



HOME START



Wrexham

Annual Report

2024-25





About Home-Start

Home-Start Wrexham is a charity that helps families live happily and healthily.

Home-Start Wrexham deliver projects to help local families improve their experience of family life. We know that raising a family can be tough for lots of different reasons.

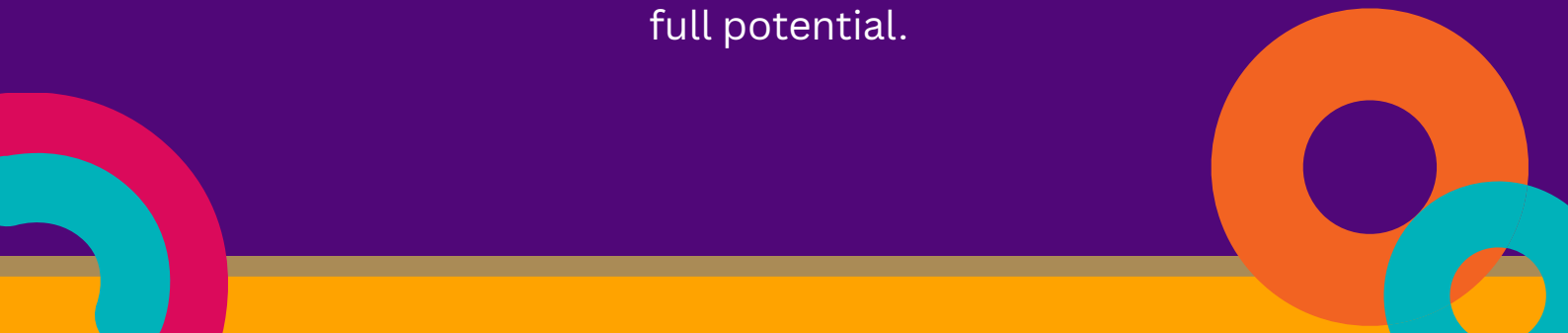
We want to be there for families when they need us the most.

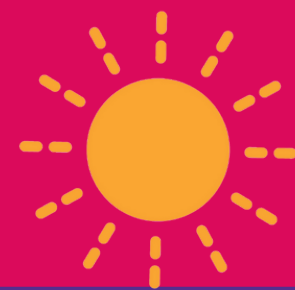
Families of all shapes and sizes, living in the Wrexham County Borough, can receive support from Home-Start Wrexham. This is available to those with at least one child from conception to 12 years old. Support is not time limited but focused on a family support plan to improve family life.

It began in Wrexham in 1991. However, it is part of a wider network that started in Leicester in 1973. This network uses a peer support model of home visiting families to reduce isolation.

Each local Home-Start operates independently as a charity. However, it has links through a national organisation, Home-Start UK. This connection helps with policy, practice, and branding support.

Home-Start strongly advocates for a happy and secure childhood for children, acknowledging the crucial role of parents in providing a solid foundation for their children's future and empowering them to realise their full potential.





Team 2024-25



Pam Hoyle- Director

Jo Mercer- Senior Coordinator

Lucie Nikolic- Coordinator

Hannah Rowlands- Volunteer Coordinator

Stacey Davies- Perinatal Coordinator

Nicky Cunningham- Family Support Worker

Amy Jones- Family Support Worker

Kaitlyn Winson- Baby Equipment Bank Coordinator

Natasha McQueen- Administrator

Rosie Pumford - Cleaner

Trustees

Sue Jones - Chair
Stephen Williams - Interim Chair
Jill Morris - Treasurer
Linda Hopwood - Trustee
Katie Rees Jones - Trustee
Pat Kearsley - Trustee
Jenny Owen - Trustee



Advisors

Sue Rowan- BCUB
Jim Smith- BCUB
Helen Edwards- WCBC
Kelly Boulton- Individual



Chair's Foreword



I am delighted to present our Annual Report for 2024-2025. Each year that I have reflected on the year to compile this foreword for the Annual Report I am overwhelmed by the achievements of everyone involved with Home-Start Wrexham.

I am so pleased that we can confidently say we are settled in our new home. I know that the move from Eagles Meadow to Regent Street was an extremely stressful period for the team who dealt with the initial uncertainty, followed by the quite swift arrangements needed to vacate and relocate in a very professional way. What makes this more remarkable is the fact all support for families remained consistent, with group sessions moved to other locations and direct support continuing whilst behind the scenes offices were being packed up and moved. This is the perfect representation of how you all put families first and prioritise the support they need above all else.

Volunteers remain critical to our work as we continue to develop roles, support systems and training to help ensure we can reach as many families as possible. Although a relatively small team, our volunteers are incredibly skilled and committed and we simply could not support as many families as we do.

Finances continue to be a challenge, especially in the current economic climate. Huge credit to Pam for her tireless efforts in finding, applying for and managing the raft of grants, alongside coming up with new programmes and ideas to meet the needs of the local community.

Finally, after 5 years as Chair and Trustee I will be stepping down from Home Start. This is in no way a reflection on the role or organisation but simply due to personal circumstances. When I first met Pam in 2017 little did I know that my life would change forever! The drive, passion and absolute commitment to families is infectious. Over the years I have seen just how hard you all work, how tired you can be, frustrated by systems, processes and red tape. Yet you all consistently deliver amazing, life changing experiences for families. I was and remain in awe of every one of you. Never forget the difference you have and will continue to make.

Sue Jones

Directors Report



Reflecting on our first year in our new permanent space, it's clear how much this environment has positively impacted us. The space not only meets all our practical needs but also offers a warm, inviting atmosphere where families feel at home. This transition would not have been possible without the incredible efforts of our team, volunteers, and trustees. A particular thanks to Henry Williams and Son who stepped into the role of professional removals and have moved us each time with big smiles and lots of laughter when at times our staff team were exhausted and stressed. But onto the staff team, their unwavering adaptability and positivity turned what could have been a challenging process into a smooth and successful move. I am continually inspired by their dedication and good humour, making even the toughest tasks seem manageable. Here's to many more years of growth and success in our new home.

While relocating our office has been a significant focus in this period, maintaining the quality of support for families remained equally important. I am so proud to say that all of our services continued, groups didn't miss a beat- using local community spaces from Rebuild with Hope and the Wellbeing Hub as our bases to offer seamless support.

We are also very excited to announce the successful launch of our newest initiative—Starting School Project—made possible by the dedication and commitment of Amy Jones, our appointed Starting School Coordinator. This initiative represents a positive step towards assisting children most impacted by COVID lockdowns, ensuring that families have all the knowledge and skills necessary for their children to thrive in school. The three year funding from National Lottery gives us a fantastic platform for getting the messages out.

Baby Equipment Bank continues to strengthen and funding from Welsh Government provided us the opportunity to develop a fantastic volunteer team who now manage this amazing project with minimal staff input. This was certainly a labour of love and one which wouldn't have been possible without the dedication of our Perinatal Coordinator, Stacey Davies.

Our Board of Trustees continue to go above and beyond in their support of the organisation and the people that belong here. We wouldn't be able to make the difference we make to families without their unwavering support and encouragement.

I look forward to 2025-26 with excitement and the usual immense gratitude to all involved in funding, supporting and operating such a wonderful organisation.

Pam

Vision

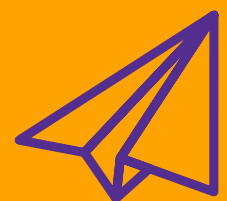
Home-Start Wrexham want to see a society in which every parent has the support they need to give their children the best possible start in life.

We want all children to grow up with:

- Safe places to live and play
- Support when their parents suffer from a mental illness
- Protection from hunger and poor nutrition

We believe this can be difficult as:

- Not all parents have good mental health and wellbeing
- Many families struggle to cope financially
- Some children have additional needs
- Families will experience bereavement, loss and illness
- Not all relationships within families are nurturing and supportive
- Not all families have the appropriate skills or access to support and services

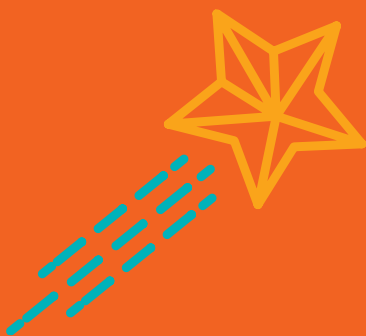


Aims

- Reach out to families who need us most
- Champion and promote the value of volunteers and volunteering
- Actively engage in partnerships that improve family support and services

We do this by:

- Working towards the increased confidence and independence of families
- Offering support, friendship and practical assistance
- Visiting families in their own homes, where the dignity and identity of each individual can be respected and protected ++
- Reassuring parents that difficulties in bringing up children are not unusual ++
- Encouraging enjoyment in family life
- Developing a relationship with the family in which time can be shared and understanding can be developed
- Taking a flexible approach to take account of different needs
- Encouraging parents' strengths and emotional wellbeing for the ultimate benefit of their own children
- Supporting families to have realistic expectations of children's behaviour
- Connecting families together in a range of group activities to reduce isolation and build supportive communities
- Encouraging families to widen their network of relationships and to use the support and services available within the community





Values

These values are at the  of everything we do:

- Choice
- Partnership
- Openness
- Encouragement
- Flexibility
- Responsiveness
- Enjoyment
- Trust



Home-Start Approach

To Home-Start, every family is unique, and we respond to each family's needs through a combination of home-visiting support, group work and activities.

We believe in early intervention using appropriately trained staff and volunteers with a whole family approach. Everyday family support volunteers and workers work with parents and children.

Many families are socially excluded, living in isolation and facing multiple difficulties. Volunteers and staff draw on a number of evidence-based interventions which allow them to be responsive to emerging issues and to build on families existing strengths.

Volunteers and staff work in an informal, non-judgmental way with families using opportunities for quick wins to help them engage families in a user led service.

Home-Start has a proven, lasting, and positive impact on the development of children and on the health and welfare of the family.





Strategic Aims:

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Reach out to families who need us most

We want to make sure that all families who need support to give their children the best start in life are able to access Home-Start.

We want to extend our reach to more of those who are socially disadvantaged or those who do not find it easy to ask for help or access services for themselves or their children. We want to learn what works best for them and how we can shape our services to meet their needs.

Champion and promote the value of volunteers and volunteering.

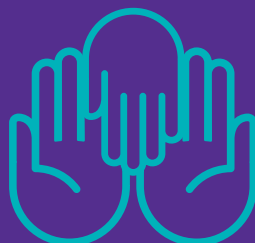
Volunteers are at the heart of Home-Start. We depend on their skills, their generous offer of time, their sharing of knowledge to support families, their willingness to act as trustees, raise funds and run a wide range of complementary family support activities.

In Home-Start we recognise the value of volunteers, the importance of garnering the resources already in the community and elements of choice and flexibility that they bring to their work. We know that because they are volunteers, they offer their services because they want to. We aim to build recognition of the contribution of volunteers and develop their roles

Actively engage in partnerships that improve family support services

After 34 years in action, we have developed a rich and unique body of knowledge about families and their needs. We use this experience to meet the needs of families facing a wide range of difficulties and from diverse backgrounds.

We speak up for families and work to ensure the voice of the family is heard with local and national policy influencers. Families can only be helped with such complex interlinked problems when local agencies work together in a flexible, responsive and co-operative way.



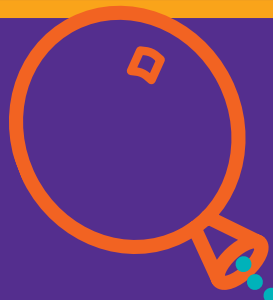
Home Visiting Support

Carefully matched families to volunteers or paid workers who provide emotional and practical support to motivate change and support families in their own homes weekly for between 2-4 hours

Support is based on an individual family support plan which has been created based on the things that matter most to the family

Support lasts for as long as it is needed to sustain change and improve coping skills which will lead to improved resilience and ensure children are given the best possible start in life





Family Group



Two sessions per week running on Thursdays
9.00am-11am & 12.30pm-2.30pm

Welcoming, accessible and nurturing group for pre-schoolers
and their grownups

Focus on developing strong parent-child relationships and
speech, language and communication

Highly supported with trained volunteers and staff team

Free, fun and playful group



Evidence Based Parenting Programmes



Trained and nurturing facilitators deliver a variety of evidence based programmes

These are offered throughout the year to boost parental confidence and support parent child relationships

Course are offered 1:1 or in small groups



Baby Massage

Trained and nurturing facilitators of the IAIM baby massage programme demonstrate massage techniques for you to use on your pre-mobile baby

Supporting infant/parent relationships and emotional health/wellbeing of baby and parent

The 5-week course is offered 1:1 or in small groups

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Domestic Abuse Recovery Toolkit Programme



This 12-week programme is for individuals who have experienced a relationship with an abusive partner

It aims to empower individuals to live without being controlled or influenced by an experience of abuse

The programme is only suitable for those who have already left the abusive relationship



Baby Equipment Bank

Volunteer led initiative to increase our reach to families in the perinatal period.

Accepting and donating pre loved and new baby equipment to families in the Wrexham area



Offering a delivery service to families that need it

Approximately **60 families** received essential baby equipment for their new arrival

142 items were distributed to local families who needed it

Our local community **donated 166 items** to our Baby Equipment Bank



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

Video Interaction Guidance (VIG)

1:1 sessions between a worker and their family in their own home or our homely base

Strengths-based, brief intervention that promotes attunement, sensitivity, and mentalization in relationships

VIG is used with parents to help them see what they are doing well and what is working in their relationship with their child

Supports parents to understand their child's behaviour and explore their own thoughts and feelings with the aim of improving relationships



Starting School Project

A **new** programme for parents and their pre-school children that runs over 7 weeks

The 2 hour, weekly sessions take place in school settings and supports children and their families to prepare for the transition to school

The programme will explore lots of different developmental stages, name recognition, screen time, outdoor play and the transition to school.

It is also a great opportunity to meet other families going to the same school



Camp at the Castle



Fully supported and free camping holiday for Home-Start supported families

Working in partnership with Health Improvement Team and National Trust

All equipment, food and activities provided

All staff and volunteers offer their time freely to give families the most fantastic time





Volunteers

Volunteers are the lifeblood of Home-Start. They provide governance to the scheme via the Trustee Board and they deliver the frontline service to families in their homes and our group setting, as well as staffing all of our fundraising events, helping with administration tasks and troubleshooting our information technology

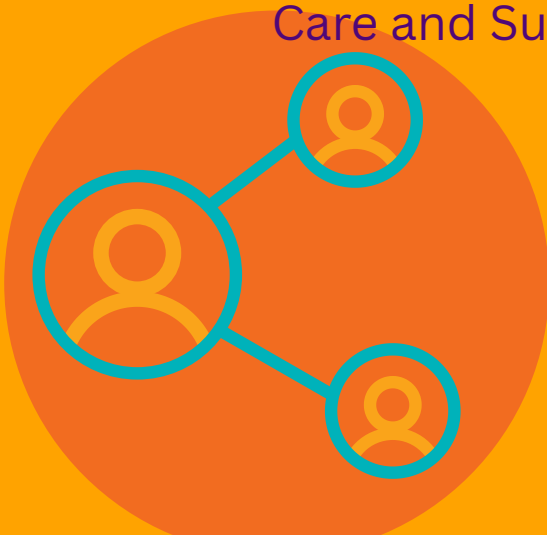
All volunteers working with our organisation complete a comprehensive induction course and attend 2 days per year for additional training

- 5 Volunteers joined our team
- 42 Volunteers played an active role this year



Partnerships

- Active members of multiagency network meetings such as Wrexham Strategic and Operational Parenting Group, MARAC group, Children and Young People Network
- Collaborate with Health Improvement Team and National Trust to offer a Family Camp at the Castle each year
- Maintain close links with the local College and University for placement opportunities
- Work closely with other agencies in support of families
 - Refer and contribute to TAC plans
 - Play an active role in Child Protection and Care and Support Plans





In 2024-25 we supported...

119 families

256 parents/main carers and 351 children

Each family supported by Home-Start Wrexham has an assigned coordinator with responsibility for their support package

Coordinator's holistically assess and review the family's needs

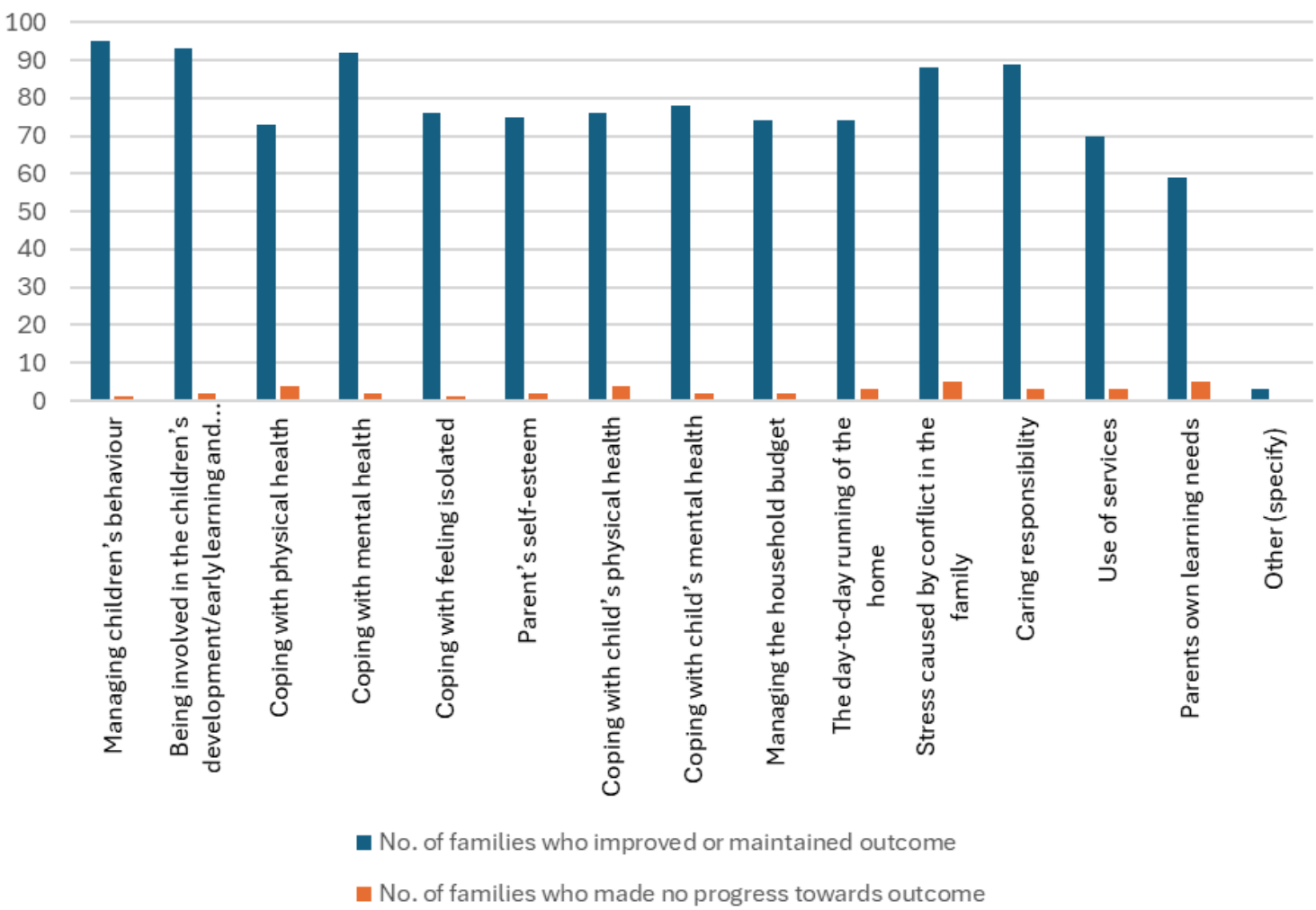
There is no time limit to our support service and families may move between projects to develop skills and confidence in their parenting



The difference we made in 2024-25



Family Outcomes



Life as a parent

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++ Life as a parent can be rewarding and wonderful

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It can also be chaotic, challenging and parents can feel overwhelmed. Families supported by Home-Start Wrexham were also experiencing.....

132 families were experiencing high levels of stress

Home-Start Wrexham

76 Families told us they felt isolated

Home-Start Wrexham

90 Families were experiencing poor parental mental health

Home-Start Wrexham

66 Families were struggling with their children's behaviour

Home-Start Wrexham

55 Families told us they had debt or were struggling financially

Home-Start Wrexham

70 Families were experiencing worklessness

Home-Start Wrexham

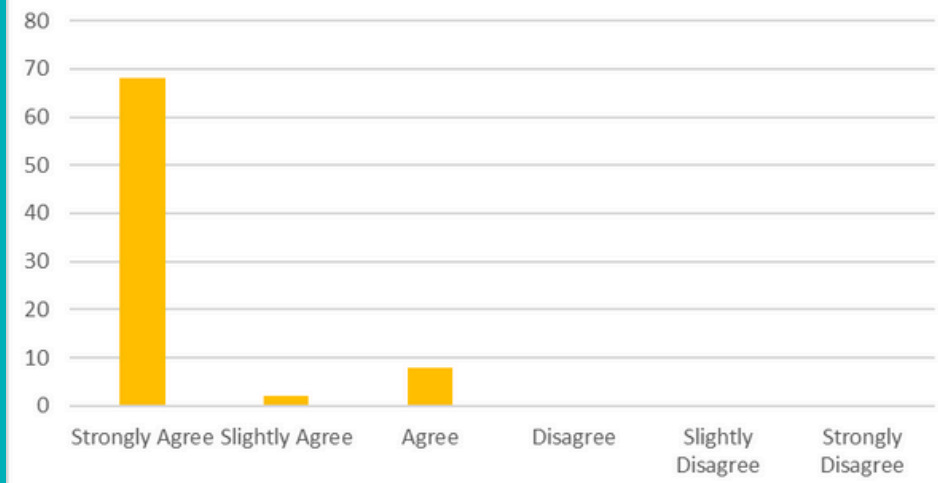
52 Families were affected by Domestic Abuse

Home-Start Wrexham

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Family Evaluations

Home-Start has benefitted my children



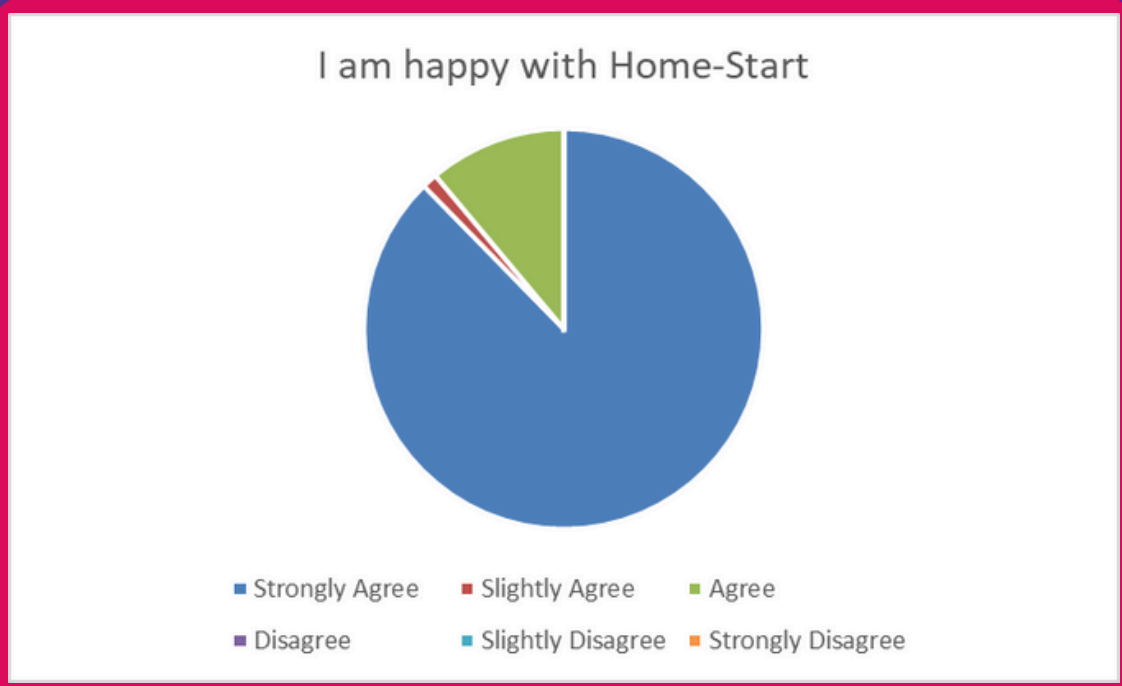
'You picked me out of a place that I thought I would never get out of and got me in a place I never thought I'd reach.'

'I am more confident as a parent, I have tools I can use when I struggle'

'My little girl has started to really enjoy our baby massage time together and it has added something very special to our relationship'

'We managed to do lots of things together as a family we wouldn't normally do thanks to Home-Start.'

I am happy with Home-Start



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Family Evaluations

'I don't shout at them anymore. I feel happier now with just us 3 - which before the group I just wanted another man which I don't want anymore and concentrate on myself and my girls.'

'Getting ideas from you and other parents helped a lot with potty training.'

'My volunteer was absolutely amazing! She made me feel accepted and heard'

'Been amazing. Nothing is too much. Guiding me through my issues'

'Wow what a wonderful service to support families I will be forever grateful for their hard work'

'Home-Start has made a massively positive impact on the way that I parent, how I feel about myself, my confidence and self-esteem. I couldn't recommend it enough to others!'

'I have learned a lot of approaches and tools to make my role as a father more manageable'

'Everything you covered was great...We are both very grateful...Can't thank you enough for your time given to us.'

Referrals came from...

We received 167 referrals

Home-Start Wrexham works on a consent based model and we actively encourage families to take control of their own support.

23% came from families themselves

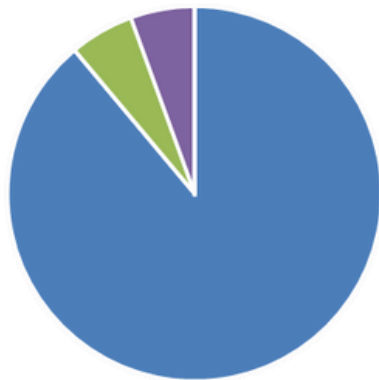
31% came from Health Visitors and Midwives

10% came from WFIS

19% came from Children's Social Care Teams

Feedback from Referrers....

Home-Start was useful to the referred family



■ Strongly Agree ■ Slightly Agree ■ Agree ■ Disagree ■ Slightly Disagree ■ Strongly Disagree

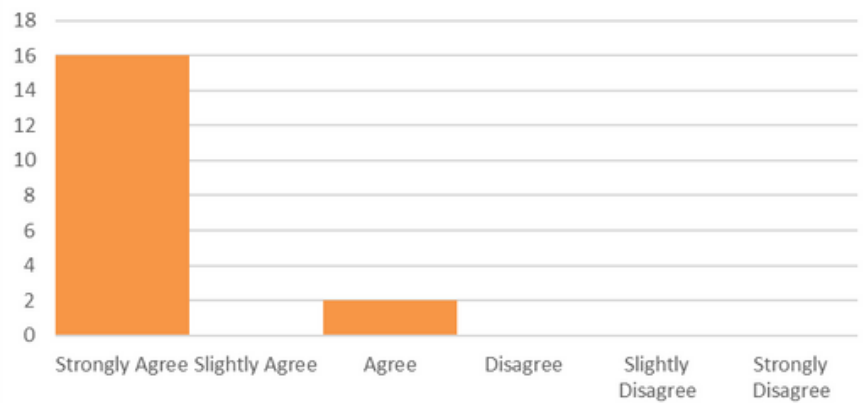
'Amazing support, boosted self esteem and confidence'

'Home-Start provide a supportive and effective service to families in their homes and communities'

'I make many referrals into Home-Start as I know the support they provide is invaluable to the families of Wrexham'

'Excellent service given to families. Felt they had been supported'

I would recommend this service to other agencies



Governance

Home-Start Wrexham is governed by a Memorandum of Understanding and Articles of Association. The Trustee Board is a multi skilled and experienced board made up of Trustees and Advisors to the Board.

It has overall responsibility for the organisation and delegates its operational leadership to the Director and staff team.

The Board meets at least 6 times per year to guide and monitor finance, employment terms and all operational matters such as safeguarding, support systems and policy and practice.

Sub groups meet in line with quarterly board meetings and report directly into the full board to ensure thorough consideration and responsible decision making takes place.

Home-Start Wrexham utilises external consultants for IT support, HR and Fire Safety assessments.



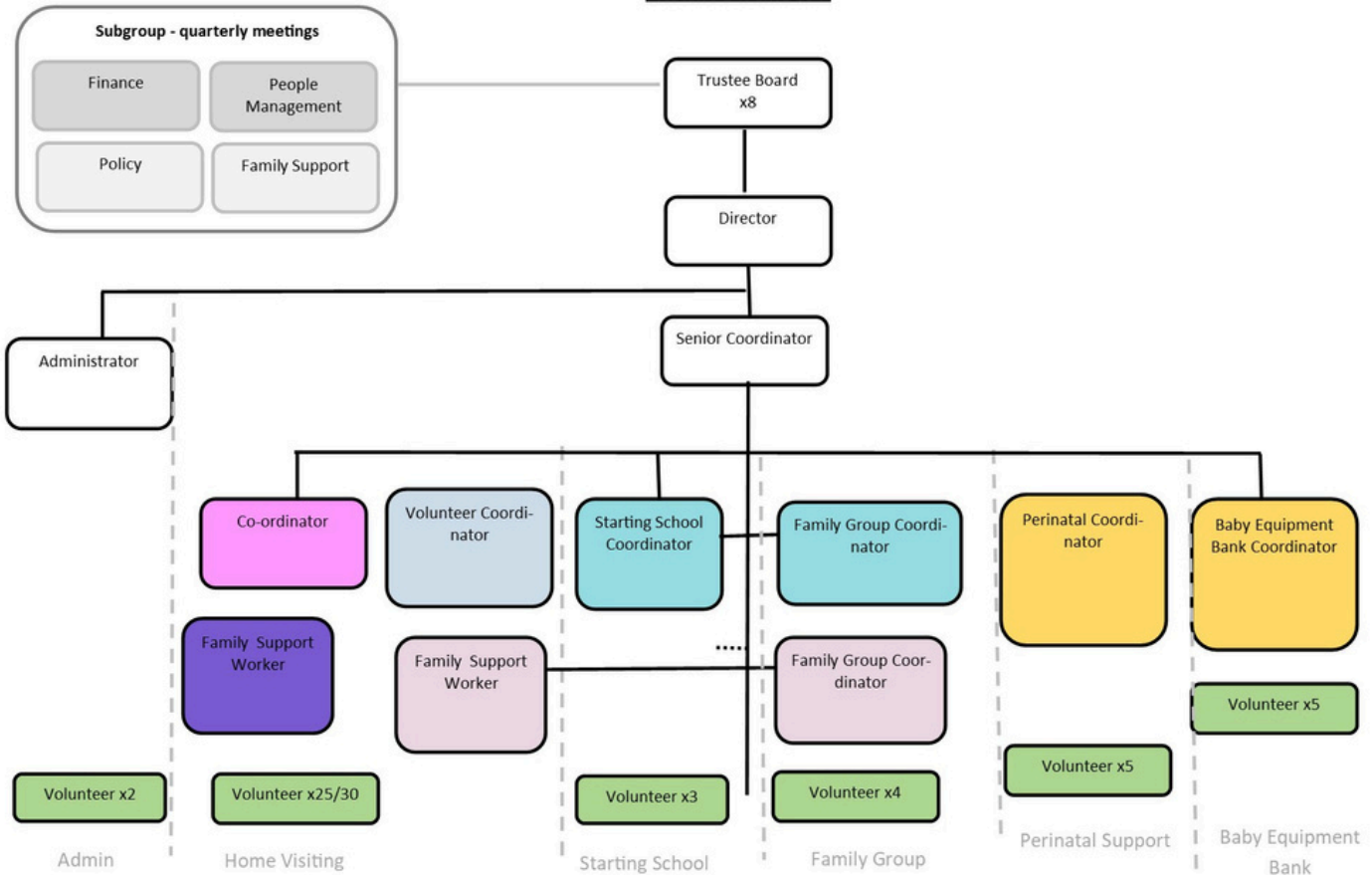


Leadership and Structure

Our specialist staff team and network of community volunteers are trained, multiskilled practitioners who have been carefully recruited for the mix of lived experience and professional knowledge they bring to Home-Start Wrexham.

The team have expertise in early years and child development, mental health and wellbeing, parenting, teaching and leadership.

ORGANOGRAM 2025



Financial Review – Treasurer's Report

We are pleased to present the accounts for year ended 31st March 2025. They have been prepared in accordance with our status as a charitable company, and include comparison figures from the previous year.

The accounts have been independently examined, and found to be in order, by Guy Walmsley Ltd, Chartered Accountants of Grove Road, Wrexham. They have been signed, as required, by the Accountants, our Company Secretary, and myself on behalf of the Trustees.

A huge thank you to everyone who have supported Home Start in so many different ways. –

- : our funding partners – both statutory and trust funders;
- : our enthusiastic and dedicated fund-raisers (staff & volunteers) supported by local businesses and groups;
- : our professional, committed team of staff and volunteers, who have adapted so well to our move to new premises and which definitely suits our needs.

We continue to maintain, and develop our good relationship with funders and donors.

The Statement of Financial Activities and Balance Sheet show total funds in hand at year end 31st March 2025 of £188,525 which gives a small surplus of £2,024.

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It is important to emphasise that the Unrestricted Funds of £187,307 have been designated by the Trustees to meet the reserves restricted for -

- : statutory obligation of staff redundancy;
- : contingency against lease costs and cash flow reserve;
- : crisis reserves which, in this difficult and challenging climate, the Trustees have authorised we aim to hold six to nine months of our annual running costs.

The People Management and Finance sub-group meet regularly to monitor our Contingency Reserves and to look at and plan for our current and future Income and Expenditure budgets, and to identify relevant funding streams. Our aim is to stagger these funding streams to give more security in future financial years.

We present our recommendations for discussion and approval by the Trustee Board.

As ever, we continue to respond confidently to the challenges we will face as a team, due in no small way to the diverse skills and experience of our staff and trustees.

My thanks, and appreciation, go to my fellow trustees, our staff and volunteers at Home Start Wrexham for their support and friendship (both personally and as a colleague) with their innovative ideas to improve the life-styles of so many families in the county borough of Wrexham

Reserves Policy (as mentioned above, is set out below)

A risk assessment has been carried out, which has taken into consideration the different areas of activity carried out by the organisation; the different sources of funding, the stability of funding sources and anticipated levels of income and expenditure in future years.

The level of reserves is currently six to nine months' running costs. Bearing in mind the uncertainty and level of future funding we aim to maintain the reserves held at that level to allow for any short-term setbacks in funding or cash-flow difficulties.

There is an annual review of the policy built into the planning cycle of the Board of Trustees.



Jill Morris
Treasurer

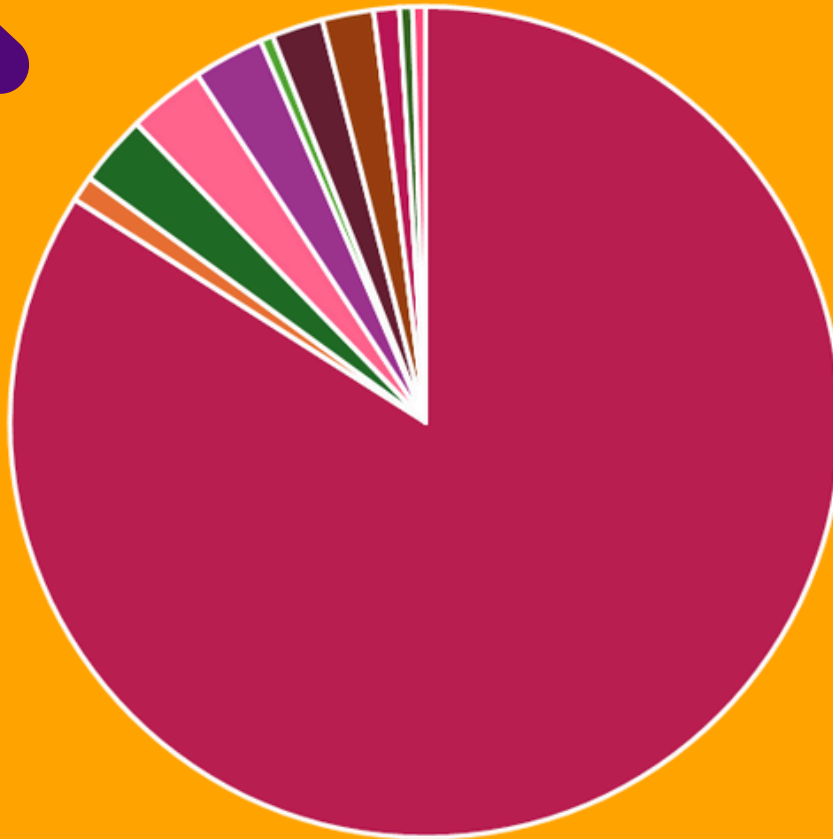


Income and Expenditure Account and Statement of Financial Activities 1st April 2024 - 31st March 2025

Note: The Trustees have authorised to designate the unrestricted funds to meet crisis reserves and statutory obligations of staff redundancy and leave costs as set out in the reserves policy within the company accounts

	Unrestricted funds	Restricted funds	Total Funds 2025	Total Funds 2024
INCOMING & ENDOWMENTS FROM				
Donations and Legacies	19,171	82,547	101,718	102,294
Other Trading Activities	2,351		2,351	4,789
Investment Income	6,294		6,294	5,561
Charitable activities				
Home-Visiting/Workshops/Training Programmes		163,396	163,396	183,993
Circular Economy Fund (Baby Equipment Bank)		20,817	20,817	
Family Group				
Reimbursements		1,573	1,573	363
Family Support	120		120	120
Other Income		252	252	
Total incoming resources	27,936	268,585	296,521	297,120
EXPENDITURE ON				
Raising Funds	319		319	240
Charitable activities				
Home-Visiting/Workshops/Training Programmes		206,541	206,541	253,219
Family Group		39,663	39,663	45,253
Circular Economy Fund (Baby Equipment Bank)		25,977	25,977	
National Lottery (Starting Schools Project)		21,278	21,278	
Governance costs		480	480	468
Other resources expended	33		33	271
Other resources expended		206	206	
Total Resources Expended	352	294,145	294,497	299,451
NET INCOMING/(OUTGOING)	27,584	(25,560)	2,024	(2,331)
Transfer between funds	(25,560)	25,560		
Net movement in funds	2,024		2,024	(2,331)
RECONCILIATION OF FUNDS				
Total funds brought forward	185,283	1,218	186,501	188,832
TOTAL FUNDS CARRIED FORWARD	187,307	1,218	188,525	186,501

Expenditure %



- Staff Costs
- Accommodation
- Office Expenses (general)
- Office Expenses (utility costs)
- Training and Travel
- Family Group
- Home-Start UK Levy
- Capital Projects (general)
- Capital Costs (new premises)
- Baby Equipment Bank BANK
- Fundraising Expenses
- Recruitment/Marketing
- Other



Balance Sheet as at 31st March 2025

These financial statements have been prepared in accordance with the special provisions of Part vii of the Companies Act 1985 and with the Financial Reporting standard for Smaller Entities.

	Unrestricted Funds	Restricted Funds	2025	2024
Debtors		10,258	10,258	24,615
Cash at bank	187,307	6,960	194,267	171,232
	187,307	17,218	204,525	195,847
CREDITORS Amounts falling due within one year		(16,000)	(16,000)	(9,346)
NET CURRENT ASSETS	187,307	1,218	188,525	186,501
TOTAL ASSETS LESS CURRENT LIABILITIES	187,307	1,218	188,525	186,501
NET ASSETS	187,307	1,218	188,525	186,501
Unrestricted funds			187,307	185,283
Restricted funds			1,218	1,218
TOTAL FUNDS			188,525	186,501

Acknowledgements



A huge heartfelt and sincere thank you to our volunteers. Those that give their time freely, willingly and selflessly to support others. Whether you volunteer in a family home or in our groups or programmes, you might come in to the office to support with administration tasks or help to run fundraising events. You may even build us a doorway or put up a mirror.

You are valued so greatly.

We don't tell you enough, but we think you are amazing!

To our Trustees and Advisors, our consultants and support - thank you for your expertise and advice.

To our staff team, you keep the whole thing ticking along and help the magic happen- the jugglers of all things. Thank you for sticking with it especially when its tricky.

Our funders, thank you for trusting us and giving us the opportunity to work with families in such a flexible and person centred way.

And last but certainly not least, to the families who allow us into your lives. Thank you for your openness and welcome. We are so privileged to be able to stand alongside amazing families when they need us the most.



Get in Touch

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www.homestartwrexham.com

Facebook: Home-Start Wrexham

Instagram: homestartwrexhambc

X: @WxmHomeStart

LinkedIn: Home-Start Wrexham



A company registered by guarantee in England and Wales No. 5199704 Charity No. 1105325

A complete set of company accounts can be acquired from Pam Hoyle, Company Secretary, as above