

Chair & Secretary's Report April 2015



A word from the Chair:

Before beginning with the report for 2014-15, I would like to express my gratitude to and admiration for Sue Onions, who has continued to work tirelessly for Parents' Voice, despite some very difficult family circumstances indeed. Sue, your efforts are greatly appreciated! HH

KEY AREA	ACTIVITY/DETAIL	COMMENTS
Committee	<ul style="list-style-type: none"> • Hazel Hyman – Chair • Sue Onions – Secretary • Marcus Seale – Treasurer • Tracy Brind – Publicity • Michele Davies (who has helped to advise and lead the group this year – see below.) 	<ul style="list-style-type: none"> • There are expected changes to the committee members' roles. • Many thanks once more from the Chair to all of the team!
Membership	<ul style="list-style-type: none"> • The number of supporters has grown over the last year, especially in terms of Twitter followers and Facebook "likes". see below, Social Media 	
Surveys carried out by PV	<ul style="list-style-type: none"> • We devised a survey about what parents would like from the group. The survey was live in July – early October 2014. Following on from the survey information, we followed up on the subject of First Aid. 	<ul style="list-style-type: none"> • We are now in the process of arranging a First Aid workshop for parents (for May 19th). • Details were reviewed in November. 11 new supporters were gained from this. <p>FULL DETAILS BELOW</p>
Public consultations/ meetings	<ul style="list-style-type: none"> • Sue O and Michele D attended Connecting Families launch – 6th March The initiative is about all agencies working together to get better outcomes for families (eg; County and district councils, police, health and education) 	

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Children's Trust Board	<ul style="list-style-type: none"> • CTB has been a regular item on our Agenda. By the end of last year, the CTB had reduced in size and more changes are due to take place. Parents' Voice still has 2 seats on the board (which is now known as the Children's Trust Executive Board). • Sue O and Michele Davies have attended all the 2014 – 2015 meetings. 	<ul style="list-style-type: none"> • Future meetings are likely to include a workshop
Publicity	<ul style="list-style-type: none"> • Website mentioned as difficult to find by a new member • The PV logo has been forwarded to the Children's Trust Board for addition to their details • The committee members took part in some very useful Marketing training with Bronwyn Durand. • PV was contacted by Worcester News concerning their feature on bullying. Sue O's comments were printed. • Jamie Oliver's production company 'Freshideas Productions' contacted PV regarding a series on bullying. Details were sent out to supporters. • Healthwatch has also shown an interest in liaising with the group. • PV had a table at the September 2014 Baby and Children's Fair at Worcester Guildhall. Although we were unable to attend in April 2014 or April 2015 our postcards were available at both events.. 	<ul style="list-style-type: none"> • Website access checked -ref: www.parentsvoice.co.uk • The website had a few major changes carried out by the company that set it up. • The website images were changed for Mother's Day and World Book Day. • There are now links from the homepage for people to sign up or to read our mission statement. • We have been contacted a few times by one of the local radio stations; sometimes we have been able to help, sometimes we have not.
Social Media	<ul style="list-style-type: none"> • Use of Social Media increased, thanks to Sue Onions. • Parents' Voice used social media to celebrate various events, including: Safer Sleep Week, Mother's Day, Father's Day, World Book Day, International Happiness Day and Safer Internet Day. • Sue O tweeted about the Safeguarding Board's online course 	<ul style="list-style-type: none"> • March 2014: 142 individual members and 41 group representatives (total 183); 1024 twitter followers, 72 Facebook "likes" in April 2014. • By August 2014, PV had 154 individual supporters, and 41 forum representatives. Added to this were 96 Facebook likes and 1625 Twitter followers.

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		<ul style="list-style-type: none"> • By November: 183 individual supporters, 41 forum supporters (no change), 110 Facebook likes and 1818 Twitter followers. • By December, there were additional Facebook & Twitter figures – rising to 120 and 1937 respectively. • By mid April 2015: 142 likes on Facebook (increase of 97% in 12 months) and 2287 Twitter followers (increase of 123%). 181 individual email supporters, 40 forums/groups (total of 221, an increase of approximately 21%).
Visitors to Parents Voice meetings	<ul style="list-style-type: none"> • Matt Tope of Worcestershire Skills Central was keen to explain about his work in the County's Economic Development Unit – aiming to fill the skills gap within the County, with young people from the County - and requested that the committee should help to test their system, and to find for them some additional parents to test it out. 	<ul style="list-style-type: none"> • Committee members agreed to assist with this venture, and we have brought in a number of other parents to assist with the Connect Schools and Business programme. • It is also being tested by young people from the Youth Cabinet, and Careers Advisors. • The app should have been available for testing in early April.
Parent Engagement Adviser	<p>We have been indebted to Michele Davies as Parent Engagement Adviser who has alerted us to a number of consultations and changes within Worcestershire. She has been a great help guiding us through these, and offering her help and support. Her job role has changed over the year, and we are pleased that Michele has offered to take a parent role on the committee for 2015-16.</p>	

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	<ul style="list-style-type: none"> Michele has met with the Safeguarding Board on the subject of engagement with parents, internet safety, etc and reported to PV on these issues. Via Michele, the committee has given feedback on various issues, eg: the school nurses website, internet safety training 	<ul style="list-style-type: none"> Thanks received via Michele from Angela of the Safeguarding Board.
Information to members	<ul style="list-style-type: none"> Website updated – thanks to Member Sue and Tim Onions The words ‘Steering Group’ have been removed from the group’s logo We have shared information about consultations (local and national), government documents and local events. 	<ul style="list-style-type: none"> Website to have further updates SEE FINAL PAGE OF THIS REPORT Engagement varied but was generally good. Bitlinks were mostly used so we can measure comparatively with other links. See appendix - internet engagement.
Coffee & Chat – as an addition to ‘information to members’ – a new initiative for PV	<ul style="list-style-type: none"> A small number of Coffee & Chat sessions have been arranged at locations such as The Hive and the Pump House 	<ul style="list-style-type: none"> Numbers have been small to date. Invited 'speakers' are being considered as a draw. We have so far had two new supporters signing as a result of Coffee & Chat.

Details of PV survey – reviewed in November

Parents’ survey – results and prizewinners

The headlines are: more people became aware of Parents’ Voice, we gained new supporters/Facebook likes and received some offers of help! There were 44 responses; 15 people who took part had not heard of Parents’ Voice before the survey. 12 people were already supporters, 12 already followed us twitter, 12 already liked us on Facebook and 11 visit the website occasionally.

7 people said they’d taken part in a consultation because of Parents’ Voice; 15 said they’d like to attend meetings occasionally. 11 people asked to become supporters; 11 said they’d follow on twitter, 11 will like us on FaceBook.

The most popular activity was “sending out details of changes to Worcestershire” (32 people) followed by “using Facebook to promote Parents’ Voice and news/issues which may be of interest” (31). 22 said they’d like “holding meetings to chat with other parents over coffee/tea during the daytime”. The least popular activities were “holding informal social evenings” (12) and “holding competitions” (8).

1 other activity was suggested (which we’ll look in to with Michele’s help)!

38 people answered the question about talks/workshops. 43 people answered the question about location: Worcester city centre was the most popular (22) followed by Worcester outskirts (19)!

Positive comments included: "I think the group is an excellent resource, I've heard about things that I otherwise wouldn't have. Extending the reach of the group could boost numbers and widen engagement. The children's centres, mums and dads groups on Facebook and NCT could be good places to start."

There was one negative comment: "What the difference between Parents Voice and Our Voice? It's not obvious! The web-site could be more personal, such as names of committee members. Difficult to read the information as it is presented on one side in a small box, would be better the whole page. Difficult to see or find what you do or achieve unless you click through many times, some people will not bother!"