



Outreach Events Evaluation

Vale Family Information Service (FIS) held events in the community and public venues in a bid to boost existing engagement with parents, focusing on those considered 'hard to reach'. Collaboration with local community groups and other organisations proved the best way to reach out.

Over the course of the 6 months, we supported organisations and groups with events as well as hosting 3 of our own. Each event was a collaboration of multiple organisations that support families in different ways. All were asked to provide children's based activities as well as support information for families/parents/carers.

FIS took Parenting – Give It Time information to every event, as well as other family support information. We also took direct enquiries from families and fed back accordingly.

- **World Mental Health Awareness Day – Jenner Park Football Stadium**

This event was devised to raise awareness of mental health in both adults, children and young people. FIS supported Gwalia along with other organisations such as the Mental Health Team, NHS, housing support groups and CAB. This was advertised online, through social media and in the local press. Support information for parents on Parenting – Give It Time, were distributed to over 50 members of the public.



- **Halloween Pop in and Play – Flying Start. Margaret Alexander Hall, Barry.**

The event was hosted by Flying Start and supported by FIS and Play Development, targeting families in the Flying Start area. A poster was created and circulated by Flying Start to their families and also in the local area through other childcare providers and schools. Indoor and outdoor activities were provided as well as refreshments. Indoor activities were aimed at 0-5yrs, while outdoor catered for an older range. Activities included sensory spots, dress up, crafts and soft play. Over 25 parents attended the event and FIS received 3 direct enquiries into childcare and children’s activities.



- **Communities First Halloween Party – Victoria Park Community Hall, Barry.**

A fancy dress Halloween Party for all ages. This was hosted by Communities First aimed at their families and those from Cadoxton School. This was a ticket only event. Tickets were free to those families in the Communities First area, and additional tickets were sold to those who wished to attend from outside of the Communities First areas. This was advertised on social media, through the Vale and Communities First webpages and the local school. There were 200 tickets available for the event and all went with full attendance on the day. Arts and crafts, activities, games and a disco were provided as well as support information for parents/carers.



- **Rhose Consultation Event – Celtic Way Community Hall, Rhose.**

An amount of Section 106 monies had become available in the Rhose area, and consultations were taking place. FIS teamed up with Planning and Communications to hold a consultation in the form of a Fun Day. This enabled us to consult with the children of Rhose to hear their views. The consultation was adapted to appeal to children including voting boxes with monopoly money and colourful maps. FIS hired a bouncy castle and soft play and enlisted the support of the Sports and Play team to run outdoor activities. A poster was created and advertised through all organisations involved, social media, the Vale webpage and throughout businesses and places of interest in Rhose, including the local school. Rhose is situated in the Western Vale and has always proved difficult for us to engage with. 25 Parents, carers, children and young people attended on the day.



- **Gibbonsdown Consultation Events – Oakfield Primary and Ysgol Gwaun Y Nant**

A section of 106 funding was allocated to the Community Investment and Involvement Officer in Gibbonsdown to transform a large area of derelict land situated between two primary schools, into a community accessible area. The land is in a more deprived area of the community. FIS teamed up with Community Investment, Communities First, Sports and Play, Keep Wales Tidy and the local schools to hold two family friendly consultations to gauge what the communities would like to see happen with the land. The first was held in Oakfield Primary, targeted at their families, the second at the Welsh Medium Primary, Ysgol Gwaun Y Nant. Both were held at the end of the school day to capture parents/carers as they collected their children. Activities were put on for the children and their families with a theme that reflected the outdoors. Both events were very successful and had over 100 people at each consultation. FIS received 5 direct enquiries from the events with regards to financial help with childcare costs and childcare.



- **FIS Christmas Party – Barry Leisure Centre**

This was the first of the events that FIS hosted. We invited 20 organisations and charities to support us on the day from a variety of areas. The event was aimed at all families in the Vale. This was a fully inclusive event in an accessible leisure centre close to public transport and with a car park. The event was completely free offering an array of activities. It was split into two sessions, the first aimed at preschool and babies, and the second session, after school time for all other ages. Entertainment was provided in the form of a disco, paint spinning and a magician. Father Christmas and his elves visited to meet the children and give out chocolate treats. A poster was created for the event and circulated on social media, through the Vale and attending organisations and via a press release. We also visited local supermarkets and schools to distribute posters and talk to parents. Over 500 people attended the event throughout the day. Feedback was obtained from the public and organisations, all of which was extremely positive. FIS also had 18 direct enquiries from parents on the day.



- **Fully Inclusive Family Fun Day – Ysgol Y Deri Special School**

FIS supported the Sports and Play Team to offer a fully inclusive Fun Day aimed at families of children with additional needs or disabilities. We wanted to provide a safe, fun and inclusive event where the whole family could come and enjoy the activities as well as have information and support. We ran the event in Ysgol Y Deri as the venue is fully accessible and we had the opportunity to make use of some of its facilities. 15 organisations and charities supported us. 3 ran fully inclusive workshops which families had to pre book onto.

These were tailored workshops designed around the child with the additional need or disability, but also involving their siblings and parent/carers. A poster was created and advertised through social media, organisations, Vale website and sent to childcare providers and schools and health professionals. 36 families booked onto the event with over 100 people on the day. 100% positive feedback was received.



- **Easter Under The Eastern Shelter – Barry Island**

The second of the events hosted by FIS. This was held outdoors, under the Eastern Shelter at Barry Island. The was a fully Inclusive event for all families in the Vale. 15 organisations and charities joined us offering activities, games, arts and crafts. A poster was circulated through social media and the Vale website. It was also sent to all childcare providers, schools, local supermarkets and local businesses to display. Wales Millenium Centre provided interactive performance's by Almost Always Muddy which we took booking for prior to the event. 120 people booked onto the two sessions. We had entertainment by Pedal Emporium, music by a local radio station, story sessions, Dance displays by local children, mini sports sessions and youth based activities through the Youth Service. Over 1000 people attended on the day. We received lots of positive feedback from families, organisations and children. FIS received over 20 direct enquiries into childcare, activities and family support.





- **Family Fun Day – St Athan**

The last of the FIS hosted events was held in St Athan. The community centre is situated in a deprived area of St Athan, Western Vale where there are limited resources for families. We ran a free fully inclusive fun day with support from 6 organisations and local services to engage the community including the local leisure Centre and Library. A poster was created and advertised on social media, via the organisations involved, local schools and businesses within the village. The Wales Millenium Centre again provided an interactive performance by Almost Always Muddy. The Vale Youth Service brought the V-Pod, which is an interactive state of the art bus, offering computer games, slime making and crafts. We had a disco, Easter egg hunt, face painting, glitter tattoos, crafts and story sessions.

