites, such as the NHS or GOV.UK. Adopt a signposting strategy to provide a consistent user journey to external content.

In line with the suggested roadmap for the Family Hub website, the team should look to develop, test and iterate content alongside end users, engaging with subject matter experts to ensure the content is accurate and supports end users.

Local activities, events and groups

Many parents asked for more activities to be available in Ealing, as some were having to look outside the borough to find suitable events. However, some parents knew there were activities available but recognised that awareness by other parents is often very low.

A full breakdown of these themes, and their frequency can be found in [Appendix C - Local activities, events and groups](#)

How users find out about activities

Research showed that parents find out about local events and activities in a variety of ways, with none of them using the Ealing Council website.

Parents stated that they found out about activities via:

- school newsletter and emails
- word of mouth
- children's centre notice board and leaflets
- libraries
- Ealing Bulletin newsletter

However, there was an equal number of parents that felt there was a lack of activities or had limited awareness of the activities available within the borough.

Activity Wishlist

Parents highlighted the following wishlist activities:

- low cost activities
- free events
- community gardens
- growing fruit and veg
- music lessons
- book clubs
- activities for older kids
- boxing, gym and football
- parent activities

Recommendation

The activities wishlist should be reviewed against the existing activities and events to identify the gaps in the existing offering. Once the gaps are identified, and prioritised a feasibility study could be used to identify where new event opportunities can be developed.

Where users go for information

The following 4 sources of information came up in discussion most often.

1. Schools and Nursery.
2. Google and the internet.
3. Social Media.
4. Friends and other parents.

A full breakdown of these themes, and their frequency can be found in [Appendix D - Where users go for information](#)

Schools and Nursery

School and Nursery was the most popular place for parents to get information. With the the research highlighting the following approach:

- school emails

- speak to the school
- school app
- school hosted support workshops

Google and the internet

Parents often just use Google to access information on the internet.

Social Media

Research showed that although some parents use Facebook groups or WhatsApp to find information, many parents indicated they do not use any social media at all.

Friends and other parents

Equally important to parents are their friends and other parents. They speak with these people regularly, they share information they find with each other.

Recommendation

The development of a strong marketing and communications plan will be key to the success of the Family Hub model with the Ealing parents and community.

An initial communications and marketing plan for the Family Hub should focus on clearly communicating the services and benefits to the Ealing Council staff, before targeting parents and carers.

The campaign should aim to raise awareness of the new Family Hub service and its benefits for the local community. During the research, there was quite a lot of negativity about the perceived lack of services the council provides. Building trust and understanding of the service will help to boost engagement with the Family Hub.

As the Family Hub service develops, it is worth considering a wider campaign perhaps engaging with professionals in social care and education.

A multi channel approach is recommended to maximise reach.

Other research themes

The other themes highlighted by parents during the research have been detailed and can be found in the following:

- [Appendix E - Family Services](#)
- [Appendix F - Parent concerns and challenges](#)
- [Appendix G - Ealing BC website](#)
- [Appendix H - Contacting the council](#)
- [Appendix J - Digital exclusion](#)
- [Appendix K - Services provided by other councils](#)

◆ Parent Quotes

A number of narratives surfaced during the research and these quotes are included to give you a flavour.

“Would be a fantastic idea with things like healthcare, education, children's services, SEND support”

“Family Hub would just bring together people within the borough, keep the money in the borough and help increase business for these services”

“Affordable activities in the local area, it could be as small as arts and crafts”

“There is a lack of awareness of the activities and it's difficult to find them”

◆ User Stories

Some of the narratives identified during the research have been detailed as User Stories that can be referenced as the Family Hub develops.

- “As a parent of children of different ages, I want to easily access details about the range of activities that are available, so that I am aware of the opportunities for my children to take part in activities that are suitable for their age and interests”
- “As a parent who has English as a second language, I want to find information and support that is easy to understand, so that I can be better informed to support my children and wider family”
- “As a parent working full-time, I want to find low cost school holiday activities for my children, so that my children can attend activities I can afford while I continue to work”

◆ Appendix A - Benefits of a Family Hub ‘one stop shop’

Benefits of a Family Hub ‘one stop shop’

- It would just bring together people within the borough, keep the money in the borough and help increase business for these services
- Find other mothers to meet and have a coffee
- Recommend activities for children to do
- Awareness of children’s centres - lots of parents don’t know about them
- More awareness of the community hubs
- Be good for community hubs
- An area for all parents to access information and services, so everyone can access it and would help lots of families
- Would be a fantastic idea with things like healthcare, education, children’s services, SEND support
- Signposting to Facebook, leaflets and access to resources
- Perhaps parent blogs could be helpful

GOSAD event:

- Including family services information on a ‘one stop shop’ website will ensure families have easy access to the resources and support they need
- Quick Links: Direct access to popular services and urgent resources
- Announcements: Latest news, updates, and important notices for families

Appendix B - Family Hub website content

Themes and the frequency users shared thoughts on the theme.

- H = **High** (the majority of parents and carers mentioned this or it formed a substantial part of the discussion in at least one session)
- M = **Medium** (some of the parents and carers mentioned this and was explored as part of the session)
- L = **Low** (one parent or carer mentioned this, or it formed a small part of the conversation)

Please note a high frequency does not necessarily equate to a high priority, it is more of an indicator of the level of challenge and need shared by the parents and carers.

What users want on the new Family Hub website	Frequency
<p>Access to local activities, events and groups</p> <ul style="list-style-type: none"> • I only want to see the activities! • Just any kind of child activity providers, so parents can see all of them paid or not, and it just saves us time rather than having to drive outside the borough • We can find things on Facebook, but as a busy mother it is more convenient, as I won't usually use Facebook • Filter activities by Age, Type and Location • Events happening in the local area • Activities for older kids • Free activities, that kids are actually interested in • Social events • All the different childrens activities that are on offer • Activities, learning tools and advice • Activities to keep children busy during the holidays and after school • Library book clubs • Community centre activities for kids • Affordable activities in the local area, it could be as small as arts and crafts • What events are coming up 	H
<p>Parenting support and advice</p> <ul style="list-style-type: none"> • Advice for first time mothers 	H

What users want on the new Family Hub website	Frequency
<ul style="list-style-type: none"> • Advice on baby feeding and first aid • Help for new mothers and new fathers • Children's services where mothers and babies can get help • Bringing parents together, with a place for kids to have fun and meet others • Specific activities for mothers - activities aimed towards mother • Pregnancy <ul style="list-style-type: none"> ◦ Emotional support during pregnancy ◦ Explain labour process - full explanation of all the steps • Baby <ul style="list-style-type: none"> ◦ Support feeding and helping with children ◦ Baby expression machine - explanation how to use ◦ Postnatal depression - culturally appropriate support • More help and support on how a child should grow up • Mental health support for parents <p>GOSAD event:</p> <ul style="list-style-type: none"> • Workshops and Courses - Parenting classes, workshops, and webinars • Support Groups - Information on local parenting support groups and forums 	
<p>Health and wellbeing support and advice</p> <ul style="list-style-type: none"> • Parental information and guidance like Oral Health • How to access all necessities e.g. dentist and GP • Health as it is difficult to get appointments • Counselling services made available especially bereavement services • Healthy food awareness what to feed the child and how to look after yourself during postpartum • Mental health of parents • Access at school for children's mental health • Lack of information around support - there should be more <p>GOSAD event:</p>	H

What users want on the new Family Hub website	Frequency
<ul style="list-style-type: none"> • Maternal and Child Health - Information on prenatal care, postnatal care, paediatric services, immunizations, and health check-ups • Mental Health Services - Resources for mental health support, counselling services, and crisis intervention • Nutrition and Fitness - Guidelines for healthy eating, local fitness programs, and nutritional advice 	
<p>Awareness of other services</p> <ul style="list-style-type: none"> • Financial support and more about council tax support • Information on the Children’s centres and what they provide • Information needs to be clear about where to go - NHS and school • Information on Housing as that is what is affecting the children the most • I have issues with getting my daughter to write and I need somewhere for support like a class or group or even paid service and I only found one in Ealing. I ended up paying for a fantastic small service but it was poorly advertised and was very hidden and needs to have more awareness for it. 	M
<p>Education and Childcare</p> <ul style="list-style-type: none"> • Information about schools especially as the 10+ year old kids are getting less news from schools • Information about further education such as college and university • Child stages of development <p>GOSAD event:</p> <ul style="list-style-type: none"> • Schools and Nurseries - Directory of local schools, nurseries, and after-school programs, including application processes and enrollment information • Educational Resources - Online learning tools, tutoring services, and special education support • Childcare Services - Information on childcare options, subsidies, and how to find a suitable childcare provider 	L
<p>Feedback and suggestions</p> <ul style="list-style-type: none"> • Access to surveys to give feedback on Ealing to help improve the place <p>GOSAD event:</p> <ul style="list-style-type: none"> • Feedback Forms: Forms for families to provide feedback on services and suggest improvements • Testimonials: Stories and testimonials from families who have benefited from the services 	L

What users want on the new Family Hub website	Frequency
<p>Financial Support and Benefits GOSAD event:</p> <ul style="list-style-type: none"> • Benefits and Grants - Information on available benefits, grants, and financial assistance programs, including eligibility and application processes • Budgeting and Financial Planning - Resources for managing family finances, debt advice, and financial planning tools 	L
<p>Legal and Housing Support GOSAD event:</p> <ul style="list-style-type: none"> • Family Law Advice - Guidance on family law issues such as custody, divorce, and domestic violence • Housing Support - Information on housing options, tenancy rights, and how to apply for housing assistance 	L
<p>Employment and Training GOSAD event:</p> <ul style="list-style-type: none"> • Job Search Assistance - Job listings, employment agencies, and job application advice • Skills Training - Information on local training programs, apprenticeships, and career counselling 	L
<p>Community and Social Services GOSAD event:</p> <ul style="list-style-type: none"> • Local Services Directory - Comprehensive directory of local services, charities, and community organisations • Events Calendar - Calendar of community events, workshops, and family-friendly activities 	L
<p>Accessibility and Inclusivity GOSAD event:</p> <ul style="list-style-type: none"> • Language Support - Information on translation and interpretation services • Disability Services - Resources for families with disabilities, including accessible facilities and adaptive programs 	L
<p>Contact and Help GOSAD event:</p> <ul style="list-style-type: none"> • Contact Information - Phone numbers, email addresses, and contact forms for various services • FAQs - Frequently asked questions and answers • Live Chat - Option for live chat support with a representative for immediate assistance 	L
<p>Secure Login Area</p>	L

What users want on the new Family Hub website	Frequency
GOSAD event: <ul style="list-style-type: none">• Personal Accounts - Secure login area for families to manage appointments, track applications, and access personalised resources• Case Management - Access to personalised support plans and communication with assigned case managers	

Appendix C - Local activities, events and groups

Themes and the frequency users shared thoughts on the theme.

- H = **High** (the majority of parents and carers mentioned this or it formed a substantial part of the discussion in at least one session)
- M = **Medium** (some of the parents and carers mentioned this and was explored as part of the session)
- L = **Low** (one parent or carer mentioned this, or it formed a small part of the conversation)

Please note a high frequency does not necessarily equate to a high priority, it is more of an indicator of the level of challenge and need shared by the parents and carers.

Local activities, events and groups	Frequency
<p>How users find out about activities</p> <ul style="list-style-type: none"> • There is a lack of awareness of the activities and it's difficult to find them • There is a whole variety of activities and it is not fair that people don't know, and it is usually the same people • There is plenty of activities but people just don't know • Aside from School emails and reminders they do not find out about events very easily • Through schools - Specifically newsletters • School newsletters • School • Very clueless about events happening • Word of mouth followed by google search is how she finds activities for her children • Limetree children's centre on the chalkboard and leaflets (events and activities) • I wouldn't find out about events if I didn't come to the children's centre regularly and see things on the board. I didn't know about the Oral Health Bus event. • Goes to the library once a week to get info • Ealing libraries would be the place to look • I look at the Ealing bulletin (newsletter posted to house) and the website the most, but that's not the most useful • I just come to this children's centre, and unsure of anything else in the community <p>GOSAD event:</p> <ul style="list-style-type: none"> • Civil society organisations 	<p>H</p>

Local activities, events and groups	Frequency
<ul style="list-style-type: none"> • Other parents, friends and family • GP practice • Children social services 	
<p>Activity Wishlist</p> <ul style="list-style-type: none"> • More low income activities • Affordable activities in the local area, it could be as small as arts and crafts • More community gardens and education on growing fruit and veg • Music lessons with a variety of instruments • Book clubs • Community centre activities for kids • Activities for older kids • Boxing, gym and football • My youngest is desperate for football • Cinema and trampoline park are my child's chosen activities • Trips to the seaside - Advice • More support for holiday trips • Playgroups for younger children • We need transport to get to the events 	M
<p>Activities for Parents</p> <ul style="list-style-type: none"> • Not enough places for parents to learn for example IT • Activities for parents to help develop children • Activities for children and their parents • Families living in one room and don't have the ability to do activities like - cooking, baking, gardening and music • I have lots of experience of parents with SEND, which is a large issue in Ealing, and would be great for them to have support groups run by Ealing and also Holiday programs 	M
<p>Make activities SEND friendly</p> <ul style="list-style-type: none"> • Trained staff should be everywhere, school, activities, holiday camps 	M

Local activities, events and groups	Frequency
<ul style="list-style-type: none"> ● Help with special needs children, staff need more training and understanding, so the children don't feel left alone or excluded ● There should be more activities for the SEND children <ul style="list-style-type: none"> ○ My child gets kicked out of the activities cause he is loud ○ He needs special 121 services but they are too expensive ● There needs to be something that's accessible as he cannot walk properly 	
<p>Booking activities</p> <ul style="list-style-type: none"> ● Once you find an event it's easy to book, but if you don't speak english it can be very difficult 	L
<p>Positive feedback</p> <ul style="list-style-type: none"> ● EASE covers a broad range of activities for all age groups and helps her with all her needs, like parents class or play for her son ● Holiday camps are expensive and they are not entitled to free ones as they are just above the threshold 	L
<p>Negative feedback</p> <ul style="list-style-type: none"> ● Lack of activities ● Activities for children are not frequent or private and expensive and require lots of research to find ● I'm travelling out of the borough to find things to do ● Children's facilities are the most important and especially following Covid - where there is some they are overcrowded and unable to support ● There are less and less activities for the children whilst they are growing up ● When they were younger my children always went to activities during the holidays. Now my children are older, they just want to hang out with their friends but they'd be interested in activities like boxing, gym and football. ● Nearby park is only for children under 10 and makes it difficult for the whole family to go to the park ● Children don't enjoy spending time outdoors in Ealing, the parks aren't safe for children and make them feel uncomfortable ● Aside from parks there is nothing we can do ● The only place there was things for kids to do is now closed or outside of Ealing ● I'm only aware of the nursery three days a week 	H

Appendix D - Where users go for information

Themes and the frequency users shared thoughts on the theme.

- H = **High** (the majority of parents and carers mentioned this or it formed a substantial part of the discussion in at least one session)
- M = **Medium** (some of the parents and carers mentioned this and was explored as part of the session)
- L = **Low** (one parent or carer mentioned this, or it formed a small part of the conversation)

Please note a high frequency does not necessarily equate to a high priority, it is more of an indicator of the level of challenge and need shared by the parents and carers.

Where users go for information	Frequency
<p>Schools and Nursery</p> <ul style="list-style-type: none"> • Speaks to school to get information • It would be helpful to get information from schools • My daughter's school is very good and does great signposting, with parent support workshops and services who come in. Three Bridges Primary school comes under Ealing BC. Sometimes they even over inform and give information as much as possible. • School emails and reminders • School app holding information on events, service, absence and more • Does Ealing have an app? 	H
<p>Google and the internet</p> <ul style="list-style-type: none"> • Google and Ealing BC website • Google search, but don't particularly look for advice or support • Online through Google which gives more results • Has to use mobile data to access the internet • Has access to iphone and tablet but there is no internet and struggles to get access to online resources due to that • I don't tend to search anything for myself or my husband, mainly searching for their children 	H
<p>Social Media</p> <ul style="list-style-type: none"> • Hanwell Facebook group • I do use facebook and whatsapp but I would not really use it 	M

Where users go for information	Frequency
<ul style="list-style-type: none"> We can find things on facebook but as a busy mother it is more convenient as I won't usually use facebook I do not use social media to find anything and don't really use facebook. I only use government websites and Ealing websites We can find things on Facebook but as a busy mother, it needs to be more convenient, as I don't usually use Facebook 	
<p>Friends and other parents</p> <ul style="list-style-type: none"> Speak to friends who may have information Ringing a friend who is another mum with children and they would likely have the information Use social media with friends who find things and share them, but I do not rely on the council at all to let me know things Getting most help from friends and families on basics like with kids Family for non-health advice <p>GOSAD event:</p> <ul style="list-style-type: none"> Other parents, friends and family 	M
<p>Others</p> <ul style="list-style-type: none"> GP and my wife Call Health services and GP Citizens advice however it has been shut down Tends to visit the Lido centre to ask questions Use GOSAD lots, or friends I'm not in contact with other mothers yet, as I am quite new to the group and my son is sick right now as the house is poor. He is enjoying nursery now <p>GOSAD event:</p> <ul style="list-style-type: none"> Civil society organisations GP practice Children social services 	L

Appendix E - Family Services

Themes and the frequency users shared thoughts on the theme.

- H = **High** (the majority of parents and carers mentioned this or it formed a substantial part of the discussion in at least one session)
- M = **Medium** (some of the parents and carers mentioned this and was explored as part of the session)
- L = **Low** (one parent or carer mentioned this, or it formed a small part of the conversation)

Please note a high frequency does not necessarily equate to a high priority, it is more of an indicator of the level of challenge and need shared by the parents and carers.

Family Services	Frequency
<p>Use of Children's centre</p> <ul style="list-style-type: none"> • Used for stay and play when her son was younger • I use the Limetree children's centre, the chalkboard and leaflets have details about events and activities • I believe I used the centre in Hanwell, there's another one we used for weigh-ins and they had some very infrequent Stay and Play sessions <p>Don't use Children's centre</p> <ul style="list-style-type: none"> • Not sure how to access the childrens' centre, but if it were easy I would • I have not heard of or seen one in years but I believe there are some • There are some centres elsewhere and other health things but there are no children's centres or kids activities at all for all the 10 years I have been a parent • We don't have any in our area 	M
<p>Community Hubs</p> <ul style="list-style-type: none"> • Not aware of the community hub • One person aware • More awareness of the community hubs 	L
<p>Health services</p> <ul style="list-style-type: none"> • Health visitor was helpful • Health visitor drop in sessions 	L

Family Services	Frequency
<ul style="list-style-type: none"> We have to go to a school for health visits 	
<p>Don't know what's available</p> <ul style="list-style-type: none"> Can't find information from Ealing on services and guidance I'm new to the area so not sure what is even being offered 	L
<p>Wishlist</p> <ul style="list-style-type: none"> More free places for childcare Walking trains to school for parents with mobility issues 	L
<p>Other organisations offering services</p> <ul style="list-style-type: none"> EASE - run lots of activities that have helped There are some other organisations that can be helpful, but they have a limit which causes overcrowding and long waiting periods 	L

Appendix F - Parent concerns and challenges

Themes and the frequency users shared thoughts on the theme.

- H = **High** (the majority of parents and carers mentioned this or it formed a substantial part of the discussion in at least one session)
- M = **Medium** (some of the parents and carers mentioned this and was explored as part of the session)
- L = **Low** (one parent or carer mentioned this, or it formed a small part of the conversation)

Please note a high frequency does not necessarily equate to a high priority, it is more of an indicator of the level of challenge and need shared by the parents and carers.

Parent concerns and challenges	Frequency
<p>Access to services and support</p> <ul style="list-style-type: none"> • Lack of information around support, there should be more • There's young parent organisation for Ealing but there is simply not enough capacity for everyone • Parents struggle whilst they are pregnant, need more support for parents who are pregnant • Lack of awareness about what support was available <p>GOSAD event:</p> <ul style="list-style-type: none"> • Issues around the practical accessibility of services, including long waiting lists and limited-service availability • If awareness of available services was the first barrier to accessing support, parents faced a set of further barriers when trying to reach out for help • Sometimes, there was simply a lack of appropriate services available • Some parents found that there seemed to be no services that would meet their family's needs • One parent told us that "as a family, we don't fit into a group. Across the spectrum It's hard to know where to turn and what's appropriate for us." • One parent highlighted the challenge of understanding what services were accessible as an immigrant without recourse to public funds • Some parents revealed experiencing difficulties in finding support: <ul style="list-style-type: none"> ○ for parents of teenagers ○ support for young children with SEND ○ support for fathers 	<p>H</p>

Parent concerns and challenges	Frequency
<ul style="list-style-type: none"> All parents reported facing challenges in accessing services One family that was offered a service experienced ongoing issues, including challenges with the suitability and effectiveness of the service, cultural sensitivity, and the relationship with the practitioner working with them 	
<p>Access to childcare</p> <ul style="list-style-type: none"> I cannot care for child over the holidays due to work Quick access to health care services - my son has been on the waiting list for so many things, eye checkup, teeth checkup, we need more access to healthcare Access at school for children's mental health Diagnosing special needs children SEND information - when you need help and your partner doesn't want to get help (cultural issue) No centres to go to for parents who have children who are ill 	M
<p>Housing</p> <ul style="list-style-type: none"> Four parents interviewed shared housing being a particular challenge for them <ul style="list-style-type: none"> Two had their family living on one room for an extended period Two had health issues due to mould throughout their home <p>GOSAD event:</p> <ul style="list-style-type: none"> Around eight parents cited housing as a major challenge All these parents were living in inadequate and substandard housing that did not meet their families' needs One parent shared that two of her toddlers had developed respiratory conditions due to the poor state of their dwelling 	M
<p>Education</p> <ul style="list-style-type: none"> Travel to school should be cheap or free LGBTQ education, difficult for some parents to accept due to culture <ul style="list-style-type: none"> Don't take into consideration culture Information is being force fed, without parents knowledge <p>GOSAD event:</p> <ul style="list-style-type: none"> Parents expressed concerns about their children's education, particularly regarding school attainment levels They shared various worries, but details were not provided 	L

Parent concerns and challenges	Frequency
<p>Racism and Discrimination</p> <p>GOSAD event:</p> <ul style="list-style-type: none"> • Four parents cited racism and discrimination as significant challenges. They provided examples of how and where they faced such issues • One parent sharing a current, ongoing case - this parent is receiving support from GOS&D to address the dilemma her family is facing • Examples of racism and discrimination shared included: <ul style="list-style-type: none"> ○ One parent was told by a white health professional to "stop breeding" (an offensive comment that was translated by an interpreter, who then raised a complaint) ○ Another parent had to change their child's school because their primary school-aged son was constantly being bullied, and the school failed to address the issue adequately ○ On two occasions, the school failed to provide an interpreter despite this demand being included in a document signed by the school and the family 	<p>L</p>

Appendix G - Ealing Council website

Ealing BC website
Positives <ul style="list-style-type: none">• The website at the moment is very good for what I need• Services available straight away on the council website
Negatives <ul style="list-style-type: none">• There is a noticeable lack of a Hub for parents to find the necessary information they need• Ealing website would not easily give you information and it is very hard to find anything you need on there• Even when you find it it is not useful• Make the council website easier to navigate, because it is horrendous not user friendly at all• It is easy to use now, but at the start I struggled and you can definitely make it easier.• Once you find it, it is easy, but if you don't speak English it can be very difficult
Ealing Directory <ul style="list-style-type: none">• I don't really use it• I don't think it's a very good website - poor layout, user friendliness and content. it's missing a lot• The only thing I use on the Children and Family directory for, is the HAF (Holiday And Food) programmes, which are for low income parents to drop kids off over half term free of charge• I think they are limiting their website into only showing things in Ealing and showing clubs in your area

Appendix H - Contacting the council

Contacting the council

Percival House closing the door

- Lots of people (from experience volunteering) including myself feel hard done by Ealing closing the door on us and pulling away from face to face contact. Feels like people are less supported and that Ealing is not people supporting well.
- Percival House had multiple areas and was busy with sections for issues and phone in sections and was great. It was good for people who are not good with technology and they were there with people to support them and now they have been closed.
- All I know is that two moved but only for housing and now it's all digital or on the phone. The closing down has limited people to Ealing My Account for signing forms and such.
- It is disappointing as I work in Brent and I am familiar with other boroughs. All the other boroughs have areas for people to visit offices. The biggest issue is the fact Ealing doesn't have open doors and have smaller hubs to help people as well as the digital platform to help everyone.
- People used to go for help but now people with language issues cannot go over to get help and they cannot do anything over the phone.

Other difficulty contacting the council

- The phone service is not good with a long wait time making people just want another. Lots of people feel Ealing is not a place to turn to and what they have is not enough
- The majority of people are complaining about the same thing and I have not met a single person from Ealing who has a positive view of the council. People don't want to be ignored online or don't actually have access online. I have tried multiple times about council tax and parking appeals, and had no responses. It would be nice to have somewhere to ask questions or talk to people or hand in documents would be good.
- Face to face service would make a big difference
- Miscommunication - difficulty contacting the council
- People complain about not having someone to see about problems
- I have not had one single day of service from Earling. They do not have a service centre and do not have many options for where to go in person for help. It was a nightmare when they closed the centre and now you have to use the phone which is bad. They have no services for their families.

◆ Appendix J - Digital exclusion

Digital exclusion

- Lots of people I support at GOSAD, are Somali speaking. I interpret and support issues with housing and council tax. Lots of the issues are caused by the language barrier with documents.
- Some people just can't speak English, and also elderly people cannot use technology. The main thing is that when the council had open doors, lots of people with some grasp of the English language needed to be face to face in order to communicate successfully. There is no way to do that online or over the phone. Ealing needs to have more face to face help opportunities.
- I know the funding is not there but there are organisations who need signposting to help people find them and to help if english is not their first language
- People used to go for help but now people with language issues cannot go over to get help and they cannot do anything over the phone
- Has access to iphone and tablet but there is no internet and struggles to get access to online resources due to that
- Documentation is never explained to them - language issue
- People put up in hotels by the council don't have access to wifi
- Too many forms - language barrier

Appendix K - Services provided by other councils

Services provided by other councils
<p>Camden</p> <ul style="list-style-type: none">• I find the contrast in services for children's activities in Camden is far better than in Ealing• British library in Camden is very good• Community Hubs have some communities set up well to support her child
<p>Croydon</p> <ul style="list-style-type: none">• Offers things that aren't currently offered by Ealing• Croydon paid for most extra curricular activities for my children in primary and high school• Children enjoyed youth activities funded by public organisations, such as the metropolitan police• Youth centres were run by Croydon local authority, and those youth centres included several excursions throughout the Easter, Summer and Half-term holidays, which my children participated in until they were 16
<p>Hammersmith and Fulham and Chiswick</p> <ul style="list-style-type: none">• It feels like storytime, singalongs and baby massage classes or something aimed at cognitive development are available in more affluent areas like
<p>Hillingdon council</p> <ul style="list-style-type: none">• Heard it's better than Ealing
<p>Manchester</p> <ul style="list-style-type: none">• They were more in touch with parents and had quicker processes

Appendix L - Research participants

Some of the research participants shared additional details about the ages of their children, which confirmed we have involved parents with children across the age ranges.

Date	Attendees	Research session	Total children	Under 1	1 to 2 years	3 to 5 years	6 to 11 years	12 to 16 years	17+ years
	5	Online interviews arranged by GOSAD	-	-	-	-	-	-	-
28 March		Single mother of 1 daughter aged 8 - Child's father lives in Camden	1	-	-	-	1	-	-
3 April		Father of 4 children, aged 9, 8, 6 and 18 months - Works as an IT and Support worker	4	-	1	-	3	-	-
3 April		Mother of 2 children, 9 and 7 years old - Works as a teacher and helper at GOSAD	2	-	-	-	2	-	-
4 April		Mother of a boy aged 2, and pregnant with a second child - Lives with her son in a shelter	2	1	1	-	-	-	-
4 April		Mother of 2 children, 2 years and 9 months - Health problems from housing	2	1	1	-	-	-	-
17 April	2	Ealing central library	-	-	-	-	-	-	-
[No. 1]		Mother of 2 older teenagers	2	-	-	-	-	-	2
[No. 2]		Mother of 2 teenage children	2	-	-	-	-	2	-

Date	Attendees	Research session	Total children	Under 1	1 to 2 years	3 to 5 years	6 to 11 years	12 to 16 years	17+ years
		- They have all been living in one room for 5 years - Children have been diagnosed with so many conditions							
17 April	4	Hanwell Community Centre - Oral Health	-	-	-	-	-	-	-
[No. 3]		Mother of a 3 year old son	1	-	-	1	-	-	-
[No. 4]		Mother of 2 daughters, aged 7 and 5	2	-	-	1	1	-	-
[No. 5]		Mother with 1 daughter, 6 years	1	-	-	-	1	-	-
[No. 6]		Mother of 2 children, boy 8 and girl 5 - New to the area	2	-	-	1	1	-	-
24 April	2	Limetrees Children's Centre	-	-	-	-	-	-	-
[No. 1]		Mother of 2 pre-school children	2	-	2	-	-	-	-
[No. 2]		Mother of 1 toddler	1	-	1	-	-	-	-
24 April	5	Viking Community Centre - Oral Health	-	-	-	-	-	-	-
[No. 3]		Mother of 2 children aged 5 and 2 - Works full-time	2	-	1	1	-	-	-
[No. 4]		Father of 3 children, aged 7, 9 and 12 - He and his wife work full-time	3	-	-	-	2	1	-
[No. 5]		Mother with 1 daughter - Moved to Ealing from Manchester	1	-	-	-	1	-	-

Date	Attendees	Research session	Total children	Under 1	1 to 2 years	3 to 5 years	6 to 11 years	12 to 16 years	17+ years
[No. 6]		Mother of 2 children - She and her husband both work full-time, however they can't afford the cost of school holiday activities they would like the children to attend	2	-	-	-	2	-	-
[No. 7]		Mother of twin daughters - this lady had very limited available to share much detail with us	2	-	-	-	-	-	2
25 April	14	GOSAD workshop - hosted by Sharmarke	-	-	-	-	-	-	-
2 May	12	Acton Gardens Community Centre		-	-	-	-	-	-
[No. 1]		Single mother with 3 children - 2 have finished university and 1 starting university - Had problems with people understanding her child's behaviour when he was younger	3	-	-	-	-	-	3
[No. 2]		Mother of 2 children, a son 11 and daughter 8 - Son at a special needs school - Daughter speaks her language very well	2	-	-	-	2	-	-
[No. 3]		Single mother with 6 children, oldest is 21 and youngest aged 10, 4 boys and 2 girls - Youngest has a disability - Living in Travelodge hotel, 1 room for the whole family	6	-	-	-	1	3	2

Date	Attendees	Research session	Total children	Under 1	1 to 2 years	3 to 5 years	6 to 11 years	12 to 16 years	17+ years
[No. 4]		No children, has a young nephew	-	-	-	-	-	-	-
[No. 5]		Mother of 2 daughters, 14 and 15	2	-	-	-	-	2	-
[No. 6]		Mother of 2 children, boy 7 and girl 6 - Likes her community	2	-	-	-	2	-	-
[No. 7]		Single mother with 2 children, boy aged 10 and girl 6	2	-	-	-	2	-	-
[No. 8]		Mother with 2 sons, aged 13 and 7 - 1 son has special needs and ADHD - Son's school runs lots of workshops for parents	2	-	-	-	1	1	-
[No. 9]		Mother of 2 children, boy 13 and girl 8 - Moved to London in June 2023, after the death of her husband - Mother also passed away recently - Daughter has really struggled with the deaths, and behavioural support is not very available	2	-	-	-	1	1	-
[No. 10]		Mother of 3 children, daughter aged 7 and 5 year old twins - Community is really good	3	-	-	2	1	-	-
[No. 11]		Mother with 4 children, aged 16, 14, 11 and 8 - Community is important	4	-	-	-	2	2	-
[No. 12]		Mother of 2 children, son 13 and	2	-	-	-	1	1	-

Date	Attendees	Research session	Total children	Under 1	1 to 2 years	3 to 5 years	6 to 11 years	12 to 16 years	17+ years
		daughter 11 - Lived in Acton for 12 years							
	44	Total	64	2	7	6	27	13	9

End of document