

Home Start Berkshire East

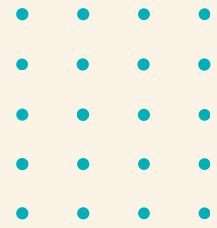


2024-2025 Impact Report

Giving children the best start in life.

01753 572958 | www.homestartberkshireeast.org.uk |
@homestartberkshireeast

A MESSAGE FROM OUR CEO



This year has reminded us just how important it is for families to have someone by their side when life feels overwhelming.

Across Slough, Windsor and Maidenhead, more families than ever have reached out for support. Many are facing challenges such as isolation, poor mental health, financial pressures and concerns about their children's development. Thanks to the dedication of our staff, volunteers, trustees and supporters, we have been able to be there when families needed us most.



-Anne Gilbert

CEO, Home Start Berkshire East



OUR REACH



- 414 families supported
- 801 children supported
- 69% of children supported were under five
- 727 referrals across all projects
- 196 families accessed multiple services
- 68% of families from Pakistani, other black communities
- 67 volunteers contributed 3,703 hours of support



OUR REACH CONTINUED

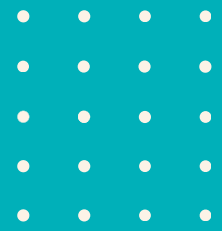


Our work is focussed on supporting parents to improve child outcomes around development of physical health, cognitive development and social and emotions development. We are proud of our achievements relating to these outcomes.



Berkshire East

POSITIVE OUTCOMES ACROSS DIVERSE COMMUNITIES



Home-Start Berkshire East works with families from a wide range of ethnic and cultural backgrounds. Our data shows that families across all communities experience meaningful improvements in their children's development, health and behaviour as a result of our support. Outcomes are consistently positive, demonstrating that our approach is inclusive, culturally sensitive and responsive to the individual needs of families. The results also highlight particular strengths across different communities, showing that there is no one-size-fits-all approach to family support and that trusted relationships can lead to lasting change.



REFLECTING COMMUNITIES, IMPROVING LIVES



Parental Outcomes	Pakistani	Black	White British	Other Ethnicities
Significantly improved their confidence and ability to support their children's development	67%	87%	64%	80%
Significantly improved their confidence and ability to support their child's physical health	73%	83%	63%	86%
Significantly improved their confidence and ability to support their child's mental health	74%	74%	84%	80%
Significantly improved their confidence and ability to manage their children's behaviour	68%	81%	72%	80%

Our data shows that our project to reduce health inequalities in children in Slough's deprived areas delivers the following outcomes:

92% of children are in an environment where their parents are aware of the need to provide balanced and nutritious food choices

88% of children have at least one home-based exercise session a week

84% of the children have improved behaviour through making healthy choices

95% of the children are now registered and visit a dentist for checkups

100% of the children have been educated on brushing and caring for their teeth

KEY DEVELOPMENT OUTCOMES



From Little Starters:

- 84% of children made significant improvements wellbeing
- 85% improved physical health
- 159 children made developmental progress whilst attending the programme

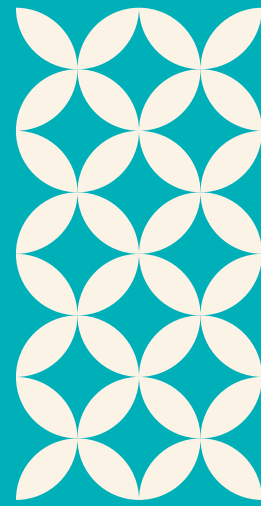
From Connect:

- 100% of parents improved their understanding of autism
- 94% reported being better able to support their child's development

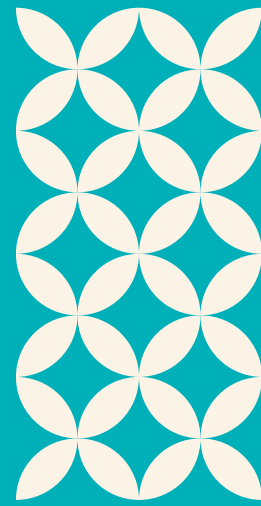
From Family Wellness:

- 100% of parents improved their ability to support their child's physical health
- 96% adopted healthier eating and lifestyle habits for their children





SLOUGH IS ONE OF THE MOST ETHNICALLY DIVERSE PLACES IN ENGLAND FOR BIRTHS, AND SERVICES FOR FAMILIES NEED TO BE DESIGNED WITH THAT REALITY AT THE CENTRE, NOT TREATED AS AN “ADDITIONAL CONSIDERATION.”



**THERE ARE APPROXIMATELY
14,000–15,000 CHILDREN UNDER
5 YEARS OLD SLOUGH.**

**SLOUGH HAS ONE OF THE
HIGHEST FERTILITY RATES IN
ENGLAND.**

**THE ROYAL BOROUGH OF
WINDSOR & MAIDENHEAD HAS
ABOUT 7,500 TO 8,500 CHILDREN
UNDER 5 YEARS OLD**





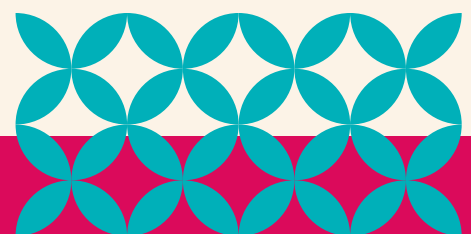
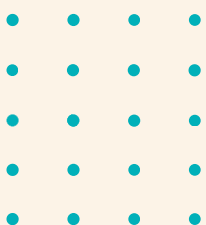
KEY PROGRAMS OVERVIEW

- **Stay & Play Groups:** provide vital early childhood development opportunities, helping children develop communication, social, emotional and physical skills while supporting parents to understand and nurture their child's learning and development.
- **Home Visiting:** families to receive personalised early intervention support, improving parenting confidence, parent-child attachment, children's development and family well-being during the critical early years.
- **Parenting:** Delivered in community languages including Urdu and Punjabi, our parenting programme helps parents develop evidence-based parenting skills, strengthen parent-child attachment and create nurturing home environments that support children's social, emotional and cognitive development.



KEY PROGRAMS OVERVIEW CONT'D

- **Connect Parenting :** Designed for parents of children with autism and ADHD, the Connect Parenting Course helps families understand their child's unique needs, improve communication, reduce family stress and create supportive environments where children can thrive.
- **Army Families:** The Army Families programme supports children in their early years by helping military families overcome the challenges of mobility, separation and isolation, strengthening parental wellbeing and creating stable, nurturing environments where children can thrive.



IMPACT STORY

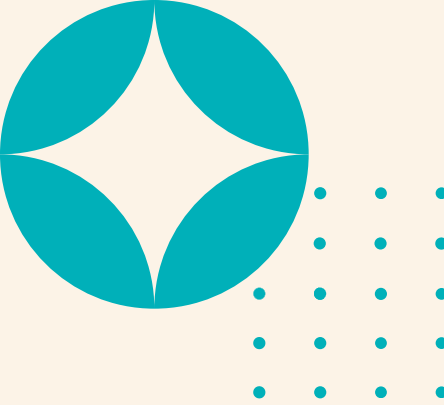
When support began, the family's 18-month-old child was living on a milk-only diet and had already lost several teeth. Their five-year-old sibling was often finding their own food in the home, usually unhealthy sugary snacks. Mum was isolated, depressed, overweight, and relying heavily on processed foods. With regular support from a Home-Start volunteer, mum received practical guidance to develop healthier routines and strengthen her parenting confidence. Regular mealtimes, daily routines, and outdoor activities were introduced, benefiting the whole family. As a result, family life became more structured, eating habits improved, and the children experienced greater stability and wellbeing. Mum felt less isolated, more confident in her parenting, and better able to meet her children's needs.

Slough Parent





-



FINANCIAL OVERVIEW

During 2024/25, Home-Start Berkshire East generated £303,124 of income, with over 80% secured through grants and commissioned services. We invested £305,632 in delivering support to families, with the majority of expenditure directed towards skilled staff and front-line family support services. This investment enabled us to support 414 families and 801 children across Slough, Windsor and Maidenhead, providing early intervention, home-visiting support, parenting programmes and child development activities.

