



**Trafford,
Salford & Wigan**



Annual Report 2020 - 2021

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All images used in this report are of families supported by Home-Start Trafford, Salford & Wigan. Ruksan pictured above said, ***“Home-Start has helped me to get ready to face the world again...they helped me through isolation and helped me to stay strong”***

Who we are and what we do

How did it all start?

Home-Start was established in Leicester in 1973 by Margaret Harrison, MBE. In 1981 it became nationwide and Home-Start International followed in 1998.

Home-Start Trafford was formed in 1999 as a voluntary organisation which now operates as a charitable company strategically managed by a Board of Trustees, all of whom are members of the local community. Home-Start Trafford extended its geographical area of reach into Salford in January 2012 and then into Wigan in January 2019.

We have a relatively small staff team and an army of dedicated, skilled volunteers all of whom have some parenting experience, who visit families in the families' own home for 2 to 3 hours per week. Volunteers are given appropriate training and are checked by the Disclosure & Barring Scheme prior to being matched with families.

What our volunteers do.....

Offer friendship, provide an extra pair of hands, provide support to attend appointments, someone to share the families' difficulties', provide support with managing: the household, the budget and the children's behaviour; provide support and assistance when recovering from an illness or operation and with domestic tasks. Volunteers build on parent's skills and help boost self-esteem and confidence whilst enabling them to cope with the pressures of family life. Our aim is to help reduce stress and prevent crisis and breakdown.

Requesting support from Home-Start is a simple process, which involves filling out a short form, or completing an EHA in Trafford. Requests can come from professionals working with families or direct from families themselves.

Who is Home-Start Trafford, Salford, Wigan for?

Any family who may be finding it hard to cope living in Salford, Wigan or Leigh who have at least one child under the age of 5, or living in Trafford with a child of any age.



If you would like to become either a volunteer or a Trustee or you would like support please call **0161 865 4222**, or email us **admin@hsts.org.uk** or visit our website **www.hsts.org.uk**

Chair's Report

This Report which covers the year to the end of March 2021 has undoubtedly been the most challenging year in our 21-year history. The Covid pandemic certainly saw to that!

Home Visiting is at the core of what we do, providing face-to-face practical non-judgmental help, guidance and friendship. It is a testament to our resourceful and imaginative professional staff team and wonderfully committed volunteers that we were able to continue to provide assistance and support to so many families. For obvious reasons, we had to be far more flexible in our approach turning to a significant increase in telephone support and virtual "face-to-face" visits.

It will be no surprise to hear that many of the families that we supported have more complex needs in part, resulting from the impact of the Covid pandemic. A great deal of effort was put into securing additional Covid specific funding from a myriad of sources which helped us to provide practical help to families particular in the context of home school learning and education based play.

Throughout all of this, we have grown the professional team and broadened our volunteer base which is a tremendous achievement in these circumstances. You can read more on this in our full report.

Over the year, we have had an army of 191 volunteers who have helped support 234 families and through the regular feedback that we receive and record we know that Home-Start has made a particularly positive difference to each of the families in what has been an extremely trying and stressful period. This feedback that we receive from both our families and referrers rightly gives the whole team a huge sense of pride and achievement.

In addition to the "day job" we have made significant progress in several other areas namely:

- We have become further embedded in Wigan with increased volunteer numbers. Supporting 54 Wigan families throughout the year.
- Achieved full implementation of our E-Learning Modules for our volunteer training course. This has been instrumental in helping us build our inspirational volunteer team in particular with the restrictions placed upon us by the pandemic.
- We successfully introduced Dad Matters in Salford to our range of services. Dad Matters focusses on helping expectant and new fathers to be very much part of their child's early years development and beyond.
- We further developed our paperless back office project running alongside our E- Learning volunteer programme which was designed to make volunteering for Home-Start more accessible and we have retained very high volunteer numbers attending our courses.

All of these developments are focused on our basic ethos of providing home visiting support to parents to provide each child with the best start in life.

A particular thanks this year must go to our highly professional and resourceful staff, inspirational home visiting volunteers and supportive board of trustees. Finally, we continue to value the support we receive from our corporate partners, Continental Textiles, W. Howard, Greystone Financial Services, the Brian Kennedy Trust and the Alex Timpson Trust.

Thank you all!

Neil Peden

Managing Director's Report

Definitely a year to remember. Supporting 473 children from 234 families during a global pandemic was no mean feat – but we did it!

In the first month of the first lock down we ...

...made
582
phone calls to support and stay connected to vulnerable families

...delivered essential food parcels to help feed
63
struggling people

...had
876
text and email conversations to share info & to help lift families' spirits

Demand for our service continues to increase and this is reflected in our continued growth. Our income has increased this year by a whopping 73% enabling us to not only support more families but to offer much more support for families.

We have responded and adapted to additional challenges that Covid brought to our local families, enabling us to offer different kinds of support, such as providing IT equipment, delivering essential items like food and nappies, providing tailored activity packs for children, developing an in-house counselling service, setting up Dolly Parton Imagination library, and providing wellbeing packages for struggling parents. We have also continued with our specialist projects such as school readiness support, PIMH/Baby Bond and setting up Dad Matters in Salford.

" My volunteer helped me to sort out my house and get me into a cleaning routine. The Coordinator helped me get my little one in a nursery so I could have some space, helped with issues when my children were being excluded and have got food parcels and support with shopping during lockdown. She also helped me with my benefits I'm sad support is ending but I now know where to get help in the future "

I feel privileged to work with such an amazing staff team, sadly some moved on to pastures new in the year, however we welcomed some fresh new talent too. Liz Gagen (Family Support Worker), Nick Samuel (Dad Matters Coordinator Salford), and Kate Wareham (Corporate Partnerships and Fundraising Manager) joined the team. Looking after our staff is paramount and we did our best to get through such difficult times together by offering as much support as possible such as resilience coaching, clinical supervision, flexible working hours, gifts through the post and reduced caseloads for those having to juggle home-schooling and work.

A big achievement towards the end of the year was being one of only 19 organisations in the UK, to be awarded a grant from the Department of Health & Social Care, in partnership with Home-Start Manchester, for our Starting Well project. We will be building on from our existing PIMH work, and enhancing it to be better able to help more families from the BAME community.

None of our achievements would have been possible without our wonderful trustees and amazing volunteer army. I feel truly blessed to work alongside such kind, dedicated and professional people. Sorry for sounding like Tina Turner, but they are simply the best!

Kathryn Eckersley

Corporate Partnerships & Fundraising

In May of this year, despite being in the middle of lockdown, Kate took up the position of Corporate Partnerships and Fundraising Manager, funded by the Alex Timpson Foundation.

This support has quickly made a difference in diversifying our income streams and helping us to move towards a more sustainable funding model for the future where risk is spread and we can plan long into the future to support struggling families in our three boroughs. Kate has joined HSTSW with 20 years of fundraising experience in organisations big and small

The Big Give Christmas Appeal 2020 was a huge success with pledges from six companies and individuals, alongside match funding via The Big Give champion and a public appeal which was great fun involving a virtual Christmas relay. The 100-day challenge was also brilliant, generating lots of support and awareness raising along the way!



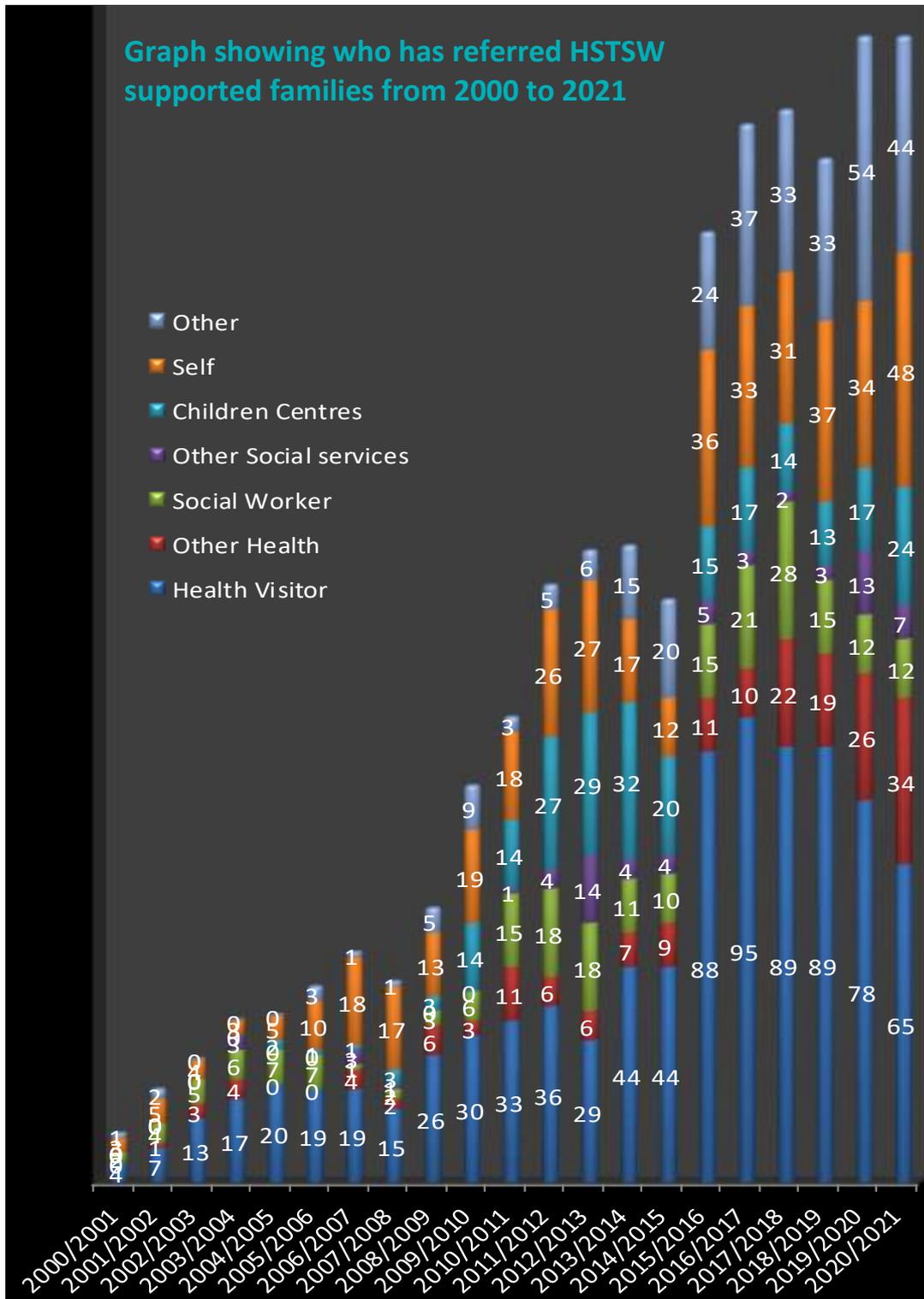
We have developed relationships with a wide range of new and existing companies. Some have provided in-kind support and goods for our families and some have supported us financially. Continental Textiles, Foot Asylum, John Lewis, Waitrose, Greystones, MBL, WHowards and WSP. With your support we can continue to help more families and provide more help for families who are struggling.



“Home-Start is the best thing that has happened to me and my kids. Support from Home-Start has helped me keep my sanity”

Referrers

Many thanks to all our referrers who take the time to suggest Home-Start support for families they come into contact with. Health Visitors have consistently been the top referrer over the last 21 years, as the chart below illustrates, although there continues to be a reduction in referrals from Health Visitors over recent years, they are still our top referring agency this year at 28%. Closely followed by families self-referring at 20%, and 'Other' at 19% which is predominantly made up of other charities, schools, and nurseries.



Families

473 children have been supported this year from **234** families. 116 Trafford families, 64 Salford families, and 54 Wigan families.

163 families across Trafford, Salford and Wigan have received coordinator/volunteer core Home-Start support and 71 families have received one to one support from our Family Support Workers.

Since we started supporting families in 1999 up until the end of this financial year, 31st March 2021, we have supported 5011 children from 2290 families. To give this some context, it is the equivalent of the number of children from over 17 UK averaged sized primary schools!

The average length of support for families this year was **7.5 months** for coordinator/volunteer supported families and **3.8 months** for those families supported through our Family Support Workers.

" Amazing support for both my daughter and I helping us get through a challenging time and manage our emotions to work better as a unit. Yasmin spent lots of time listening to me offload and I appreciated her time and effort in making me feel less isolated and turning around my mental wellbeing for the better"

One of the ways we measure the impact of our support is through parent's self-assessment coping scores. We can report that high percentages of families whose support has ended this year have reported improvements in the following areas:

Parenting Skills 87%, Parents Wellbeing 94%, Children's Wellbeing 84%, Family Management 93%

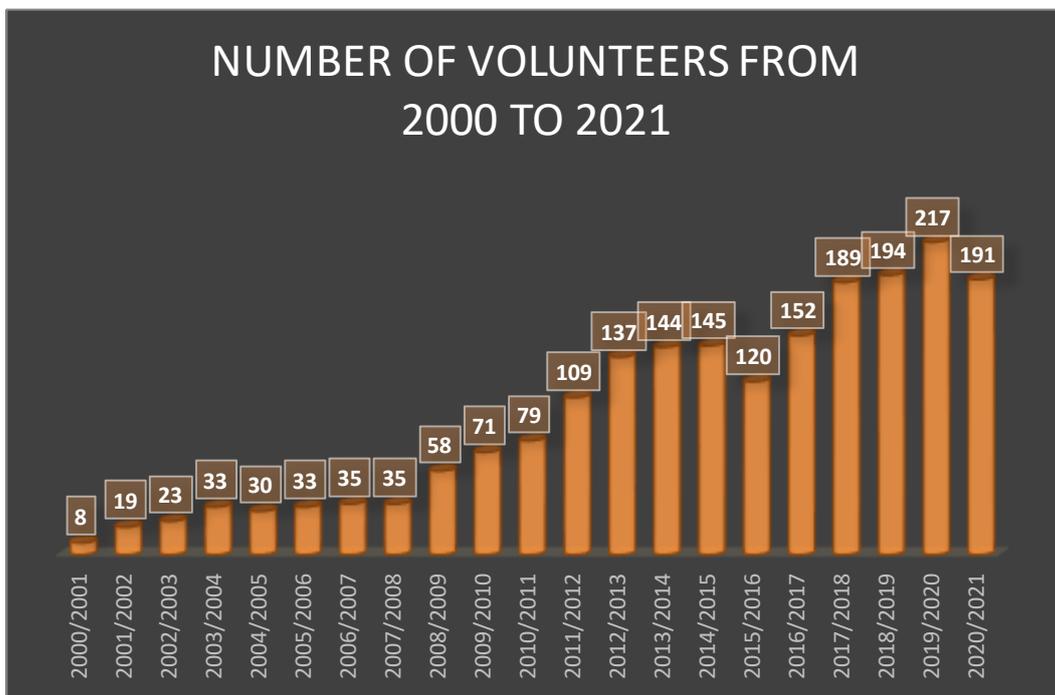


"Dad Matters helped me to understand my relationship with Evie and to be the best Dad that I could be"

Volunteers

During 20/21 we are really proud to report that we recruited and trained 35 new home-visiting volunteers adding to our 191 strong army of volunteers who have been available throughout the year.

We managed to do this, with funding received from Trafford Housing Trust, by creating 6 x e-learning modules in partnership with a Salford based organisation called MBL. This means that volunteers can now do the majority of the mandatory preparation training from the safety and comfort of their own homes. This is a significant change for us, making us more cost effective, consistent, more attractive to volunteers, and freeing up more time for Coordinators to be able to support more families. We are thrilled with how well it has gone, and it is now being adopted by other Home-Start schemes such as Warrington & Manchester.



Our volunteers often benefit from the experience of volunteering with Home-Start as well as the families they support. 87% report improved confidence, 77% report increased life opportunities such as access to training, and 74% report improved employment prospects.

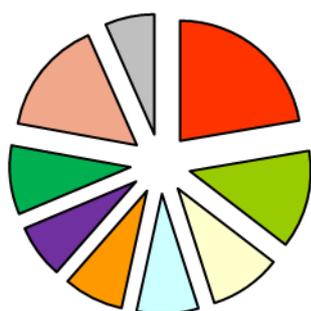
Treasurers Report

Financial information

For the 12 month period 1 April 2020 to 31 Mar 2021

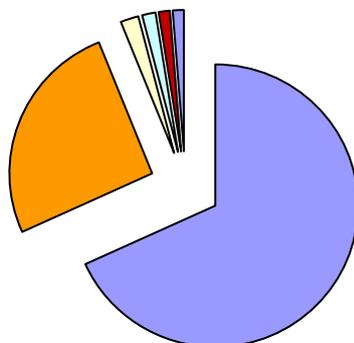
	Unrestricted Funds £	Restricted Funds £	Total Funds £
Total Income for the year	37,519.00	530,725.00	568,244.00
Total expenditure in the year	1,085.00	465,912.00	466,997.00
Net Income for the year	36,434.00	64,813.00	101,247.00
Total funds brought forward	80,468.00	5,528.00	85,996.00
Total funds carried forward	116,902.00	70,341.00	187,243.00

Breakdown of Income



■ Trafford Early Help Contract	£126,650
■ Baby Bond Project	£74,987
■ Big Lottery Fund	£54,736
■ Trafford Housing Trust School Readiness	£47,000
■ Salford Innovation Fund Dads Matters	£45,571
■ Henry Smith	£41,000
■ Covid Grants	£52,715
■ Other Grants	£88,093
■ Unrestricted donations and fundraising	£37,492

Breakdown of Expenditure



■ Staff Salaries	£318,527
■ Other Staff/scheme costs	£120,042
■ Office Costs	£9,554
■ Advertising & Marketing	£7,111
■ Home-Start UK Fee	£5,904
■ Volunteer training and expenses	£5,859

Treasurers Report

Summary

Income has had a dramatic increase from £328k last year to £568k. This is due to a number of factors including:

- £70k of restricted funds received late in 2020-21 to be spent in 2021-22
- 60K of Covid specific grants in light of the responsiveness and ability of the staff and volunteer team to support families through the crisis
- £37k of unrestricted income from donations and fundraising thanks to the dedicated focus and time invested in growing this income stream

Expenditure is always kept closely under control to ensure we focus on using our funds for our key purpose of supporting families. The staff team has grown again in line with funding and all staff were able to transition to home working thanks to the investment in paperless files. The team have continued working on the E learning modules to ensure we continue to attract volunteers and has enabled training during lockdown.

The Charity continue to balance investment in the future with the day to day continued support of families across the 3 boroughs and via the various methods of help. The Trustees review and challenge the strategy regularly to ensure it can continue to improve and develop the work we do, whilst remaining financially secure.

Net Assets

At the end of this financial year we have total reserves of £187k, of which £117k are unrestricted reserves. Our reserves are there to guarantee the financial stability of the scheme should there ever be any sudden changes in our funding and it's important they continue to grow as the staff team and therefore associated costs also grow.

Thank you

We would like to sincerely thank all of our Funders and Corporate Supporters

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MDF PROFILING



TRAFFORD
COUNCIL



To contact us
call **0161 865 4222**,
or email us admin@hsts.org.uk
or visit our website www.hsts.org.uk