



Annual Review 2010–2011

# *Building a family friendly society*



# Who we are and what we do

## Vision

We are working for a family friendly society which invests in the whole family whilst recognising the needs, rights and responsibilities of each family member, and promotes the conditions which enable children and families to thrive.

## Mission

The Family and Parenting Institute is the leading organisation that understands and promotes the needs and interests of children and families via quality research, consultation, policy and practice.

## Values

- Children are the future of society and families the bedrock.
- A successful society depends on equipping children and other family members to meet the challenges of life.
- Families should be valued and active policies to support them pursued.
- Many different individual roles and family forms are capable of achieving a strong and successful family.

We make it our business to understand what matters most to families. In tough economic times, the need for this work has never been greater. We work with charities, businesses and public services to offer practical help to families. We run campaigns that build a family friendly society. Our research offers insights into family life now and in the future. We are an independent charity, supported by trusts and foundations, businesses and government.

Find out more at [www.familyandparenting.org](http://www.familyandparenting.org) and [www.WeAreFamilyFriendly.org](http://www.WeAreFamilyFriendly.org)

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**Christine Farnish**, the former head of the National Association of Pension Funds, completed her first year as FPI chair in 2010-2011.

## Letter from the Chair

**My first year as Chair has been one of upheaval for UK families. But the Family and Parenting Institute, together with our partners, has been able to respond strongly.**

We have come through a period of organisational change which has allowed us to deal effectively with the challenges the voluntary sector now faces, and to advocate on behalf of families more than ever. We will continue to look at ways to maximise our efficiency as an organisation.

We have developed exciting new relationships with Government Ministers and their departments as we look to strengthen the voice of families and parents in policymaking. We have also established new working links with major corporations and leading charities. Such partnerships are crucial if we are to overcome the somewhat fragmented nature of the family sector.

Through these partnerships we have secured fresh funding from Government, the private sector, trusts and foundations, ensuring the sustainability of our work despite the challenging external economic environment.

*Christine Farnish*



Our need to focus on our core vision and mission has never been greater as we work to build a family friendly society. You will see on the following pages that much progress towards these goals has been made this year.

FPI's talented trustees and staff have continued to show their dedication. I look forward with confidence to working with the Board and our CEO Dr Rake in 2011-12.

**Dr Katherine Rake** became CEO of the Family and Parenting Institute in late 2009.

## Letter from the CEO

**This past year has seen the successful completion of long term projects and the forging of new partnerships.**

Between March 2004 and March 2011, the Family and Parenting Institute managed the Parenting Fund. It provided support to a network of grassroots organisations across the country which, in turn, supported some of the most vulnerable families in their communities. The families helped were experiencing issues including intergenerational unemployment, relationships marked by conflict and substance abuse, and children vulnerable to gang recruitment. The final Third Round of the Parenting Fund reached 187,648 of the UK's most vulnerable parents and children.

In 2010-11 we completed a major research project, The Provider Influence on Early Home Learning (EHLE), which provided insight into how to best help nurseries and Sure Start

centres to support parents educating their children during home hours. It has already helped to shape policy at national and local level.

We were invited to provide advice which shaped recommendations within Graham Allen MP's review on early intervention. We also provided insight for a second review, from Reg Bailey of the Mothers' Union, into the commercialisation and sexualisation of childhood.

I was delighted that we received further support for the development of our national Family Friendly scheme and this will form a major part of our work in 2011-12 and thereon. The fact that we already have signed a selection of the country's largest private and public sector organisations as members bodes very well for the scheme's future. It promises to make a real difference for UK families.

*Katherine Rake*



We were also selected for fresh funding from the Department for Education to partner with Barnardo's and Action for Children.

The country's economic situation, and the Coalition Government's policy announcements in response to this, has meant considerable change for families. Our primary goal is to advocate for the UK's diverse families, speaking up and defending their interests. In such challenging times, they need and deserve our support more than ever.

Please see the following pages for an overview of our activities in 2010-11. We look forward to working with all our partners in 2011-12 in order to ensure family issues remain at the forefront of the national agenda.

# Speaking up for families

## Support in challenging times

2010-2011 has been a year of economic strain for the UK. It has also featured a raft of cuts to benefits and services from the Coalition Government. We have set out to measure the impact of this on family life.

Stable family relationships rely upon stable family finances. The evidence shows that financial pressures can increase conflict within couples, contributing to relationship breakdown. Increased stress and the threat of redundancy can also stop people being the kind of parents that they want to be. This can have long term repercussions for children.

In November 2010 we released a report focusing on changes to tax and benefits and the potential implications for UK families of different shapes and sizes. We staged a Westminster seminar on the subject chaired by Polly Toynbee of the Guardian.

In January 2011, we wrote a further report, in collaboration with the Institute for Fiscal Studies. It revealed families with new babies to be among those hardest hit by the cuts package, building the case for greater focus on the needs of new families. The report's findings led to coverage in the Daily Mail among other publications.

These projects will feed into our upcoming Age of Austerity theme, which will be central to FPI's research, policy and communications programme in 2011-12 and 2012-13. It will see us working with families to understand the ongoing impact of cuts to finances and family services.



## Focus on the early years

The earliest years of a child's life are crucial. Evidence shows that the way in which parents engage with children during the first five years of their life has a major impact on their social, emotional and intellectual development.

The new Coalition Government of May 2010 swiftly unveiled a major programme focused on these early years of our children's lives – especially children from vulnerable families in which parents need extra support. Graham Allen MP was appointed to produce a review on the issue. We provided information and advice which helped shape recommendations in the review, which was released to the public in January 2011.

### We welcomed the Allen Review's calls to:

- Assess all pre-school children in terms of their social and emotional progress
- Harness early intervention to help break the cycle of 'dysfunction and underachievement' that children from vulnerable families can be trapped in
- Exploit the potential for massive savings in public expenditure through early intervention

### ...and we will push for these recommendations to be implemented.

We welcomed the Government announcement this year that free entitlement to 15 hours of nursery education will be gradually extended to every disadvantaged two year-old.

# Supporting the most vulnerable families

## Deepening knowledge of families and their needs

Speaking up effectively for families relies on understanding them and their needs. Our government-commissioned work this year has strengthened this understanding.

This year saw the conclusion of the Third Round of the **Parenting Fund**, funded by the Department for Education and managed by the Family and Parenting Institute. Grassroots community projects across the UK, supporting the country's most vulnerable families, received vital funding (see Parenting Fund Round 3 figures).

### The impact of the Parenting Fund has been assessed and a report published detailing the achievements. In particular:

- Impact was felt to be greatest around parental support, disability, fathers and managing conflict.
- Mothers had a better understanding of the impact of domestic violence on their children as well as themselves, and were able to form supportive relationships with other mothers.
- Separated/divorced parents in conflict were assisted to work better together in order to minimise the impact on their children.

2010-11 saw us complete our work started in September 2009 with the **Centre for Excellence and Outcomes in Children and Young People's Services (C4EO)**, which focused on improving the safety, health and wellbeing of UK children through effective local authority provision.

During 2010 we concluded a research project, commissioned by the Department for Education in partnership with Campaign for Learning: **The Provider Influence on Early Home Learning**. It identified the impact that nurseries and similar pre-school settings have on early home learning for children aged two and four.

### The in-depth studies with families showed:

- That parental involvement in early learning has a greater impact on children's wellbeing than any other factor, such as family income, parental education or school environment.
- Supporting parents to help them provide a positive home learning environment is a vital part of improving outcomes for children, particularly those from disadvantaged backgrounds.

The findings from the report have been disseminated to Government officials and recommendations are helping to shape Government policy.

# Our family friendly vision



## Launch of our Family Friendly Report Card

In July 2010 we launched the first edition of a report, to be published annually, measuring the UK's status as a family friendly society.

The Report Card was launched at our *Family Policy and the New Government* conference in Westminster in July 2010. It was the first occasion for the Coalition Government to present its vision for families and was addressed by Minister for Children, Schools and Families Sarah Teather MP. The Guardian reported on the event, which brought together think tanks, the family sector, opinion formers and policy makers.

### PARENTING FUND ROUND 3

**£12 MILLION**  
OF GOVERNMENT FUNDS DISTRIBUTED IN PARTNERSHIP WITH PRICEWATERHOUSECOOPERS

**187,648 PARENTS**  
DIRECTLY ASSISTED, 1 MILLION FAMILY MEMBERS AND FAMILY WORKERS ACCESSED ADVICE

**90 PROJECTS**  
ACROSS 23 LOCAL AUTHORITIES RECEIVED FUNDING

**78%**  
OF MANAGERS OF ORGANISATIONS RECEIVING FUNDING 'STRONGLY AGREED' THAT IT HAD 'IMPROVED THE LIVES OF PARENTS AND THEIR FAMILIES IN (THEIR) LOCAL AUTHORITY.' A FURTHER 20% REPLIED THAT THEY 'AGREE.'

## Protecting UK childhood

We work with a number of organisations who recognise their family friendly responsibilities, and we are committed to promoting best practice.

In December 2010, the Coalition commissioned a review into the commercialisation and sexualisation of childhood. The Family and Parenting Institute, which published research in 2004, 2006 and 2009 on the effects of advertising and marketing to children, was invited to advise on the review, and later commented on its findings in the Daily Mirror and other media outlets.

### We welcomed the Bailey Review's calls to:

- Make it easier for parents to block adult and age-restricted material on the internet
- Ensure regulation of advertising reflects more closely the views of parents and children
- Clarify the regulatory system by creating a single website for regulators
- Develop a code of good practice on retail to children

...and we will push for these recommendations to be implemented.

# Our family friendly vision

## Launch of national Family Friendly scheme

At the beginning of 2011, we secured a government grant to launch and deliver Family Friendly, our major new national scheme.

Only six per cent of us think the UK is a very family friendly society. To change this, we need to help places in our local communities to offer a service which is truly welcoming to families. The Family Friendly scheme will help organisations better understand the diverse needs of the families who rely on them as customers and service users. Family members can feed back to participating organisations on the Family Friendly website, helping them to constantly improve the services they are delivering.

Organisations not only rely on family members as customers, but also as employees. That's why our Family Friendly scheme also works to promote the benefits of family friendly working practices.

Six forward-thinking organisations have signed up to the scheme as pioneers. Barclays, Gatwick, BT, easyJet, the Department for Education, and Poole Family Information Service are already adopting family friendly approaches and are encouraging others to do the same. The scheme promises to make a real difference to family life in the UK.

See more: visit [www.WeAreFamilyFriendly.org](http://www.WeAreFamilyFriendly.org)



*“Balancing work and family life is easier said than done, so it is great to see leading organisations coming together to back a scheme like this. By working together we can all play a part in making Britain a more family friendly place.”*

— PRIME MINISTER DAVID CAMERON



*“We are delighted to support the Family Friendly scheme and look forward to being a part of this initiative.”*

— ANTONY JENKINS, CHIEF EXECUTIVE, BARCLAYS RETAIL AND BUSINESS BANKING

*“We're delighted to support the Family Friendly Scheme as a Pioneer and want families to help us shape and plan local services.”*

— CAROLE WARD, INFORMATION & COMMUNICATION MANAGER, POOLE FAMILY INFORMATION SERVICES

*“easyJet, as the UK's largest airline, is pleased to be part of the Family Friendly initiative. We carry over 50 million passengers a year and will be looking at further ways to make travel easy and affordable for our family travellers.”*

— PAUL MOORE, COMMUNICATIONS DIRECTOR, EASYJET

*“BT is delighted to support the Family Friendly scheme as a Pioneer. BT has for many years recognised the importance of family to its employees and customers.”*

— CAROLINE WATERS OBE, DIRECTOR, PEOPLE AND POLICY, BT

*“We realise that travelling with children can be stressful, so we're going out of our way to make their journey to, through and from the airport as smooth and enjoyable as possible... That's why we're supporters and big fans of the Family Friendly scheme.”*

— STEWART WINGATE, CHIEF EXECUTIVE OFFICER, GATWICK AIRPORT



PERHAPS OUR MOST IMPORTANT PARTNERSHIP IS WITH FAMILIES AND PARENTS ACROSS THE UK, WHO INFORM THE WORK THAT WE DO.

*“As a mum of two girls in their early teens, I found FPI’s ‘Is It Legal?’ publication full of useful advice. It can be difficult to know where the law stands on leaving children alone at home and other issues. But the book spells things out nice and clearly.”*

— MARY STUART, 46, CHELMSFORD, ESSEX

*“The way that advertisers bombard my children and make them crave things they don’t need has always bothered me. It’s good to see that an organisation takes this so seriously.”*

— GARY MCCABBE, 30, TRURO, CORNWALL

*“Mothercare are delighted to have sponsored the FPI Family Room as part of our ongoing commitment to support families. The objectives of the Family Room suited our core values perfectly and we are pleased to have had such a fantastic opportunity to engage with fellow stakeholders.”*

— LIZ DAY, MOTHERCARE’S PARENTING CONSULTANT

## Unifying for families at conference time

For the second year running we co-ordinated our Family Room alliance of 15 leading family charities at the autumn political party conferences.

Speakers at our events included Children’s Minister Tim Loughton MP, Dianne Abbott MP, and leading child therapist Dr Tanya Byron. Family Room is now established as the focal point for progressive debate and expertise on UK family policy at conference time.

### 2010 Family Room Members

Sponsored by Mothercare

- The Family and Parenting Institute • Children England
- 4Children • Family Action • Family Links • Family Lives
- Fatherhood Institute • Gingerbread • Grandparents Plus
- Home-Start • NCT • One Plus One • Parenting UK
- Relate • The Tavistock Centre for Couple Relationships

# Powerful

# partnerships

*“Parents’ Week really helps us engage with parents. We always look forward to it coming up in the calendar.”*

— THERESA CAMERON, PARENTING ADVISOR FOR SUTTON COUNCIL

**2,000**  
CAMPAIGN  
PACKS  
DISTRIBUTED

**400**  
EVENTS  
TOOK PLACE ACROSS THE UK IN CHILDREN’S  
CENTRES, SCHOOLS, LIBRARIES AND MUSEUMS

## Parents’ Week 2010

In October 2010 the Family and Parenting Institute staged its 11th annual Parents’ Week.

It saw us partner with hundreds of organisations in local communities to shine the spotlight on parents, families and their needs. This year the theme was *Knowing Families*. The events allowed those that work professionally with families to better understand how to support them in a local context. Parents’ Week also launched its own website this year: [www.parentswEEK.org.uk](http://www.parentswEEK.org.uk)



# Powerful partnerships

## On behalf of government

At the beginning of 2011, FPI secured three major grants for the forthcoming financial year 2011-2012 from the Department for Education. They were:

**A grant to deliver our national Family Friendly scheme**, which aims to improve the quality of public and private sector services for families. It will be delivered together with Gingerbread, Contact a Family, Grandparents Plus, Fatherhood Institute and Action for Prisoners' Families.

**A grant led by Action for Children, also involving Action for Prisoners' Families and Family Action**, which will allow us to strengthen local organisations which support vulnerable children and families, highlighting their work to others.

**A grant led by Barnardo's and also involving Action for Prisoners' Families and Children England.** This partnership will work through the voluntary and community sector to understand what already works well at a local level for families. It will ensure that frontline expertise and experience informs policy development and future government planning.

*"The Family and Parenting Institute has supported hundreds of voluntary sector organisations and tens of thousands of practitioners. You have enabled them to deliver help that has made a real difference to parents and families across the country."*

— PRIME MINISTER DAVID CAMERON



## Family Forum

This year we created Family Forum – a grouping of 30 CEOs representing leading family and children's organisations in the UK today.

The aim of these meetings is to share knowledge and views of the key issues families face to help inform policy and its likely impact on families.

Family Forum met three times in 2010-11. Speakers included: Richard Reeves, special advisor to Deputy Prime Minister Nick Clegg MP, Marion Davis, President of the Association of Directors of Children's Services and Janet Grauberg, special advisor to Minister for Children and Families Sarah Teather MP.

## Our All-Party Group

The Associate Parliamentary Group for Parents and Families (APGPF) allows voluntary organisations, researchers and other interested parties to brief parliamentarians on current issues relating to family policy and proposed legislation.

This year saw over 130 participants at two events:

- An introductory session for the new crop of MPs arriving in spring 2010.
- A joint event with Daycare Trust focused on how greater childcare provision can improve children's outcomes and parents' ability to work. This seminar influenced the Government's early year's policy review ('Supporting Families in the Foundation Years' July) and the Early Years Foundation Services review and Children's Life Chances review.

# Our plans for 2011-2012



## Speaking up for families

We plan to:

- **Expand** our Age of Austerity project.
- **Launch** a Future Families project. This will examine what family life will be like in 2020 and beyond. We will be charting the impact that major demographic, economic and social trends will have on family structure and family life.
- **Integrate** our Family Voice panel into all our work, allowing families across the country to help shape the debate.



## Our family friendly vision

We plan to:

- **Recruit** more organisations into the Family Friendly scheme.
- **Encourage** debate around family friendliness through Parents' Week 2011.
- **Launch** our second Family Friendly Report Card – and announce whether the UK has progressed or regressed in terms of its family friendly status.



## Powerful partnerships

We plan to:

- **Strengthen** Family Room further to give family organisations a louder voice at political conferences.
- **Continue** to spotlight the effect of economic cuts on families as a focus for partnership work.
- **Work** closely with family sector partners to ensure services are well placed to meet families' needs.

# Financial activities

## Income

**CONTRACT INCOME** £176,138  
**GRANTS INCOME** £8,262,978  
**OTHER INCOME** £128,079

**Total**  
**£8,567,195**

## Expenditure

**FUNDRAISING** £228,565  
**CHARITABLE** £8,377,363  
**GOVERNANCE** £98,385

**Total**  
**£8,704,313**

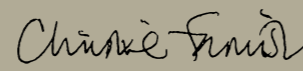
**Net outgoing resources**

**-£137,118**

## Trustees' statement

The summary financial information shows the income raised for our activities, the cost of raising the income and the amounts spent on our charitable activities and governance. The information is taken from the full financial statements which were approved by the Trustees on 6 October 2011. In order to gain a full understanding of the Family and Parenting Institute's financial affairs, the full audited financial statements, Trustees' report and auditors' report should be consulted. Copies can be obtained from the Family and Parenting Institute.

Signed on behalf of the Trustees.



**Christine Farnish**  
Chair



**Laurie Edmans**  
Treasurer

# The Family and Parenting Institute

## President

**Dame Margaret Booth DBE**  
Former High Court Judge and  
Fellow of University College London

## Board of Trustees

**Christine Farnish**  
Chair (appointed 14 Oct 2010)

**Fiona Millar**  
Chair (retired 14 Oct 2010)

**Anne Weyman OBE**  
Vice Chair

**David White**  
Vice Chair

**Laurie Edmans CBE**  
Treasurer

**Nickie Aiken**  
(co-opted 6 July 2011, appointed 7 Oct 2011)

**Prof Tanya Byron**

**Dr John Coleman OBE**

**Prof Leon Feinstein**  
(retired 13 Dec 2010)

**Penelope Gibbs**

**Paul Johnson**  
(co-opted 8 Sept 2011, appointed 7 Oct 2011)

**Joanne Liddy**  
(retired 30 June 2010)

**Prof Ann Phoenix**  
(retired 14 Oct 2010)

**Chris Pond**

**Prof Janet Walker**  
(retired 14 Oct 2010)

## Ambassadors

**Margaret Harrison, CBE**  
Founder and Life President, Home-Start

**Baroness Linklater of Butterstone**  
House of Lords

**Lord Richard Best**  
House of Lords

**Dame Julia Cleverdon DCVO, CBE**  
Vice President of Business in the Community,  
Special Adviser to the Prince's Charities

## Associates

**Prof Gillian Douglas**  
Professor of Law, Cardiff Law School

**Prof Judith Dunn**  
MRC Research Professor,  
Institute of Psychiatry

**Prof Rosalind Edwards**  
Professor in Social Policy and Head Weeks  
Centre for Social and Policy Research, LSBU

**Prof Gill Jones**  
Emeritus Professor of Sociology,  
Keele University

**Prof Kathleen Kieman**  
Professor of Social Policy and  
Demography, University of York

**Mavis Maclean**  
Senior Research Fellow Faculty of Law,  
University of Oxford

**Prof Alan Marsh**  
Emeritus Professor of Social Policy,  
Policy Studies Institute,  
University of Westminster

**Peter Marsh**  
Chartered Psychologist and Co-director,  
The Social Issues Research Centre

**Prof Stephen Scott**  
Maudsley Hospital/Institute of Psychiatry

**Prof Fran Wasoff**  
School of Social and Political Studies,  
University of Edinburgh



# Organisations we have worked with

The Family and Parenting Institute would like to thank the following organisations:

## Family Friendly

Barclays  
BT  
Department for Education  
easyJet  
Gatwick  
Poole Family  
Information Service

## Family Forum (Family Room members plus those below)

Adfam  
Child Poverty Action Group  
Coram  
Counsel and Care  
Family Rights Group  
Kids in Museums  
NCB  
Princess Royal Trust for Carers  
School Home Support  
Working Families

## Family Room partners

4Children  
Children England  
Family Action  
Family Links  
Family Lives  
Fatherhood Institute  
Gingerbread  
Grandparents Plus  
Home-Start  
NCT  
One Plus One  
Parenting UK  
Relate  
The Tavistock Centre for  
Couple Relationships

## Funders

Department for Education  
Calouste Gulbenkian  
Foundation  
Consumer Finance  
Education Body  
Mothercare

## Parenting Fund

Action Deafness  
Action for Children  
Advocacy in Greenwich  
Bangladeshi Youth &  
Cultural Shomiti  
Barnardo's  
Berkshire East and  
South Bucks Women's Aid  
Campaign for Learning  
Child Action North West  
Christian Action Resource Ltd  
Coalition for the  
Removal of Pimping  
Community Development  
Organisation  
Community Resolve  
Contact a Family  
ContinYou  
COPE: Black Mental  
Health Foundation  
Cornwall Dyslexia Association  
Croydon Supplementary  
Education Project  
Disability Croydon  
DISC – Developing Initiatives  
Supporting Communities  
Diversity Hub  
East Birmingham Community  
Forum Ltd  
Embrace UK Community  
Support Centre  
Fairbridge  
Families Need Fathers  
Families Talking  
Family Action  
Family Rights Group  
Finsbury Park Homeless  
Families Project  
Foresight  
Foundation Housing/  
Together Women  
Gingerbread  
Great Yarmouth Community  
Trust GYCT

Greenwich Mind  
Greenwich Toy & Leisure Library  
Groundwork Derby & Derbyshire  
Hartcliffe &  
Withywood Ventures  
Home Start  
IMPACT Family  
Mediation Service  
Leeds Counselling  
Leeway Women's Aid  
Lifeline  
Liverpool Arabic Centre  
Liverpool Personal  
Service Society Inc  
Look  
Malachi Community Trust  
Murray Hall Community Trust  
My Time CIC  
Nacro Community Enterprises  
National Autistic Society  
National Society for the  
Prevention of Cruelty  
to Children  
The Nia Project  
North Staffordshire YMCA  
One 25 Ltd  
Ormiston Children and  
Families Trust (Norfolk)  
Parentline Plus  
People in Action  
Quaggy Development Trust  
Race Equality Foundation  
Relate  
SAFC Foundation  
Saint Marks Community  
Development  
Scope  
South London Tamil Welfare  
Group  
Southampton Women's Aid  
Southwark Day Centre  
for Asylum Seekers  
Southwark Refugees Project

Sutton Coldfield YMCA  
The Children's Society  
The Tavistock Centre for  
Couple Relationships  
Turning Point Women's  
Centre Ltd  
VoiceAbility  
Wild Young Parent's Project  
Women's Rape and Sexual  
Abuse Centre (Cornwall)  
Women's Work  
Worker's Educational  
Association  
Young Carer's Project  
Young People in Focus

## Projects/ research partners

Action for Children  
Action for Prisoners' Families  
Association of Directors of  
Children's Services  
Barnardo's  
Cabinet Office  
Campaign for Learning  
The Centre for Excellence  
and Outcomes in Children  
and Young People's Services  
(C4EO)  
Contact a Family  
The Daycare Trust  
Department for Work  
and Pensions  
Improvement and Development  
Agency (IDeA)  
Institute of Education (IoE)  
Institute for Fiscal Studies  
National Children's Bureau  
(NCB)  
National Foundation for  
Educational Research (NFER)  
National Youth Agency (NYA)  
Research in Practice (RiP)  
Social Care Institute for  
Excellence (SCIE)

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## Family and Parenting Institute

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