

Ealing Council Family Hub User Research Highlights

Project Aim

To explore the needs and challenges of parents across Ealing, whilst understanding the current services they engage with and identify the future direction for a Family Hub model in Ealing.

Research Approach

Invuse worked in partnership with GOSAD, to ensure a diverse range of users were engaged with.



Key Themes and Findings

Benefits of a Family Hub

Parents were really enthusiastic about the idea of a Family Hub website and 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

Family Hub Website Content

Parents want information on:

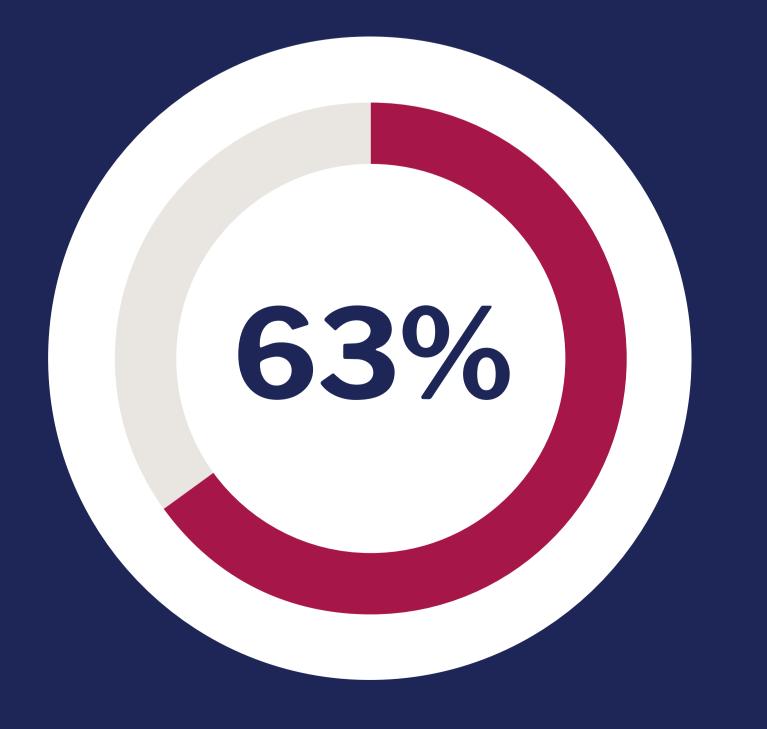
- Local activities, events and groups
- Support for parents
- Health and wellbeing

Where Parents Find Information

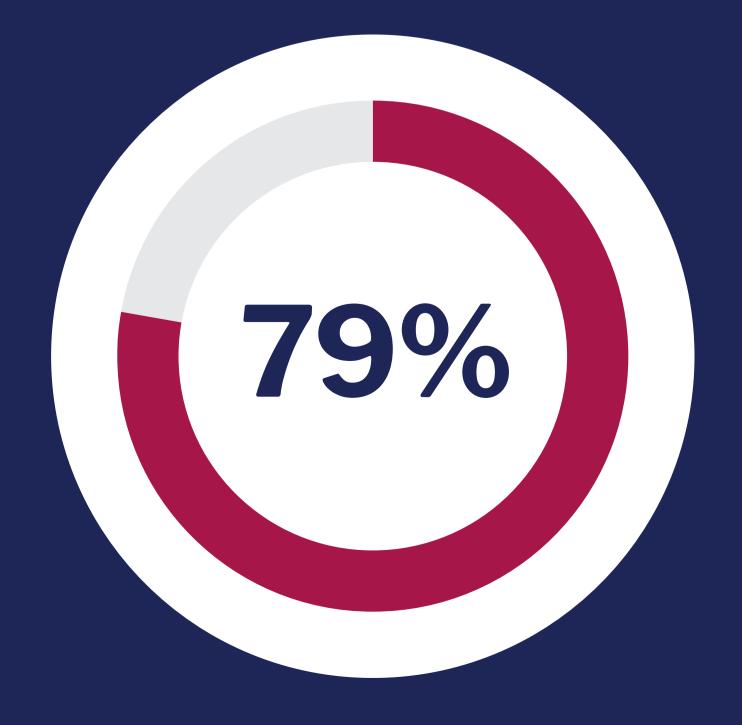
Parents currently find out information from:

- Friends and other parents
- Social media
- Google
- Schools and nursery
- Family

Statistics and Findings



of users surveyed want to find out information for families on the Ealing Council website.



of users surveyed want information on children's activities and events.



of users want short bits of information.



of users want short video content.



of users had not accessed any of the Family services provided by the council in the last 12 months.



of users don't know what services are available in Ealing.



of users surveyed had visited the Ealing Council website in the last 12 months. The top 4 reasons given were: Council tax, parking, rubbish & recycling and applying for a school place.





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.



