

Family Hub User Survey Analysis

Ealing Council

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Family Hub User Survey Analysis

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

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Project aim

To understand how parents in the local area would benefit from a Family Hub website and what they would want to see on the website.

User survey

As part of our user research we gathered feedback from users from a user survey.

The User Survey covered questions grouped into 8 sections:

1. About you - user demographics.
2. Getting family advice and support.
3. Use of the Children's centres.
4. Use of children's activities.
5. Use of Family services.
6. Use of the Ealing Council website.
7. Access to family information in the future.
8. Any other feedback.

The user survey generated a total of 63 completed responses from various users.

Where relevant findings have been analysed by the age groups children fall into, based on the data captured in the user demographics questions. This breakdown will support Ealing in understanding the different requirements for different age groups, and support future commissioning of services.

Some participants may also fit into multiple categories in relation to the ages of their children and the analysis has therefore counted these in each of the relevant age groups.

Survey findings and recommendations

Below is a summary of the key findings identified through the user survey. These survey findings provide quantitative data to support the user research engagement themes, giving strong evidence of the priority areas to focus on.

Family Hub website content

The survey data provides more detail about the content approach that users would like to see.

- Top content topics
- Access to family information in the future
- Preferred information format
- Use of Family services
- Use of Ealing Council website

These areas are looked at in greater detail below.

Top content topics

The survey shows the content parents rated most important.

1. Children's activities and events (79.4%).
2. Family and Children's services (39.7%).
3. Family health guidance (36.5%).

4. Mental health support for children (36.5%).

Please note users were able to select multiple options.

This data reflects and confirms the 3 content themes identified in the user research and provides some additional depth to these content areas.

- Access to local activities, events and groups
- Support for parents
- Health and Wellbeing

A full breakdown of the relevant survey data can be found in [Top topics that are most important for you to know about](#)

Access to family information in the future

The survey shows the following are how most parents would like access to family information.

1. Ealing Council website (63.5%).
2. Email newsletter (36.5%).
3. Ealing specific app (31.8%).

A full breakdown of the relevant survey data can be found in [Access to family information in the future](#)

Please note, users were able to select multiple options when completing the survey.

Preferred information format

Parents highlighted two clear formats of content they like.

1. Short videos (63.5%).
2. Short bits of information (61.9%).

The third option was Longer article pages that was selected by 23.8%.

Please note, users were able to select multiple options when completing the survey.

A full breakdown of the relevant survey data can be found in [Preferred information format](#)

Use of Family services

The survey highlights that the majority of parents, **44.5%, don't know what services are available.**

Those parents that did have experience of the family services, were quite evenly split when asked if the family services meet their family's needs.

- Yes (28.5%)
 - Yes, meets some of our needs (11.1%)
 - Yes, meets most of our needs (9.5%)
 - Yes, meets all of our needs (7.9%)
- No (27.0%)
 - No, meets few of our needs (17.5%)
 - No, meets none of our needs (9.5%)

The survey asked parents which family services they had used in the past 12 months with the majority, **57.1% having used none of the services.**

There were only two services that more than one parent indicated they had used:

- Free school meals (25.4%)
- Mental health support for children (14.3%)

The survey asked parents where they found details of the family services and how to access them.

1. Google (33.3%)
2. Friends (30.2%)
3. Ealing Council website (28.5%)
4. Other parents (27.0%)

A full breakdown of the relevant survey data can be found in [Use of Family services](#)

Use of the Ealing Council website

The survey shows that **70.4% of parents had visited the Ealing Council website** in the last 12 months, giving four top reasons for the visit.

1. Council Tax (52%).
2. Parking (44%).
3. Rubbish and recycling (44%).
4. Apply for a school place (28%).

Please note, that users were able to select multiple options when completing the survey.

The other reasons given that are most relevant to families, had much lower response rates.

- Benefits and financial support (12%)
- Solutions and services to help support families (10%)
- Children and Families Directory (10%)

A full breakdown of the relevant survey data can be found in [Use of the Ealing Council website](#)

Recommendation

Building on the User engagement recommendations, the survey highlights some additional areas map against the existing content.

The lack of awareness of the family services is an area that needs to be addressed. The existing content is hidden within the Children and Families directory and the mapping exercise will particularly need to look at the quality and visibility of this information.

The content design strategy should also consider the format of content, to best engage with busy parents living in Ealing. The following content formats and channels, highlighted by the survey, should be investigated and tested with users.

- Short videos
- Short bits of information
- Ealing specific app

Local activities, events and groups

The survey data provides more detail about participants' family's experiences and needs for local activities, events and groups.

- Use of the children's centres
- Use of children's activities

- Holiday Activity and Food (HAF) Programme

These areas are looked at in greater detail below.

Use of the children's centres

The survey showed that **15.9% (10)** of respondents **have used the Children's centres in the last 12 months**.

A further **33.3% indicated that their children were over the age of 5**, which is the cut off age for services the Children's centres currently offer. An additional **7.9% are not aware of any Children's centres in their local area**.

The Children's centre activities and services the **10** parents used:

- Developmental health checks (70%)
- Stay and play sessions (50%)
- Baby and child health clinics (30%)
- Early education and childcare (30%)

Please note, that users were able to select multiple options when completing the survey.

A full breakdown of the relevant survey data can be found in [Use of the Children's Centres](#)

Use of the children's activities

All 63 survey participants selected all the activities their children had attended in the past 12 months. The survey data highlights the most popular activities are:

- Sports activities (57.1%)
- After school clubs (39.7%)

The survey highlights that **19.1%** of parents **don't know about the children's activities**.

Those parents that did have awareness of the children's activities, were quite evenly split when asked if the activities meet their family's needs.

- Yes (41.1%)
 - Yes, meets some of our needs (20.6%)
 - Yes, meets most of our needs (12.6%)
 - Yes, meets all of our needs (7.9%)
- No (39.8%)
 - No, meets few of our needs (30.2%)
 - No, meets none of our needs (9.6%)

The majority of parents, **68.2%**, can find details about the children's activities.

- 47.6% have to search for them
- 12.7% can easily find the details

20.6% of parents can't find details about children's activities and 11.1% didn't know there were any children's activities.

The majority of survey participants were either not eligible, or didn't know about, the Holiday Activity and Food (HAF) Programme.

- 49.2% of participants were not eligible
- 25.4% of participants didn't know about the HAF programme

Those parents that did use the Holiday Activity and Food (HAF) Programme, were split when asked if it meets their family's needs.

- Yes (15.91%)
 - Yes, meets some of our needs (7.9%)
 - Yes, meets all of our needs (4.8%)
 - Yes, meets most of our needs (3.2%)
- No (9.6%)
 - No, meets few of our needs (4.8%)
 - No, meets none of our needs (4.8%)

A full breakdown of the relevant survey data can be found in [Use of children's activities](#)

Recommendation

Building on the User engagement recommendations, the survey data reinforces the lack of awareness of the activities, events and groups available in the local area.

The most popular activities highlighted above are all very well known options, early years children's centre events and school and sports activities. Work must be done to raise awareness of the full range of activities and events available to families, once the new event opportunities have been developed.

Where users go for information

The survey data provides more detail about where parents go for information and advice on specific topics.

- Advice about Health
- Advice about Family support
- Advice about groups and activities in the local area
- Advice about Education

These areas are looked at in greater detail below.

Advice about Health

The survey showed that parents most frequently get advice about health from:

1. GP (85.7%).
2. NHS (57.1%).
3. Google (41.3%).
4. Friends (30.2%).

Advice about Family support

The survey showed that parents most frequently get advice about family support from:

1. Other parents (38.1%).
2. Friends (36.5%).
3. Family (33.3%).
4. Google (30.2%).
5. School (30.2%).

Advice about groups and activities in the local area

The survey showed that parents most frequently get information about groups and activities from:

1. Friends (55.6%).
2. Google (49.2%).
3. Facebook (47.6%).
4. Other parents (39.7%).

Advice about Education

The survey showed that parents most frequently get information about education from:

1. School (65.1%).
2. Friends (52.4%).
3. Other parents (50.8%).
4. Google (41.3%).

Recommendation

Building on the User engagement recommendations, the survey data provides additional details of the range of channels that the communications and marketing campaign should consider how best to take advantage of.

About you - user demographics

The users were asked about their parental status, how many children they have and age ranges they fell into, and how long they have lived in the borough. Finally this section asked how they access the internet.

The data gathered from these questions help us to understand the user demographic breakdown and form the start of some target personas for the website content.

How would you describe yourself?

How would you describe yourself?	Number of users	% of users
Parent	62	98.4%
Children's Centre staff	1	1.6%

How old are your children?

Participants were able to select multiple options to take into consideration parents with children in different age groups.

The average number of children in each age range has also been included. These numbers can be compared to the ONS 2021 data for **average number of dependent children per family 1.77**.

- 44% of families have with one child
- 41% of families have two children
- 15% of families have three or more children

How old are your children?	Number of responses	Number of children
Under 1	20	38
1 to 2 years	5	6
3 to 5 years	18	20
6 to 11 years	34	45
12 to 16 years	27	36
17 years and over	15	25

How long have you lived in Ealing?

How long have you lived in Ealing?	Number of users	% of users
Over 10 years	45	71.4%

6 to 10 years	10	15.9%
3 to 5 years	5	7.9%
1 to 2 years	1	1.6%
New to the area	2	3.2%

Do you have access to the internet?

Do you have access to the internet?	Number of users	% of users
Yes I have access to the internet	63	100%
No access to the internet	0	0%

Which device do you use to access the internet?

Which device do you use to access the internet?	Number of users	% of users
Smartphone	61	96.8%
Laptop	46	73.0%
Tablet	24	38.1%
Desktop	16	25.4%
At the library	1	1.6%
At GOSAD	0	0%

Please note, that users were able to select multiple options when completing the survey.

◆ Getting family advice and support

The questions in this section aim to understand how users currently find information about health advice, family support, local groups and activities, and education.

For each of the following questions, participants were able to select multiple options.

Advice about health

There was a very even spread of results across all participants for this question. The top three most selected options were to get advice about health from:

1. GP.
2. NHS.
3. Google.

Health Advice	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
GP	16	5	16	32	21	13	85.7%
NHS	9	3	10	20	14	9	57.1%
Google	3	3	7	13	11	9	41.3%
Friends	6	3	6	11	6	3	30.2%
Family	6	3	6	11	4	2	28.6%
Other parents	4	1	3	6	6	3	20.6%
Social media	4	1	2	5	6	3	17.5%
School	3	1	2	7	2	-	14.3%
Children's Centre	3	3	1	1	1	1	7.9%
Community Groups	1	-	1	2	1	1	4.8%
Ealing Council	2	-	1	2	1	-	4.8%
Library	1	-	-	1	-	-	1.6%
Faith Organisations	-	-	-	-	-	-	-
Children's Centres	-	-	-	-	-	-	-
Other (Please specify)	-	-	-	3	6	3	11.11%

Users who responded with 'Other' mentioned:

- contact an Ealing charity
- pharmacy, social worker
- private healthcare, nutritionist, homoeopath, hijama therapist (cupping)

Advice about Family support

The majority of participants speak to friends, family or other parents for advice on family support.

It is important to note that most parents with children from age range 3 to 16 said they would go to schools for advice about family support.

Family support	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
Other parents	8	1	7	10	11	7	38.1%
Friends	8	2	10	12	8	4	36.5%
Family	7	2	8	13	7	5	33.3%
Google	5	3	7	9	8	4	30.2%
School	7	2	6	12	7	3	30.2%
Ealing Council	4	1	4	4	9	4	22.2%
Family Information Service	4	-	2	7	6	1	17.5%
NHS	4	-	3	4	4	3	15.9%
Social media	3	-	3	3	3	1	11.11%
Faith organisation	1	1	1	-	1	1	3.2%
Other (Please specify)	1	-	-	2	6	4	11.11%

Users who responded with 'Other' said:

- contact Ealing charity
- never because don't have access for Deaf parents
- I have attended parenting classes in the past
- social worker. Library and academic publications, other colleagues/friends who work in health

Advice about groups and activities in the local area

Most people who took the survey said that they would ask their friends about groups and activities in the local area.

Lots of people also said that they would go to Facebook and Google to find activities and groups.

Advice about groups and	Has children under 1	Has children aged 1 to	Has children aged 3 to	Has children aged 6	Has children aged 12	Has children aged 3	% of users

activities		2	5	to 11	to 16	to 5	
Friends	13	2	11	21	12	8	55.6%
Google	5	2	7	16	16	10	49.2%
Facebook	7	3	9	17	16	6	47.6%
Other parents	6	1	7	14	10	7	39.7%
Other social media	5	1	7	6	10	5	30.2%
School	3	-	4	15	6	5	30.2%
Family	3	1	2	9	3	3	20.6%
Children's Centre	7	4	4	5	2	2	15.9%
Ealing Council	5	1	2	5	2	2	12.7%
HAF activities	2	-	2	5	4	3	11.1%
Community Centre	2	-	2	1	1	-	3.2%
Faith organisation	1	1	1	-	1	1	3.2%
Local charities	1	1	1	-	-	-	1.6%
SEND Local Offer	-	-	-	-	-	-	-
Other (Please specify)	-	-	1	-	3	2	6.4%

Please note, that users were able to select multiple options when completing the survey.

Users who responded with 'Other' said:

- contact Ealing charity (REMARK, NDCS, Ealing135)
- Eventbrite

Advice about Education

The most selected option for this question was that parents would go to schools for advice on education, however it is important to note that friends, other parents and Google followed quite closely.

Out of the parents of children aged under 1 to 2, more parents said they would get advice about education from friends and other parents.

Advice about education	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
School	10	2	12	24	19	10	65.1%
Friends	10	3	12	16	14	7	52.4%
Other parents	11	3	11	17	13	7	50.8%
Google	5	2	6	11	14	8	41.3%
Ealing Council	7	2	6	10	4	4	30.2%
Family	6	3	5	8	4	2	25.4%
Other social media	3	1	2	4	2	1	12.7%
SEND Local Offer in Ealing	3	-	1	2	4	1	7.9%
Facebook	2	1	2	3	-	1	6.4%
Faith organisation	-	-	-	-	1	1	1.6%
Other (please specify)	1	1	-	-	2	1	4.8%

Please note, that users were able to select multiple options when completing the survey.

Users who responded with 'Other' said:

- contact Ealing charity (NDCS)
- books

Use of the Children's Centres

These questions aimed to understand how parents interact with the children's centres in Ealing and what activities, services and support they used.

Have you used a Children's Centre in the last 12 months?

Have you used a local Children's Centre in the last 12 months?	Number of users	% of users
No	27	42.9%
My children are over the age of 5	21	33.3%
Yes	10	15.9%
I'm not aware of any Children's Centres in my local area	5	7.9%

Children's Centre activities and services did you use?

The 10 users who answered the previous question with yes were then asked about the Children's Centre activities and services they used.

For this question, participants were able to select multiple options.

Children's centre activities, services used	Number of users	% of users
Developmental health checks	7	70%
Stay and play sessions	5	50%
Baby and child health clinics	3	30%
Early education and childcare	3	30%
Baby groups and infant massage	2	20%
Feeding and breastfeeding support	2	20%
Children's activities for health and wellbeing	2	20%
Children's activities for school readiness	1	10%
Parenting support and advice	1	10%
Groups for parent expecting a baby	1	10%
Antenatal and new-born baby visits	1	10%
Nutrition and healthy weight support	0	0%

Children's centre activities, services used	Number of users	% of users
Support with postnatal depression	0	0%
Child speech and language therapy	0	0%
SEND support	0	0%
Other	2	20%

Please note, that users were able to select multiple options when completing the survey.

Participants who responded with 'Other' included:

- charities
- dance classes

Use of children's activities

The purpose of these questions relating to children's activities in Ealing is to help us understand what kinds of activities parents are currently sending their children to, whether they are helpful for parents and gives us some insight into the Holiday Activity and Food (HAF) programme in Ealing.

Which activities have your children attended in the past 12 months?

Some participants may also fit into multiple categories in relation to the ages of their children and have therefore been counted for each age group.

Over half of the parents who answered the question had sent their children to a Sports Activity in the past 12 months. A significant group of participants (39.7%) had used after school clubs.

For this question, participants were able to select multiple options.

Activities attended	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
Sports activities	11	1	11	23	12	9	57.1%
After school clubs	5	1	7	20	8	5	39.7%
Holiday playschemes	1	1	2	8	1	3	14.3%
HAF activities	2	-	2	6	4	2	11.1%
Stay and play	4	2	3	3	-	2	11.1%

Activities attended	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
Youth clubs	2	-	-	4	6	3	11.1%
Other	2	-	1	-	3	3	15.9%

Do the Children's activities in your local area meet your family's needs?

Out of the 41.1% of parents who answered the question by saying that the activities in their local area meet their needs, 20.6% found that the activities only meet some of their needs.

39.8% of parents said that the childrens activities only met a few or didn't meet any of their family's needs.

Do the activities meet your family's needs?	Number of users	% of users
Yes	26	41.1%
Yes, meets some of our needs	13	20.6%
Yes, meets most of our needs	8	12.6%
Yes, meets all of our needs	5	7.9%
No	25	39.8%
No, meets few of our needs	19	30.2%
No, meets none of our needs	6	9.6%
I don't know about the Children's activities	12	19.1%

Can you find details on children's activities in your local area?

The majority of parents who answered this question said that they were able to find activities but they had to search for them.

31.7% of parents can't find details about children's activities or didn't know there were any children's activities.

Can you find details for Children's activities?	Number of users	% of users
Yes	43	68.3%
Yes, but I have to search for them	30	47.6%

Can you find details for Children's activities?	Number of users	% of users
Yes, I can easily find the details of the children's activities	8	12.7%
Yes, I have to ask other people to know what's going on	5	7.9%
No	20	31.7%
No, I can't find the details	13	20.6%
No, I didn't know there were any children's activities	7	11.1%

Please note percentages may not total 100% due to rounding.

Does the Holiday Activity and Food (HAF) programme meet your family's needs?

Does the Holiday Activities and Food (HAF) programme meet your needs?	Number of users	% of users
I am not eligible	31	49.2%
I don't know about the HAF programme	16	25.4%
Yes	10	15.9%
Yes, meets some of our needs	5	7.9%
Yes, meets all of our needs	3	4.8%
Yes, meets most of our needs	2	3.2%
No	6	9.6%
No, meets few of our needs	3	4.8%
No, meets none of our needs	3	4.8%

Is the booking process for Holiday Activities and Food (HAF) activities easy to use?

Out of the 16 parents who were aware of the Holiday Activity and Food (HAF) programme or were eligible for it only 6 found the HAF activities easy to book.

The majority of parents who took part in the survey were not eligible for the programme or weren't aware of the programme.

Ease of booking process for Holiday Activities and Food (HAF)	Number of users	% of users
I am not eligible for the HAF programme	44	69.8%
No, I can't book	7	11.1%
Yes, easy to book	6	9.5%
I can book but it's not easy	6	9.5%

Please note percentages may not total 100% due to rounding.

Use of Family services

The following questions were included to understand local parents' needs, get an idea of what services they currently use and how they find the information about services in the area.

The information gathered will help to inform decisions and recommendations around local services.

Do the family services in your local area meet your family's needs?

The majority of people who answered this question were not aware of family services available in their local area. This could be a result of not needing to use any local services or a lack of clear signposting to information about these services.

28.5% of participants said that the family services in the local area meets some, most or all of their families needs.

27% of participants said that the services in the local area meet a few or don't meet any of their families needs.

Do the family services meet your families needs?	Number of users	% of users
I don't know what services are available	28	44.5%
Yes	18	28.5%
Yes, meets some of our needs	7	11.1%
Yes, meets most of our needs	6	9.5%
Yes, meets all of our needs	5	7.9%
No	17	27.0%
No, meets few of our needs	11	17.5%
No, meets none of our needs	6	9.5%

Which Family services have you used in the past 12 months?

Most parents who answered this question said that they had not used any of the support services. None of the parents selected parenting services.

More parents with children ages 6 to 11 said that they used the free school meals service than the parents of children in any other age group.

Family services used	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
None of these	12	-	10	20	15	9	57.1%
Free school meals	5	1	5	11	5	3	25.4%
Mental health support for children	-	1	-	2	-	2	14.3%
Cost of living Support	3	1	2	2	-	-	4.8%
Food banks	3	1	1	2	1	-	4.8%
Mental health support for parents	1	-	1	-	2	1	4.8%
Supportive action for families in Ealing (SAFE)	-	2	-	2	2	-	3.2%
Parenting services	-	-	-	-	-	-	0%
Other	-	-	-	1	4	4	7.9%

Where do you find details of Family Services available and how to access them?

Participants who selected 'Other' said that they would find information about local services through GOSAD or Ealing Advice Service.

Most of the participants who answered this question said that they would find details about family services from friends or Google. However, the third most popular option (28.5%) showed that parents selected what they would go to the council website to find information.

Finding details for Family Services	Number of users	% of users
Google	21	33.3%
Friends	19	30.2%
Ealing Council website	18	28.5%
Other parents	17	27.0%
Facebook	11	17.5%
Family	8	12.7%
Ealing Children and Families Directory	7	11.1%
Ealing Information Service	5	7.9%
Other social media	5	7.9%
Leaflets	4	6.4%
Ealing Grid for learning	2	3.2%
Ealing Local Offer	2	3.2%
Email Newsletter	2	3.2%
Ealing Bulletin	1	1.6%
Other	10	15.9%

Please note, that users were able to select multiple options when completing the survey.

Use of the Ealing Council website

This section of the survey gave us insight into the purpose of participants recent visits to the Ealing Council website

Have you visited the Ealing Council website in the last 12 months?

Visited the website in the last 12 months	Number of users	% of users
Yes	50	70.4%
No	13	20.6%

What did you visit the Ealing Council website to do?

The top reasons for local parents' visits to the council website was for Council Tax, Parking and Rubbish and Recycling.

Only 10% said that they came to the website to visit the Children and Families Directory or for Solutions and services to help support families. This could be a result of insufficient information and signposting, or people aren't aware that there is content for families on the Ealing Council website.

Reason for council website visit	Number of users	% of users
Council Tax	26	52%
Parking	22	44%
Rubbish and recycling	22	44%
Apply for a school place	14	28%
Report a problem	8	16%
Benefits and financial support	6	12%
Solutions and services to help support families	5	10%
Children and Families Directory	5	10%
Births, deaths, marriages	3	6%
Cost of living help	3	6%
Housing	3	6%
Planning	3	6%
Other	6	12%

The participants who selected 'Other' said:

- Job search
- Childcare and SEN support
- Libraries
- Sport and local schemes

◆ Access to family information in the future

These questions aimed to help us understand how the participants like to receive information and updates, the topics that are most relevant to them and their preferred content types.

This information will help the council to target their Family Hubs content to parents in the local area.

How would you like to access family information and updates?

(You can pick more than one)

Most participants (63.5%) said that they would like to access family information and updates through the Ealing Council website.

The next highest selected ways to access information and updates was through an Email Newsletter or through an Ealing specific app.

Family information and updates	Number of users	% of users
Ealing Council website	40	63.5%
Email newsletter	23	36.5%
Ealing specific app	20	31.8%
Leaflets available from schools and libraries	16	25.4%
Facebook	16	25.4%
WhatsApp	13	20.6%
Instagram	11	17.5%
Ealing Bulletin	6	9.5%

When you want to find information online, what sort of content do you like?

Most participants said that they would prefer to see short pieces of information (61.9%) or short videos (63.5%). This is expected as parents often don't have time to read long pages of information, so short informative pieces of information would be useful to them.

It is important to note that 23.8% of participants said that they like longer pages of information like articles.

Preferred content types	Number of users	% of users
Short videos like YouTube shorts or Instagram stories	40	63.5%
Short bits of information like Facebook posts	39	61.9%
Longer pages of information like articles	15	23.8%
Podcasts	11	17.5%
Long videos like YouTube videos	6	9.5%
Quizzes	3	4.8%

Other	5	7.9%
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Participants who selected 'Other' said the content they like is:

- Flyers
- Accessible content
- Brief information with an accurate link

Top topics that are most important for you to know about

Participants selected Children's activities and events, which was selected by 79.4% of participants, as the most important topic that they want to know about.

The most important topics that participants want to know about are:

1. Children's activities and events (79.4%).
2. Family and Children's services (39.7%).
3. Family health guidance (36.5%).
4. Mental health support for children (36.5%).

Parents of children in all age groups put Children's activities and events as the most important topic, however, parents with children aged 12 to 16 said that Mental Health Support for Children was the second most important topic they needed to know about.

Top 3 most important topics	Has children under 1	Has children aged 1 to 2	Has children aged 3 to 5	Has children aged 6 to 11	Has children aged 12 to 16	Has children aged 3 to 5	% of users
Children's activities and events	17	5	15	29	20	8	79.4%
Family and Children's services	9	4	9	14	10	4	39.7%
Family health guidance	8	1	9	16	4	6	36.5%
Mental health support for children	3	1	2	10	17	6	36.5%
Cost of living support	8	1	5	8	3	2	20.6%
SEND Local Offer	4	-	2	5	10	4	20.6%
Parenting services	2	-	1	5	4	4	12.7%

Free school meals	3	2	2	5	1	-	9.5%
Mental health support for parents	1	-	2	2	3	4	9.5%
Food banks	4	1	2	3	1	-	6.4%
Holiday Activity and Food (HAF) programme	1	-	-	2	2	2	6.4%

Any other feedback

Is there anything else you would like to add?

This question gave the participants the chance to give any additional comments in an open text format.

Most participants highlighted a lack of SEND information and support or a difficulty finding the help they need.

Key feedback themes	Number of users	% of users
SEND information and support	6	32%
Services and activities	4	21%
Children's safety	3	16%
Services and activities	3	16%
Accessibility	1	5%
Children's centres	1	5%
Ealing App	1	5%

Please find the full list of comments in the table below.

Theme	Is there anything else you would like to add?
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Accessibility	Honestly, the Ealing Council Website needs to be made accessible with a translation from English to British Sign Language because lots of Deaf people cannot read English. It will be deaf-friendly, and all residents will feel accessible. You can contact me if you need the BSL translation because I am a qualified Deaf interpreter and translator.
Children's centres	Keep face to face children's centres gives a new of real community and mutual
Children's safety	Would like to see more attention given to protecting the health and safety of children- bike infrastructure they can safely use, more schemes to get children active, more school streets,improve air quality and active travel routes
Children's safety	I would love my 11 year old to be more active and independent, but all the roads feel and are too dangerous around here
Children's safety	Safer cycling routes please
Ealing App	An Ealing app would be a great idea with social events as well as vital info
SEND	Ealing does not provide enough information for SEND families. We really on charities like Contact to keep us updated.
SEND	It is very difficult to find any specific information in the Local Offer, even now with the revamped page. Services in general are totally useless if the waiting list is as long as it is now, and if the system is set up to be as unhelpful, particularly for working parents, as possible to people to give up. Example: ADHD assessment.
SEND	I find there is support for those who have no SEND & those who have severe but no support for those who have unseen needs without a learning disability such a high functioning autism and ADHD. Other parents mention this too. Especially mental health support, sports and other clubs or activities. They are slipping through the net and being expelled from schools etc
SEND	A one stop shop to support families sounds good. All the information is out there but only if someone tells you or you're lucky enough to stumble over it will you know. Lots of SEND families don't know where to begin to get support.
SEND	In the past Ealing council have been no assistance especially accessing send provision has had to be done ourselves

SEND	My experience of social work and my GP in trying to find support for my son has been poor. Ealing needs to do better for their vulnerable children.
Services and activities	We need more information and advertising about events and services.
Services and activities	The HAF program is great and the team are very responsive and helpful but the website is so difficult to navigate and the checking out process never works for me. I have to email the team and ask them to book my children's places. They always do so very quickly and with no issue but it would be good if the website was more accessible.
Services and activities	The information for parents/carers around services like EHAP and SAFE on the council website are very limited. It would be great if there was more explanation of these non-statutory support services.
Services and activities	More child Stay & Play groups on Mondays - I live in Hanwell and there is nothing available at present
Service and activities for older children	Many of the services eg holiday activities and clubs seem to be means tested i.e. for children on free school meals, or other things like children's centres are for children aged 0-5. It would be good to see more for children over this age.
Services and activities for older children	We have to go out of the borough for activities such as swimming, both for affordability and availability. There is less and less information or support readily available when your child goes into secondary school. I am actively involved via PTFA for both my children's schools but if I wasn't I wouldn't know what was going on in the local community. Working parents need a quick access resource, I know it is hard to create a one stop shop that fits all. thanks
Services and activities for older children	I would like there to be more provision for activities for older children that does not cost the earth
Support for parents working full time	There is no support for single parents working full time and not claiming benefits. I haven't had a day off in 2 years as I don't qualify for any schemes and can't afford sports or holiday programmes. My children just sit in the house all day every school holiday.

End of document