

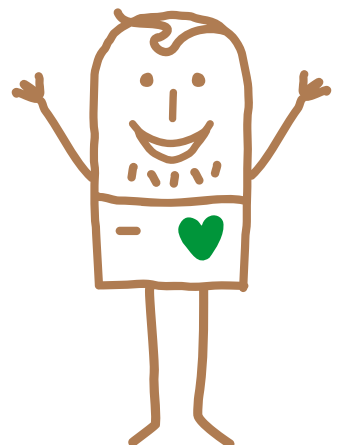
THE  
MINISTRY OF  
PARENTING

Promoting Creativity in Parenting Support, a Community Interest Company

# Impact Report 2013/2014

**THE RIGHT ACTIONS! INNOVATION, QUALITY AND EFFECTIVENESS**

“Our primary achievement this year has been to deliver the right actions, and services, to best support families and young people and guide them towards a brighter future.”







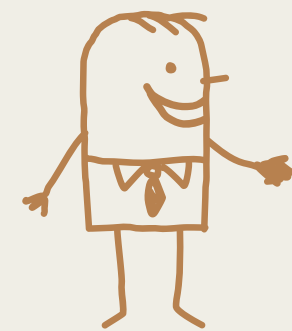
'Building a better future' – the lifetime costs of behavioural problems and the benefits of early intervention. The Centre for Mental Health. Report 22 January 2014.

Parenting programmes more than pay for themselves through future savings in public spending, spread across a range of budgets including education, health, social care and criminal justice. And there are also substantial benefits to wider society and to individuals and their families, not all of which can easily be measured in monetary terms.



“The Ministry of Parenting aims to combine the ideas, enthusiasm and experience of parents, children and professionals with the available evidence of what works in practice and in turn to develop and deliver a range of programmes and support to help parents and children understand each other, make healthy choices and enjoy their time together.”

The Right Actions –  
Better Information, focused  
on impact



The Right Focus –  
Focused on key causes



The Right Process –  
Adapting constantly

The Right Team –  
Professional, Creative,  
Forward Thinking and  
Passionate



# Director's Report

This is my first Directors report as I had the privilege of being asked to consider the responsibility after joining the company in April 2013. My working life has been pretty varied, with jobs fitting around my family life and two children (now grown up). On our return to the United Kingdom I worked in a secondary school whilst I studied to be a counsellor with an adult charity. Wanting to use my newly acquired communication skills I joined Essex County Council as an Education Welfare Officer, moving on to become the County's first Family Support and Liaison Worker which I loved. It was during this role that I became acquainted with Jeannie and her passion for working with parents. Her motivation is contagious and I began my journey into the world of parenting as a professional; enrolling at Essex University in 2004 to do the nine month parent group intervention course run by Jeannie. It was during this time that I was introduced to the world of funding and targets, as the statutory sector was forced to rethink their financial constraints and obligations and my post was lost. So, I trained as a Social Worker, seeing this as a way to continue my work with families and children. It was whilst working as a social worker at The Junction @ MIND that I become involved with a project called SAAIF (Stopping Aggression and Anti-Social Behaviour in Families) – but more of that later.

Jeannie's passion for parenting is still evident and when I was offered the chance to join The Ministry of Parenting for twelve months to run SAAIF and STOP (a supportive programme for parents of teenagers), the potential to expand my horizons and learning felt too good an opportunity to miss. Eighteen months on, I continue to be

inspired by the work that is done by the whole team and my personal aim is to emulate their hard work, passion and commitment to parents, families and children.

Raising our children is the most important and complex task in our lives, and yet, we receive little or no formal training for this role. Instead, parents are assumed to inherently 'know' what to do. (Crittenden 2008:4) And yet, how can parents know what to do and how do they get that information? All too often we hear that parents have struggled to get the help they deserve.



This academic year the Ministry of Parenting has delivered parenting programmes to 364 families with children and young people aged 0 through to 16. Many of these families go on to attend follow up courses with us as their journey to become better informed parents continues. The team's shared belief that parenting is the hardest and longest job most of us will ever do, balanced with supportive empathy and understanding is at the core of all the programmes we deliver.

This coming year we have secured grants to run Incredible Years School Aged parenting programme in partnership with a local school and also an Incredible Years Advanced programme to parents with children with ADHD or ADHD/behavioural traits. In addition the

STOP (Supportive Programme for Parents of Teenagers) will roll out to parents of adolescents with anti-social/behavioural problems as will the FLASH (Families Living with Self Harm) programme, for parents with young people who self-harm. We are delighted to have been awarded a grant from the Police Crime Commissioner to run a SAAIF programme (Stopping Aggression and Anti-Social Behaviour in Families) in Mid Essex.

I would like to take this opportunity to thank all the professionals who are involved with The Ministry of Parenting. Our Business Advisory Board panel comprises of six professionals who advise on finance, communications, clinical, safeguarding, training and ethnicity matters. The company also has a cohort of fantastically supportive professionals who we call on to enable us to run some of the programmes – without them we would not reach the families that we do.

Eight parents who have completed one or more of our programmes form our Parents Advisory Group, these committed people enables the company to keep strict allegiance to the parent's voice and all that it stands for. They have helped us 'rethink' our letters and posters this year and advise on what message we want to portray out in our community.

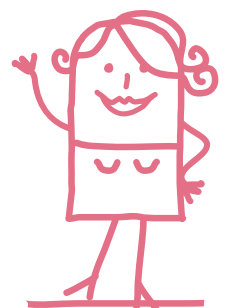
Challenges for the coming year include the far reaching effects of the economic climate as funding constraints across the country affect us all, both in our homes and within our businesses and workplaces. As funding from various sources has reduced, the company has responded by increasing our networking and marketing of our services and

continuing to explore longer-term funding pathways. Our recent team innovation day was spent exploring how we can generate income in order that we can continue to deliver good quality parenting despite limited grants and funding. Our new PiT –STOP home coaching programme is currently being trialled in East Sussex; we will review its success in January 2015 before moving on to delivering a training package. The interest in individual parenting support has led to us offering a privately funded home coaching service, enabling parents to purchase a 'bespoke' parenting intervention which directly addresses their needs. This exciting challenge is in its infancy but will, I'm sure, grow and strengthen as the company has over its six years existence.

So, 2015 will continue to see us plan our various programmes and trainings, evidence the difference that the company makes to both professionals learning and to parents and children. Those differences will be communicated and translated into reports, enabling The Ministry of Parenting to reflect and learn from the difference our work makes. An exciting, if challenging year ahead.

A handwritten signature in blue ink that reads 'Debbi Barnes'.

**DEBBI BARNES**  
DIRECTOR



# Do you know how the company got its name?



**I**n 2008, Jamie Oliver published Jamie's Ministry of food cookery book from the television series of the same name. The original Ministry of Food was the Government's response to rationing during the Second World War, in order to avoid the food shortages and malnourishment which was experienced during and after the First World War. Women who could cook were mobilized to provide support, and share recipes and tips to their communities and the general public on how to use their rations properly enabling people to eat and live better. The general message of The Ministry of Food was to 'pass it on' - learn a recipe, share it and teach others; keeping the cycle of knowledge alive.

The 'pass it on' movement is essentially a modern day version of the way people used to pass recipes down the generation. Founded in 2008, The Ministry of Parenting was inspired by Jamie's passion for community thinking and sharing, as our wish is to pass on "a parenting menu" to support healthy parenting.



## WHAT DO WE DO?

This recipe for success fits well with the concept of being a social enterprise company which uses its profits and assets for the public good. In 2005 the United Kingdom's government introduced the concept of Community Interest Companies (CICs) under the Audit, Investigations and Community Enterprise Act 2004; enabling social enterprises to principally reinvest their surpluses into their communities, as opposed to being driven by a need to maximise profits for shareholders and owners.

The thread of 'passing it on' reverberates through everything we do, we do in partnership with others; whether with parents, children or professionals.

Families are at the centre of our work and we aim to give all families choice and control over what is offered to them. A variety of Specialist Parenting Support Programmes (to include Special Educational Needs/Additional Needs) may be offered.

For parents of younger children, group programmes are based upon the evidence-based Incredible Years series.

Parents of pre-teens and teens (10-16) may access group programmes which are organic to Essex; and are also being widely delivered throughout Sussex, Bucks and Dorset.

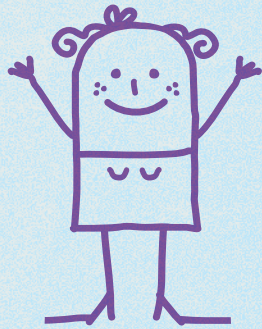
One-to-one home-coaching puts families at the absolute centre of our intervention. Professionals provide parents with a bespoke opportunity to work at their pace, on the particular challenges which are presenting in their households to learn and improve their relationships within their families. Parental participation with the same facilitator establishes trust and parents reflect back a sense of working in partnership, as changes are made.

This thread of 'passing it on' continues with our professional trainings - with people travelling from as far afield as Spain to take part in our training programmes and with Jeannie travelling to Denmark to deliver trainings.

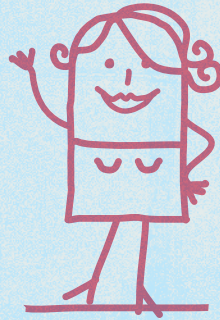




# Where we are providing training for professionals



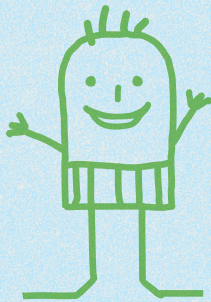
**SHARPS**  
(Supporting holistic  
approaches - Risks,  
Parents and Self Harm)  
Dorset and Colchester



**FLASH**  
(Families Learning  
About Self Harm)  
Colchester and Dorset



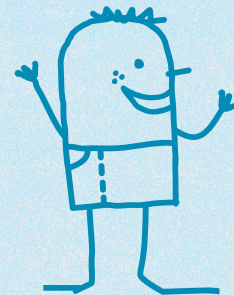
**GROUP  
FACILITATION  
SKILLS TRAINING**  
Colchester



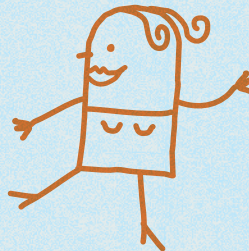
**PARENTAL  
ENGAGEMENT  
TRAINING**  
Colchester and Bucks



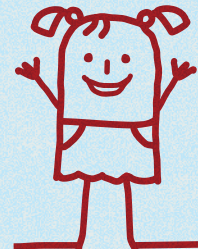
**INCREDIBLE YEARS  
(Baby)**  
Essex, Kent, Berkshire,  
London, Lincolnshire  
and Denmark



**INCREDIBLE YEARS  
(Early years and  
toddler)**  
Essex, Bucks, East  
Sussex, Suffolk, Kent  
and Berkshire



**INCREDIBLE YEARS  
(School aged)**  
Essex



**STOP**  
Colchester



# Impact on professionals (MARCH 2013 - APRIL 2014)

## TRAININGS APRIL 2013 – MARCH 2014

| TYPE OF TRAINING               | NUMBER OF TRAININGS OFFERED | NUMBER OF PROFESSIONALS WHO ATTENDED |
|--------------------------------|-----------------------------|--------------------------------------|
| Incredible Years Baby          | 4                           | 59                                   |
| Incredible Years Early Years   | 11                          | 153                                  |
| Incredible Years Home Coaching | 3                           | 49                                   |
| Incredible Years School Aged   | 2                           | 24                                   |
| Group skills (march)           | 1                           | 8                                    |
| STOP                           | 3                           | 29                                   |
| Parental engagement            | 1                           | 10                                   |
| SHARPS                         | 2                           | 30                                   |
| FLASH                          | 1                           | 22                                   |
| Nursery nurse parent training  | 1                           | 17                                   |
| <b>TOTAL</b>                   | <b>29</b>                   | <b>401</b>                           |

## FLASH – FAMILIES LEARNING ABOUT SELF HARM

**F**ollowing the success of the FLASH training in Dorset

in 2013, professionals in Dorset CAMHS (Child & Adolescent Mental Health Services) have championed the programme and delivered two successful programmes. These professionals have received Level 2 Certification and are enroute to becoming FLASH trainers 'passing it on'!

In September a FLASH course was delivered to western expats in Shanghai working with young people at international schools in China! The group was very successful and will be repeated in 2015.

Other trainings have also taken place throughout the year and the interest in the Incredible Year Trainings continues – the courses are always well received and attended.

Comments from professionals who undertook the Incredible Years training include:

“I am really looking forward to delivering the programme to the parents. Watching and listening to the progress it has made to the families.”

“Wonderful course! Finally I am trained!!!! Officially!!! Thank you J”

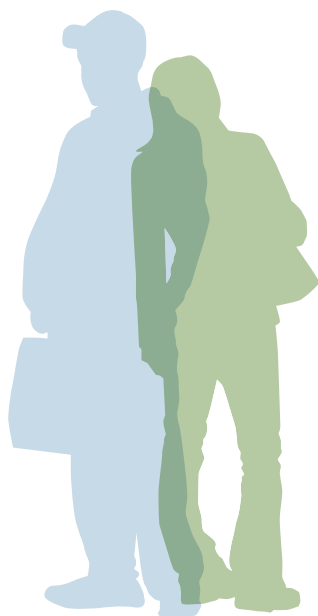
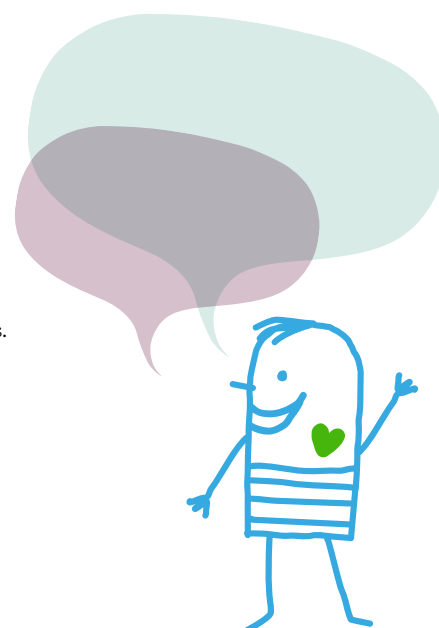
“I found the course really helpful, especially the play (homework) and understanding how this emphasises the basics of the method.”

“Love the courses here. Always helpful and delivered in a way that makes it interesting and fun. Gain a lot of experience and confidence to deliver the courses. Thank you J”

“I found the course really helpful especially the play – (homework) and understanding how it is the basics of the method.”

“Really LOVED it!! So brilliant. I will use this in work and home life. Thank you so much for being such a brilliant teacher!!”

**FLASH**



# Impact on Parents (MARCH 2013 - APRIL 2014)

## PARENTS SUPPORTED FROM APRIL 2013- MARCH 2014

|                              | NO GROUPS                       | NO WEEKS/HOURS   | REFERRED   |
|------------------------------|---------------------------------|--|------------|
| Incredible years Baby        | 1                               | 8 weeks @ 2 hours a week                               | 8          |
| Attentive                    | 3                               | 6 weeks @ 2 hours a week                               | 29         |
| STOP Ethnic group            | 1                               | 12 weeks @ 2 hours a week                              | 12         |
| FLASH                        | 1                               | 4 full day weekend workshops                           | 21         |
| Workshops ADHD               | 4                               | 2.5 hours each workshop                                | 60         |
| Incredible years school aged | 3 (2 am groups & 1 pm group)    | 12 weeks @ 2 hours                                     | 61         |
| Home coaching stop           | 18 families                     | 6 – 10 weeks @ 1.5 hours weekly or fortnightly         | 18         |
| STOP group                   | 3 (2 daytime & 1 evening group) | 12 weeks @ 2 hours week                                | 84         |
| Home coaching IY             | 15                              | 6 – 15 weeks @ 1.5 hours a week                        | 15         |
| SAAIF                        | 1                               | 4 Saturday workshops. Plus 14 weeks @ 2 hours per week | 56         |
| <b>TOTAL</b>                 |                                 |  | <b>364</b> |

**R**easons some families don't start the intervention

- Times/dates/days not suiting them due to work or family commitments.
- Not having child care.
- They felt that things had improved and therefore no longer needed to attend a group.
- Family does did not respond to any form of contact.
- Out of area referral.

Reasons some families don't complete the intervention.

- Work commitments was unable to complete.
- Changes in child care arrangements.
- Parents mental health.

Effectiveness of our impact Data processed by Warwick University continues to show our STOP and Incredible Years Groups rate highly for parents feeling respected and understood; a great testimony to the facilitators who offer support to families outside of the group with phone calls and texts.

Our Incredible Years groups showed 79% of case improvement in parent's mental wellbeing and a reduction in parenting laxness and parent over-reactivity.

STOP showed 100% of parent improvement in parental mental wellbeing, and children outcomes showed 73% improvement in children conduct disorder improvements.

Both Incredible Years and STOP had 100% of parents stating that they had fewer problems after the group programmes. We have evidence (quantitative data) that indicates that STOP is effective in the short term, and wider evidence suggests its effectiveness long term.

STOP parents would agree with comments such as: What changes have you seen in your child/family?

- By not shouting, to sit and talk to my child and we have a better relationship.
- My son's confidence is beginning to increase as I step back and let him make the choices he thinks he should make.
- Children are problem solving. We've all become more communicative. Life isn't one drama after another.

• The family life is much calmer and communication has improved. The children are learning to problem solve for themselves.

• I've been consistent and the kids have seen and observed my new ways of handling situations. They are happier and I feel more positive and in control.

• I'm less reactive to situations in perhaps an over aggressive manner; much more likely to use the 'tools' which has resulted in a much calmer household. My wife said that she doesn't feel like she's walking on egg shells anymore as there is not the same air of stress.

• Our children are more talkative, less argumentative and are beginning to realise when we say something we mean it.

• I have learnt to listen to my children. My family life is much calmer and we laugh more!

Parents who attend our groups are encouraged to complete a Parents Experience Evaluation which is anonymous – their feedback remarks are clear in delivering their message to funders saying:

What message would you like to give to funders about this group?

• Every parent should be given this support and advice on the NHS!!

• COUGH YOUR CASH UP! This course would be brilliant rolled out to schools. More parents etc.

• This is a worthwhile project that really helps parents solve problems before they escalate. It also brings families together.

• From the bottom of my heart thank you! Please keep funding going it has made a huge difference to me and my family and without your support god only knows how my situation would have evolved. I have definitely gained skills for life that will undoubtedly be passed on to my children.

• I have had a few jobs since turning 16. I have had training or been given training for every role. However the biggest job I have had is being a parent and I expect 'us' to just pick this up as we go along.

• It's a life saver. It gives parents hope that things can change in their families. There's nothing else out there for parents whose children don't have a social worker.



- Whatever you do don't allow this group to fold. It is of such benefit to so many different families.

- DO NOT STOP. This course has given me the confidence to be a parent. I think you should advertise the course and the Ministry of Parenting far more than you do!

The Centre for Mental Health published their report "Building a better future" (Jan 2014) and informs us that "various attempts have been made to estimate the long-term costs of severe behavioural problems but all of these are likely to under-estimate the true costs by a substantial margin . . . A large body of evidence shows that, if well implemented, parenting programme can be very effective in improving child behaviour, particularly by encouraging positive parenting. They also improve the behaviour of siblings and the mental health and wellbeing of participating parents".

Additionally the report continues that "Parenting programmes more than pay for themselves through future savings in public spending, spread across a range of budgets including education, health, social care and criminal justice. And there are also substantial benefits to wider society and to individuals and their families, not all of which can be easily measured in monetary terms".



#### Parent attending the FLASH workshops (Families Learning About Self-Harm)

"Just wanted to say a big 'thank-you' for running the FLASH parenting workshops so well. I feel I have benefitted from attending greatly, especially having met others who totally understand. xxx

PS To date my daughter has managed not to self-harm for the past three weeks, so that's positive !!"

**Parent attending Incredible Years School-Aged Parenting Group** "I would like to say a massive thank you for all your help in the past couple of months. It's been, and still is, an extremely difficult journey for my family, as you well know, but you gave me the confidence I was lacking to be a better mother. I really enjoyed coming to you and your welcome, as well as the welcome of your colleagues has certainly made me feel at ease. I hope to see you again and I'll definitely call for a chat. Lots of love and huge thanks to you and your lovely colleagues."

#### Parent attending STOP parenting group (Supporting Parents with Teens)

"What to say other than thank you to all for your support and understanding, not judging, and sharing. I feel this group has supported me and my family immensely. Wishing you all the best for the future"

#### Professionals attending Incredible Years Early Years Training

"Dear Jeannie - you have been an incredible facilitator and shared some wonderful learning. Thank you so much"

**Professionals attending Incredible Years Early Years Training** "Thanks Jeannie - training has been so, so useful, can't wait to put it to use now"

**Professionals attending Incredible Years Early Years Training** "Thanks so much for all your great sharing and guidance!"

#### Parent attending Incredible Years School-Aged Parenting Group

"Thank you so much for giving me the chance to be a part of your parenting group. I have really enjoyed working with you and have learnt so much over the past few months. I will miss my Monday mornings with the group and hope you keep in touch. Wishing you all the best and thank you again."

# Good News for 2013 – 14

## OUR 2014 CURRENT SECURED GRANTS WERE:

### IN THE COLCHESTER AREA

The Essex County Voluntary Sector Grant Family Innovations Fund funded the 'Jack in the Box' project which provided the Incredible Years School Aged parenting programme and Incredible Years Advanced programme, to parents with children with ADHD or ADHD/behavioural traits.

The North Essex PCT funded our STOP (Supportive Programme for Parents of Teenagers) programme to parents of adolescents with anti-social/behavioural problems. We expect to provide these programmes to 102 parents with an impact to 306 children.

### IN MID ESSEX

The Essex Police Crime Commissioner awarded a grant to support the SAAIF project across mid Essex from September 2014 to June 2015. SAAIF is an early intervention initiative working with the parents/carers and adolescents (11 – 16) who are engaging in adolescent to parent violence. This form of domestic violence is said to be 'the most under researched form of family violence'. We aim to reach 216 during the life of this project.

### COUNTY WIDE

Funding from Essex Community Foundation on behalf of the Chiron Fund awarded a grant which will enable us to push forward with our new manual Pit STOP. Following the success of the STOP one to one home

coaching programme we wrote an adaption of STOP for one to one delivery; named "Pit-STOP". From September 2014 STOP trained professionals and trainers in Essex and in East Sussex piloted the Pit-STOP draft manual. The final proof is expected to be ready by January 2015; this grant will pay for the manuals graphic design so Pit-STOP can be published and available across the county from March 2015.

### MORE GOOD NEWS . . .

In August 2014 we were informed our NICE shared learning example which was based on the Incredible Years programme we implement in our Jack in the Box project was successfully quality assured and published in NICE's Local Practice Collection.

We were also entered for consideration in NICE's Shared Learning Awards (notified in early March 2015)

### BENEFICIARIES TO DATE

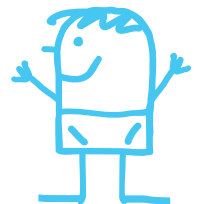
Since 2009 to December 2013 we had worked with 671 families; impacting on 2013 children AND have provided professionals trainings to 1798 professionals. That's an awful lot of people that our 'recipes' have been passed on to! Jamie would be proud of us.

## THE FOCUS FOR 2015 . . .

Challenges for this year and next will be with the delivery of the grants within budget restraints, constraints of a small office environment and marketing to new targeted audiences and exploring longer-term funding pathways. However, myself and the company staff are really positive about the direction we are going and full of energy to develop new national contacts, new training programmes and new employment/apprenticeship/volunteer pathways.

Our key areas for focus are:

- 1 Development, marketing and sales system for the company owned resources and the expansion of new resources for ethnic groups and in areas of under development (family violence).
- 2 Improve commissioning readiness i.e. how to access funding through pupil premium, GP practice commissioning.
- 3 Develop the private home-coaching programmes to parents who are unable to access programmes due to working hours and/or professional status.
- 4 Develop our data to clearly show our impact outcomes and link this to long term social saving. This I feel will help the company become attractive to social investment.
- 5 Skilling up the team to increase training ability, explore new prospects/funding pathways for recruitment of employees, apprenticeships and Volunteers.





# Accounts year from 1st April to 31st March 2014

## 2013-2014

|                            |          |
|----------------------------|----------|
| Turn over                  | £241,762 |
| Pay roll & operating costs | £174,497 |
| Cost of sales              | £78,104  |
| Gross profit               | £163,658 |
| Net profit (loss)          | - £1,476 |
| Reserves                   | £16,132  |



'Building a better future' – the lifetime costs of behavioural problems and the benefits of early intervention. The Centre for Mental Health. Report 22 January 2014.

**Building a better future** reviews the large body of evidence on the costs of severe behavioural problems and the economic benefits of parenting programmes, and shows that the programmes are not only proven to work but, when well implemented, are very good value for money. The benefits of this intervention are so high relative to its cost that only a modest improvement in outcomes is needed to support a strong economic case.

**T**his year we increased our team and invested in training, spending £4,940. This has enabled us to reach more families and expand trainings. A real investment for our future.

### INVESTMENT FOR THE FUTURE

Even though as a team we were delighted with the large grants awarded, we were becoming concerned that the trajectory of the company's growth had been sporadic and acknowledge the need to widen our income pathway. Our aim is to become more commercial (whilst keeping our core CIC beliefs) and to provide a more in-depth contingency plan against public-sector funding cuts.

Therefore we planned for this year to use part of the company reserves and profitable income from the trainings to reinvest in staff training, new projects and home developed programmes. We hope through the investment this year we will "scale up" the company to become a more effective social enterprise through increasing our capacity to create a long term sustainable organisation. This we believe will arm us with effective solutions to meet the challenges faced in the business world today, which in turn will help us continue to provide positive solutions to our community of parents and families in the challenges they face today.

