REACH FOUNDATION

FELTHAM EARLY LEARNING COMMUNITY

REACH AND ENGAGEMENT

GEOGRAPHIC REACH

The boundaries of work were loosely defined as the West locality in Hounslow borough, which comprises of 5 wards - 3 of which intersect in the centre of Feltham, hence why the collective impact initiative was called the Feltham Early Learning Community.

CHILDREN AND FAMILILES DIRECTLY ENGAGED

3900 Children and 2845 Families over 2018-23

The model was based on principles of targeted universalism: the universal offer was critical for being able to identify and signpost families with greatest need into appropriate targeted support e.g. a closed therapeutic parent-toddler group, 1:1 Baby Talk & Play sessions, and a play group for children with SEND and their families.

KEY AMBITIONS AND OUTCOMES

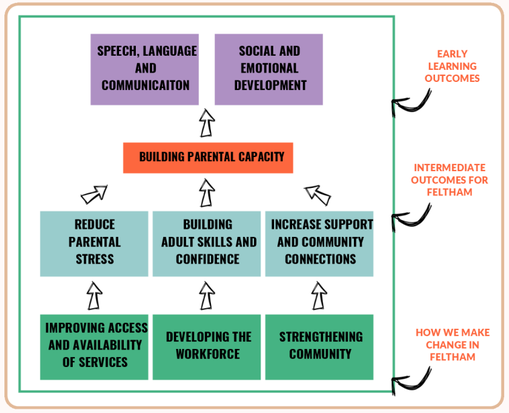
Established in partnership with Save the Children UK, the Feltham Early Learning Community was a collective impact initiative to achieve long-term systems change. The key ambition of the initiative was to improve early learning outcomes for children growing up in Feltham. Population level EY outcomes were used as proxies for measuring success, however these weren't always available at ward-level so the data was compared to borough and national statistics. For individual work streams, a range of qualitative evaluation were used (e.g. self-reported pre/post changes), tracking participation, impact, and engagement to capture reach.

For the systemic changes, the long-term impact and legacy of the work continues to be seen through the Feltham Convening Partnership; a national Cradle-to-Career and place-based leadership programmes; and the design and implementation of the Family Hub model in Hounslow.

THEORY OF CHANGE

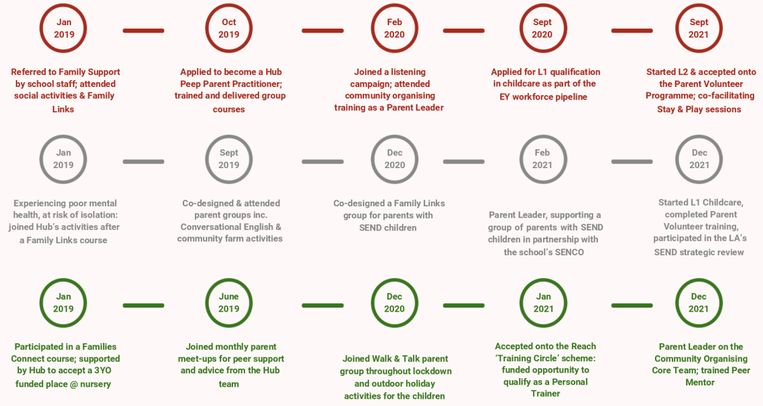
The main focus of the work was increasing parental capacity by reducing parental stress, building the capabilities of all adults in caregiving roles for babies and children, and creating strong peer support networks and connections.

For example, the local EY workforce was developed in partnership with Kingston University, which created change at an individual, institutional and systemic level.



POWER AND AGENCY OF PARENTS AND COMMUNITIES

Valuing parents and centring their experience was a core part of how the Early Learning Community operated. The initiative supported many parents along their development journey, providing training for community organising, co-designing and delivering services, and volunteering. Many went on to gain qualifications in childcare, become parent leaders, peer support leads or representatives on Family Hub Parent Carer Panels. See diagram below for examples.



GOVERNANCE AND COLLABORATIONS

COLLABORATION PARTNERS WHICH SHARE OUTCOME ACCOUNTABILITY

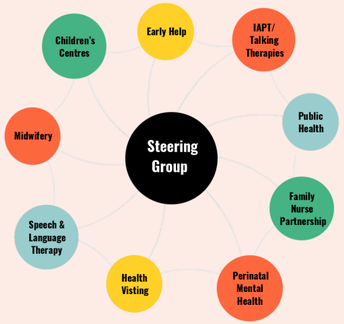
The initiative actively collaborated with the LA, health visitors, midwifery, Early Help, Public Health, Perinatal Mental Health, Family Nurse Partnership, Speech & Language, VCSEs, schools, EY settings, Family Links. However, Save the Children UK were the only partner who shared accountability for outcomes, given their role as the core funder; and Kingston University also shared accountability for the degree outcomes of their students.

COLLABORATION GOVERNANCE STRUCTURE

The Perinatal Steering Group was a core element of the ELC. It was set up by the Perinatal Lead to support greater connection and collaboration between 0-2 services. By bringing these services together regularly and establishing trusting relationships, the Steering Group enabled practitioners to share information, collaborate, and provide better services and experiences for babies, infants and their families. For many practitioners, it was the only time they came together with cross-sector partners to tackle the systemic challenges they were all facing.

The Perinatal Steering Group established by the ELC evolved into the official Hounslow Family Hubs Parent and Infant Relationship Service Advisory Group.

Representation of the Perinatal Steering Group is below:



STRUCTURE AND ROLE OF THE BACKBONE FUNCTION

The Reach Foundation provided this function for the duration of the initiative:

- [x] Coordinate shared vision and strategy
- [x] Collaboration/Partnership management
- [x] Engage, empower and connect communities
- [x] Data gathering and analysis
- [x] Deliver services for Children/Families
- [x] Support delivery of services
- [x] Facilitate learning
- [x] External Communications
- [ ] Fundraising





BACKBONE DELIVERY MODEL

NUMBER OF STAFF

The team was split roughly into 2-3 FTE providing the backbone functions (including an individual for data analysis) and 3-4 FTE for Delivery of services.

ANNUAL BUDGET

Total budget over 5 years was £2m for the Early Learning Community work.

SOURCES OF INCOME

Save the Children UK donors committed the full budget. They also received a small amount of income from the degree stream.

AMBITIONS TO SCALE

The initiative has been able to scale in a few ways : 1) through Family Hubs commissioning, which meant the Perinatal offer could be rolled out across the borough and develop a comprehensive Parent and Infant Relationship Service. 2) since Kingston have closed their foundation degree offer, the initiative has developed their own workforce development HE pathway and have recently launched the Centre for the Children's Workforce on 10th October, a local-regional model that will be rolled out across the country. And 3) the Feltham Early Learning Community continues to inspire the work of the Feltham Convening Partnership locally and nationally through their Cradle to Career partners (mostly MATs), who are developing their own EY offers as part of their backbone role in Cradle to Career collaborative models e.g. Strong Foundations at the Maritime Children's Foundation in Bligh.

The diagrams on this page have been sourced from Save the Children's FELC Impact and Findings 2018/23 Report - Link Here

WORK WITH FAMILY HUBS

Their contract with the Family Hub service came to an end Sept 2025 but it successfully delivered on its commission to:

- set up three FH Parent Carer Forums, one per locality;
- deliver a range of workforce development workshops and outputs;
- and develop and implement the Parent and Infant Relationship Service (PAIRS.)

Two members of staff were seconded directly to the FH team, one to lead the development and implementation of the PAIRS offer and the other to work within the team on delivery. Freelance team members were also employed including infant psychotherapists and other specialists. The ELC Perinatal Steering Group transitioned to become the PAIRS Advisory Board. Responsibility was also given for the initial scoping and strategic planning for Family Hubs in Hounslow, including conducting listening and co-design with key stakeholders and drafting a TOM.