



Impact Report

24/25

**Creating Lasting Change for Families
Across London**

2024/25 Impact Report

About Home-Start London

Home-Start London is a network of local charities supporting families through their toughest times. We believe that every parent in London should have the support they need to give their child the best start in life. Together, our trained staff and parent volunteers provide compassionate, holistic support to help parents thrive so that their children can too.

Home-Start trains volunteers with parenting or caring experience and matches them to families with at least one child under five. Volunteers visit families in their homes every week, providing practical and emotional support. We also offer specialist services such as family groups and counselling. With our support, families avoid crisis point and parents build the skills, confidence, and local networks to enable their child to thrive.

Home Start London was established in 2015 with 14 London Home-Starts operating across 15 boroughs and since then our membership and operations have evolved, responding to new challenges and opportunities. Over the course of this year, HSL engaged and coordinated joint initiatives with 16 local Home-Start teams operating across 28 boroughs.

Our Collective Impact



168
expert staff



923
trained volunteers



16
Local
Home-Starts



28
London boroughs
covered



7,029
families
supported



8,102
children
supported

Of the parents supported:



reported improved
mental health



felt less alone



felt more able to
support their
child's
development



2024/25 Overview

This year our network of local Home-Starts across London continued to provide vital support to families facing their toughest times.

Throughout the year, local Home-Start teams continued to face challenges, from increased demand for services and high operating costs, to contracting funding and increasingly complex and overlapping family needs.

In this context, the Home-Start London teams' work was more important than ever: to connect, strengthen and champion local Home-Starts across the capital so that together we can support more children and families.



Goal 1: Sustainable

Building new partnerships to sustain and extend Home-Start services to more London families.



Goal 2: Inclusive

Sharing learning and supporting collaboration to ensure services best meet the evolving needs of London's diverse communities.



Goal 3: Influential

Raising our profile and collective voice in support of vulnerable London families, and making the case for early intervention and family support services.

Impact

100%

OF LOCAL HOME-START
TEAMS REPORTED HSL
HELPED THEM SHARE
LEARNING AND GOOD
PRACTICE

71%

OF LOCAL HOME-START
TEAMS REPORTED THAT HSL
HAD SUPPORTED THEM TO
DEVELOP NEW
PARTNERSHIPS

57%

OF LOCAL HOME-STARTS
REPORTED THAT HOME-
START LONDON HAD
SUPPORTED THEM TO
IMPROVE ORGANISATIONAL
EFFECTIVENESS.



When I am faced with a challenge, I can speak to someone who has faced something similar. I have had some really brilliant advice and have had resources shared with me that have meant I am not starting from scratch when faced with a new problem.

London Home-Start Manager, Manager's Survey 2024

GOAL 1: Sustainable

Building new partnerships to sustain and extend Home-Start services to more London families.

We launched our new “Big Hopes, Big Future” programme supported by The Charity of Sir Richard Whittington as part of the Mercers’ Company’s Early Years Special Initiative. Through this programme we are working with two local Home-Starts to extend school readiness support to 400 disadvantaged children in Camden, Islington, Southwark, and Lewisham. Over four years, we will develop and share good practice and learning with the wider Home-Start network to support scale up. This year we successfully trained programme staff, built new early years partnerships, and integrated the Big Hopes, Big Futures curriculum into home visiting and groups with positive feedback from families.

We secured a new, four-year grant from the National Lottery Community Fund to sustain and grow our core work supporting local Home-Starts in London to become more sustainable, inclusive and influential. Over four years, we will co-design and deliver a tailored programme of support that builds organisational capacity, strengthens collaboration, and fosters new partnerships that enable Home-Starts to reach more families. In this first year of the grant, we recruited a new Coordinator and started new joint work in priority areas such as strengthening impact measurement and promoting equity, diversity and inclusion across the network.

We were proud to be Elite Landscape’s designated charity partner this year, supporting their fundraising efforts and staff volunteering including a successful project with Home-Start Greenwich, converting a disused outdoor space into a fantastic forest school where children are now able to play, explore and develop vital skills.

We were also grateful to receive a final donation from Berkeley Homes supporting Home-Start services in North East London.



We brought together 80 Home-Start supporters to take part in a 5k/10k fundraising event in Regents Park which raised over £33,000 for local Home-Starts. The event was a great success, establishing a sustainable fundraising model that will be delivered annually.



The fundraising run was a great income generator for us and we have a new contact with a housing provider which feels promising. More than anything, being part of Home-Start London makes me feel less alone. I get ideas from other Home-Start's. I get strength from other Home-Start's. I have someone to call who understands the pressures of my role and can just empathise with the challenges.

London Home-Start Manager, Manager's Survey 2024

GOAL 2: Inclusive

Sharing learning and supporting collaboration to ensure services best meet the evolving needs of London's diverse communities.

We planned and prepared our second, London-wide volunteer recruitment campaign #My2Hours. Working in collaboration with Volunteer Managers and Communications Leads across the network, we developed and shared a range of communications assets to support volunteer recruitment throughout the year for an even more impactful campaign. These included volunteer stories from several local Home-Starts. Through this and huge local efforts there were 923 active volunteers in 2024/25 – a rise of 23%.



Throughout the year, we facilitated our vibrant peer learning groups for Home-Start Volunteer Leads, Communication Leads and Managers across London. These groups provide a supportive space to exchange ideas, skills and resources, helping staff to tackle shared challenges in areas ranging from strategy and governance to social value and corporate fundraising to volunteer recruitment, development and retention.



“Sharing our learning helps us realise our blind spots and celebrate brilliant practice – it is also key to helping us work together to develop new partnerships.”

London Home-Start Manager, Manager's Survey 2024.

GOAL 3: Influential

Raising our profile and collective voice in support of vulnerable London families.

We ran our flagship annual London Family Voices research in preparation for a campaign profiling the experiences of families with babies and young children in the capital. The [research](#) explored parental wellbeing, financial pressures, family support needs and the impact of Home-Start help. We gathered responses from over 300 parents supported by local Home-Starts, complemented by seven in-depth interviews. The report is now a key influencing tool and source of insights for the London network.

Key findings:

★ Economic and social pressures are undermining parental wellbeing: six in ten (60%) parents and carers feel overwhelmed. Half of them (51%) feel anxious. Close to half of families (46%) feel lonely and isolated. Families are feeling like this all or a lot of the time.

★ Financial strain is making things worse: nearly nine in ten families (86%) report that money worries are making parenting harder, with 81% feeling stressed or anxious due to financial pressures. Six in ten (61%) say money worries increase their sense of isolation.

★ Some families are hit even harder: higher proportions of single parent families, parents of children with SEND, and parents with a disability or health condition themselves are struggling to pay for food and essentials.

★ Parents' support needs: when asked what would help most in the next 12 months, 47% of families said emotional support. This rises to nearly three quarters (74%) of parents/carers of children with special educational needs and disabilities.

★ Home-Start support is making a real difference: nine in ten parents (91%) say their mental health improved and 84% felt better able to understand and support their child's development.



Throughout the year, we worked with our network to influence key stakeholders and strengthen family voices in policy and strategic forums. This included partnering with the Childhood Trust to create and screen "Unheard Voices", a powerful film sharing the stories of two families, at the 2024 London Child Poverty Summit.

As members of 4in10's Policy Forum, we took part in a roundtable with the London Deputy Mayor to discuss the impact of deepening poverty and inequality for children and families. We showcased Home-Start's volunteering model at the GLA's Equity in Volunteering Forum and, as part of the Volunteer Strategy Group supported by the GLA and London Plus, helped shape London's new Vision for Volunteering.

Holding it together
Money worries and emotional strain



Thanks to Our Partners

We would like to thank all our partners for their commitment and support for the work of Home-Start across London: The National Lottery, City Bridge Foundation, The Charity of Sir Richard Whittington, Berkeley Homes, Childhood Trust, Children England and Central and North West London NHS Foundation Trust.



Alongside our funding partnerships, we received valuable pro bono support from partners including Media Trust, Pro Bono Economics, the LSE Volunteer Centre, and ZSL London Zoo.



Looking Ahead

As we look to next year, we are committed to working with local Home-Starts to protect and extend services, reach more families, and grow a diverse and vibrant volunteer community in London.

However, we can't do this alone. We're looking for like minded partners to play a meaningful role in this vital work, helping to ensure every parent in London has the support they need to give their child the best possible start in life.

If you would like to support the network, partner with us, or just to find out more, please get in touch via director@home-startlondon.org

To find out more visit: www.home-startlondon.org

