



Building Blocks: Strong Starts, Confident Families

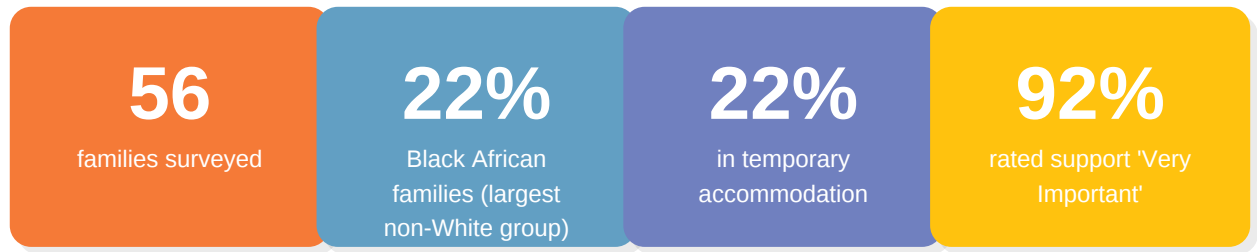
Family Support Programme - Impact Report 2026



About This Report

This report presents findings from the Winch's 2026 Family Support Survey, drawing on 56 completed responses from families accessing Stay & Play, the Parent to Parent programme, and associated early years services delivered through the Winch. The survey was conducted in 2026.

The data has been disaggregated throughout by ethnicity, housing situation, and vulnerability indicators, reflecting our commitment to evidencing reach into communities facing the greatest barriers to accessing support.



Who We Reached

Ethnic Background

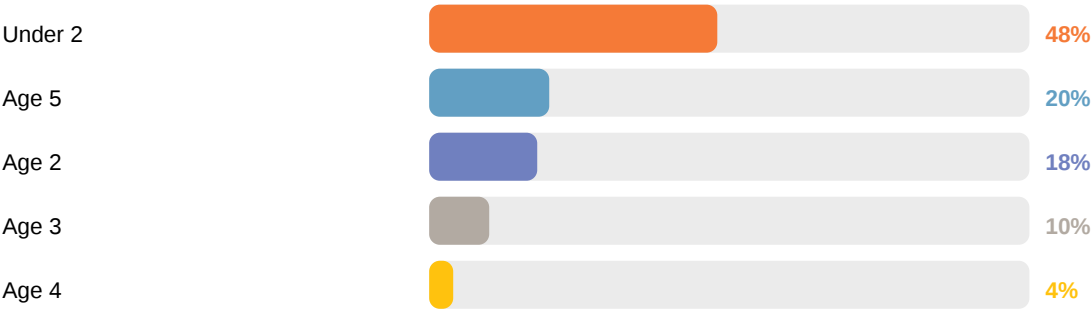
56% of surveyed families identified as from a non-White background, spanning 14 distinct ethnic groups. Black African families are the largest non-White group, representing 22% of all respondents. Other groups include Black Caribbean, Asian, Arab, Latin American, and Afghan communities. This breadth of reach is not incidental: it reflects 50 years of deliberate, patient relationship-building with the communities most underserved by mainstream provision.

A significant proportion of the families we serve are women who have been placed in temporary accommodation in Camden by Southwark Council, arriving without established local networks and often with no prior connection to local services. The Winch's free, drop-in model - no booking required, no waiting list, no eligibility criteria - means that families can walk in on any day, at any point, without having to explain themselves to anyone first.

Ethnic Background	Respondents	%
White Other (incl. European)	12	24%
Black African	11	22%
White British	9	18%
Mixed Ethnicity	5	10%
Asian Indian	3	6%
Arab	2	4%
Other (7 further groups)	8	16%

Age of Children

Almost three in four families have just one child in the 0–5 age range. Crucially, **48% have a youngest child under the age of two** - the period when the foundations of language, attachment, and cognitive development are being laid.



Age of youngest child (% of respondents)

Housing & Vulnerability

Housing instability is one of the most significant and underreported drivers of poor early childhood development outcomes. More than 1 in 5 of the families we surveyed are living in temporary accommodation - the majority for over a year. For these families, the Winch is not a nice-to-have. It is often the only consistent, safe, welcoming space in their week.



22%

in temporary
accommodation



8 fam.

in temp. accom. for
over a year



63%

say housing affects
child wellbeing



45%

say it affects them
'a lot'

Impact on Children - in Families' Own Words

Families in temporary accommodation described their biggest challenges. Common themes included lack of space for safe play, overcrowded conditions, disrupted sleep and routines, isolation from family support networks, and restrictions on visitors - including during childbirth and post-surgical recovery.

“

The biggest challenge has been the lack of space, stability, and support. It is difficult for my child to have a consistent routine, a quiet place to play, and a sense of security when our living situation is temporary. When I gave birth, I was unable to have the support of family with me because of these rules.

”

Challenges Facing Families (multi-select)



% of families selecting each challenge (n=34 who responded)

Early Childhood Development Outcomes

The findings below reflect how children are doing across social and emotional development, cognitive development, and communication and language - as reported by their parents. These are families living with overcrowded housing, temporary accommodation, isolation and displacement. The consistency and strength of these outcomes matters.

Social & Emotional Development



Cognitive Development



Communication & Language



% of parents responding 'Always' or 'Usually' (n=49)

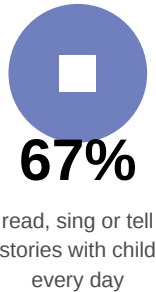
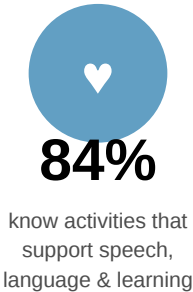
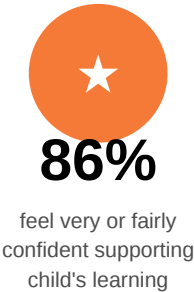
Language Development: Evidence of Need and Progress

Speech and communication delays were reported in **16% of all households** - a finding that reflects the pressures of overcrowded and temporary housing on young children’s development. At the same time, **84% of parents say they know activities that support their child’s speech, language and learning** - something the programme actively models and encourages at every session. 67% read, sing or tell stories with their child every day.

Statement	Agree / Strongly Agree	Unsure / Disagree
I know activities to support speech, language & learning	84%	16%
Happy with child’s speech & language development	84%	10%
Read, sing or tell stories with child every day	67%	33%

Parent Confidence & Knowledge

When parents feel confident and supported, their children feel it too. The figures below reflect what families told us about their knowledge, confidence and daily routines with their children.



Programme Impact & Parent Voice

92% of families rated the Winch's support as 'Very Important' - 45 of the 49 respondents who answered this question. The most frequently cited impacts were feeling more confident as a parent and feeling less isolated - two changes that families told us made a real and lasting difference to their lives at home.

What Families Say

“

The activities of the Winch always feel like a warm bath. You are always welcomed warmly. The fact that it's a free service and that you can walk in at any moment facilitates young families. The Winch provides exactly what young families need.

”

“

The Parent to Parent classes I attended before I returned to work were brilliant. They have had a lasting impact on my parenting. It was transformative for me.

”

“

My son is adopted so it has been a wonderful place for him to play and be truly appreciated and accepted by the staff.

”

“

My children enjoy the sessions where they play and sing with staff. It has helped them feel happier, more settled, and less stressed during our time in temporary accommodation.

”

Key Evidence at a Glance

Indicator	Finding
Priority community reach	Black African families: 22% (largest non-White group); 56% non-White overall; 14 ethnic groups
Youngest children	48% have a child under 2 - within the critical early development window
Housing vulnerability	22% in temporary accommodation; 63% say housing affects child's wellbeing
Isolation	26% of families completing this section report isolation or loneliness
Speech/language delays	Delays reported in 16% of all households
Parent confidence	86% feel very or fairly confident supporting child's development
Knowledge of activities	84% agree they know activities that support speech, language & learning
Daily enrichment	67% read, sing or tell stories with their child every day
ECD: social-emotional	90% happy and settled; 80% interacting positively; 76% able to express feelings
ECD: communication	80% communicating appropriately for age; 84% of parents know language support activities
Community trust	92% rated the Winch's support as 'Very Important'; free, drop-in, no referral required

The Winch has spent 50 years building the kind of trust that cannot be manufactured quickly. Families come because someone they know told them to come. They stay because they feel genuinely welcome. The data in this report reflects that: children are settled and developing well, parents are more confident and less isolated, and families from some of the most underserved communities in Camden are at the heart of everything we do. This programme works. The evidence is here.

For any questions about this report, please contact:

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