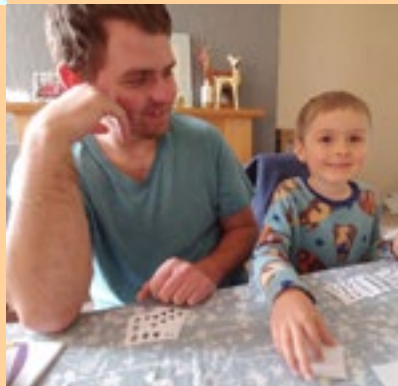
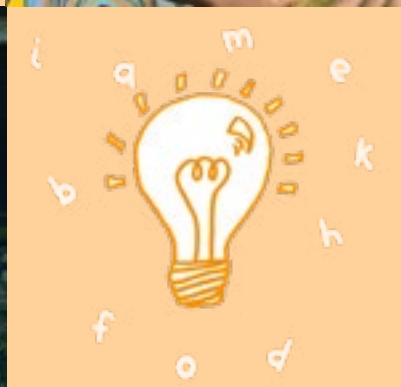
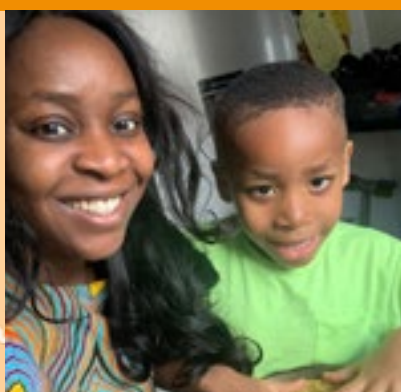


The year that changed everything

Our impact in 2020



Contents

Welcome from our Chair	3
Parent case study	4
Why we're needed.....	5
Teacher case study.....	6
Our solution	7-8
The impact of our work	9
Reaching families across the UK	10
Amplifying our impact.....	11
Thank you from our CEO	12
Corporate partner case study.....	13
Why we need your help now	14

Empowering all families

At Learning with Parents we understand that parents¹ are key to a child's life chances. By empowering families in disadvantaged communities, we're narrowing the learning gap between poorer children and their wealthier peers.

Our vision

Every child is supported at home to fulfil their potential.

Our mission

To motivate and empower families to have enjoyable learning experiences together.



¹ We use the term 'parents' to mean anyone that has parental responsibility for a child

Welcome from our Chair

As a mum of two young children, lockdown has not been easy. It's been a daily challenge to find enjoyable, educational activities to keep them both learning and having fun.

But my children are lucky. Their parents are literate and numerate, possess multiple devices, have the confidence to speak to their teachers and have supportive employers. Too many families in this country don't have these privileges. And, for those who've faced the biggest hurdles brought about by COVID-19, a lack of home learning has left their children further behind than ever.

At Learning with Parents we know that this doesn't have to be the case. Through our partnerships with schools – and our collaboration with like-minded organisations – we are changing the narrative around parental engagement in disadvantaged communities.

On behalf of all the Trustees, I'm delighted to welcome you to our first impact report, highlighting the work of Learning with Parents in 2020². Because 2020 truly was the year that changed everything – not just for us and our new charitable journey, but for schools and families everywhere.




A handwritten signature in black ink, appearing to read 'Amy Mitchell'.

Amy Mitchell

Chair of Trustees, Learning with Parents

² This impact report covers the academic year 2019-2020



Parent case study

**Learning at home is now
enjoyable for me and
my children**

“

Every day my youngest child asks me: “do we have Learning with Parents homework?” He always looks forward to it – and so do I.

But before I started using Learning with Parents it was hard for me because I’m not confident with maths and didn’t know how to help. But, thanks to the videos, I was able to learn alongside my eldest child.

Now, nothing feels new, and supporting my children with their maths is a precious time for us to engage in learning together.

When I watch the videos with my older children they say: “yes, I have learnt this with my teacher.” They’re confident in doing the activities and they especially like beating me at the games!

Finding one-to-one time with my children in my busy schedule is hard, but because my children enjoy Learning with Parents so much, we always find time to do the activities and enjoy playing the games as a family.

”

Sabrina Hamoudi, a mother of three children who attend Millbank Academy in London

Why we're needed

The challenge facing families

In the UK not all children have a fair shot at education.

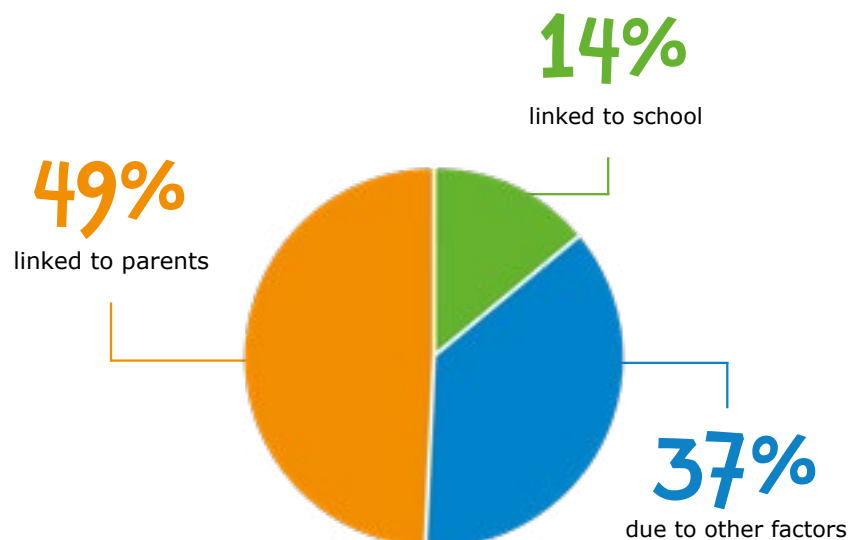
Every parent wants their child to fulfil their potential. But, for many, their circumstances make it more difficult to convert their good intentions into the daily habits and routines that will best support their child.

By the end of primary school poorer children³ are about

9 months

behind their more affluent peers (EPI, 2020)

What causes the achievement gap by age 11⁴?



Disadvantaged parents want to do the same things, such as reading to their children...but they're nonetheless less likely to do those things. (Kalil, 2020)

The shortfalls of the system

All schools appreciate the key role that parents play in their children's education. However, across the sector, there is a lack of clarity and focus on how to empower parents to connect with their child's learning.


Schools work hard to establish stronger connections with their parents. But true parental engagement goes beyond having regular contact with the school. It's the engagement that a parent has with their child's learning that will make the biggest difference.

“ Schools often talk about 'hard to reach' parents. No parent goes about their life thinking of themselves as hard to reach. They just need a safe space to be heard. ”

Tom Harbour, CEO, Learning with Parents

³ Those eligible for Free School Meals

⁴ Poorer children's educational attainment: how important are attitudes and behaviour? IFS, 2010
<https://www.jrf.org.uk/sites/default/files/jrf/migrated/files/poorer-children-education-full.pdf>



Teacher case study

Increasing parental engagement while decreasing my workload

“

Finding ways to engage parents in their child's learning has always been a challenge for us. With many of our families in receipt of Pupil Premium, other needs such as food, warmth and shelter often take priority. We know that parental engagement is essential to pupils' progress, so that's why empowering parents to engage in their child's learning from the start of their child's education is our number one goal. The Learning with Parents platform is a vital tool in achieving that goal.

The videos have made maths more approachable for both parents and children. They provide parents with crucial insights into what their child is learning, resulting in them feeling more motivated to try activities at home. And when children have fun with their parents, they're deepening their knowledge of maths at the same time.

The Learning with Parents platform is straightforward for parents and teachers to use, and the activities are simple to replicate at home.

As a teacher, I love the fact the platform allows me to easily set topics and monitor the engagement of the families in my class. It's also had a positive impact on my workload.

”

George Mounsdén, mathematics coordinator at Huyton with Roby CofE Primary School, Liverpool

Our solution

In 2015 we realised that, with a little bit of support, parents across the country could revolutionise children's experiences of home learning. We knew that motivated and empowered parents could begin to close the learning gap between poorer children and their wealthier peers.

We started our journey by launching Maths with Parents – a simple home learning programme which still lies at the heart of our Learning with Parents platform today. This is how it works:



Teachers set topics

These are shared with parents via our platform, replacing homework



Families learn together

They watch child-led videos and play fun, offline activities together



Parents share feedback

Families share comments and photos with their class teacher

“As a parent I love these activities with my son. He laughs and loves it...it's a great way to spend time with him.”
Sam's parent

Breaking down barriers

Our platform is created with disadvantaged families in mind. It can be accessed on a phone and is simple to use.

The activities only use resources that all families can find around their home. For example, a teddy bear's picnic with pieces of pasta, sweets or pebbles is a great way to link fractions to the real world.



Our solution

Broadening our impact

As we started to share our maths content with schools and families, we quickly saw how our platform could make a difference beyond numeracy. We expanded our offer to include English games and activities, supporting literacy and oracy.

In 2020 we combined our maths and English programmes under a new charity, Learning with Parents. Our core aim in establishing Learning with Parents was to narrow the disadvantage gap by empowering all parents to engage with fun, educational activities at home.



Our resources are featured on BBC Bitesize, reaching hundreds of thousands of families.

Our response to COVID

In the academic year 2019-2020 we were partnering with schools across the country to reach as many disadvantaged families as possible. We were working closely with them to drive and monitor effective parental engagement for all their pupils. And we were beginning to see the impact we were having.

And then COVID-19 struck.

We knew our platform had a fundamental role to play to help all children learn at home on this new and unprecedented scale. So in March 2020, when partial school closures were first announced, we offered a free version of our programme to every primary school and family for the remainder of the academic year.

In total we supported over 24,000 families during this time – doubling the number of families using our platform in a single month.

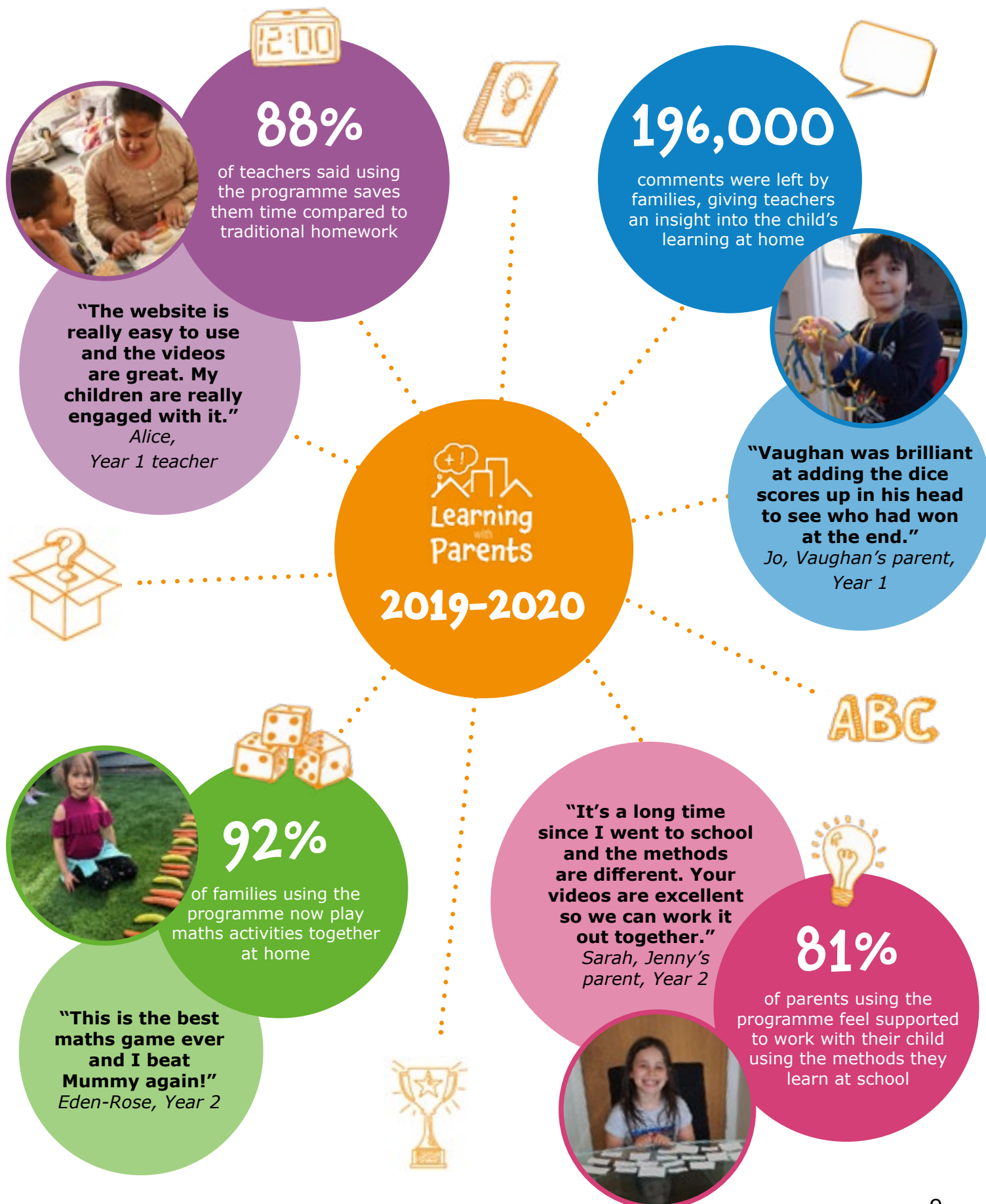


We supported

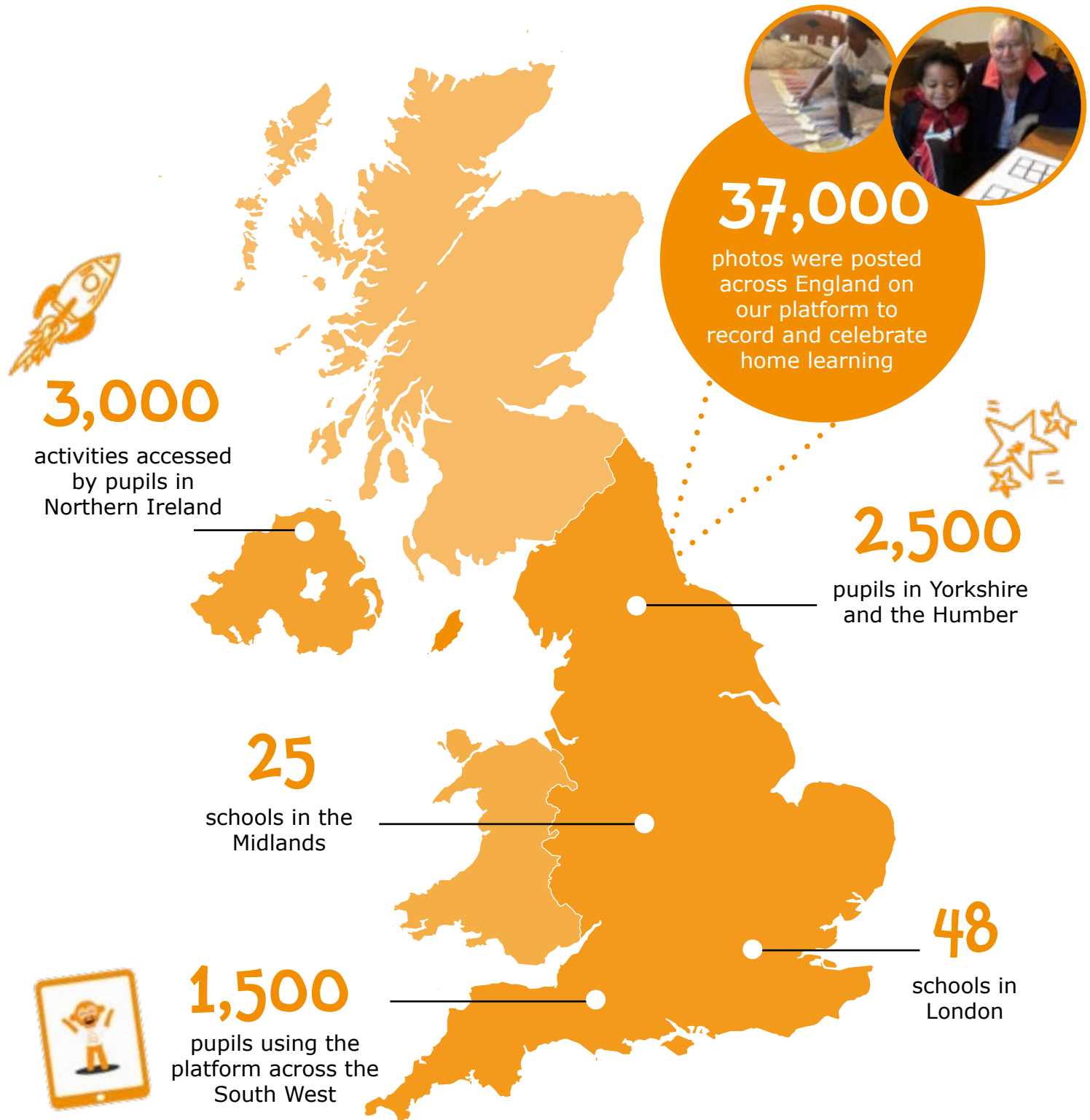
24,000

families when school closures were announced in March 2020

The impact of our work



Reaching families across the UK



This year over **15,000** activities were accessed by disadvantaged⁶ pupils' families. The next 12 months provides an opportunity for us to continue our national reach and further our focus on supporting children in disadvantaged communities.

⁶ Pupils who are reported by their teachers to be in receipt of [Pupil Premium](#)

Amplifying our impact

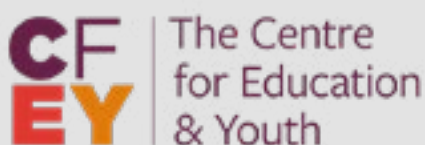
To achieve our vision – that every child is supported at home to fulfil their potential – we understand that scaling our programmes alone won't suffice.

And, if we're going to reshape the education system to meaningfully engage all parents, we know we can't do it without help.

Our first step, in 2019, was to form the Parental Engagement Forum – a group of relevant think tanks, educational inequality charities, parental engagement organisations and researchers.

We meet every two months to network, build connections and share best practice about working with disadvantaged parents.

These organisations include, along with many others:



Parental Engagement Forum mission statement:

We seek to empower all parents to engage in their child's learning through habitual, supportive interactions.

During the height of 2020's uncertainty and school closures, we hosted a [webinar](#) on how best to support disadvantaged families through the crisis. Our panel of speakers included top researchers, the leaders of national education charities and an MP from the Education Select Committee. Over 100 different education organisations engaged in the discussion, with our mission at the heart of it.

Parent Ping

We are one of the founding partners of the Parent Ping app - a brand new way for the authentic views and voices of all types of parents to be heard.



Through collaborating with others our call to support disadvantaged parents is getting louder all the time. We're excited to see where this network will take us next.

Thank you from our CEO

The coronavirus crisis, more than anything, has highlighted the crucial role that parents play in their child's education and development. Facing extraordinary challenges, parents across the country have stepped up and supported their children. I feel incredibly fortunate that Learning with Parents was able to help over 10,000 additional families to bring fun games and activities into their homes while schools were partially closed due to COVID-19.

A year ago we were a group of 2.4 former teachers running a small company, Maths with Parents.

As I look back over the last year I'm incredibly proud of everything we've achieved. We became a registered charity with a fantastic board of trustees, grew our formidable team and continued to develop a programme that's making a real impact in some of the country's most disadvantaged areas.

This impact report is not only a testament to the work of our team but also to the generous hours of support and advice we've received from countless individuals.

It'd be impossible to thank everyone who's supported our work most recently, but I do want to highlight a few individuals and organisations who've backed us unwaveringly. These include:

- **Teach First**, without whose Innovation Award I would have struggled to start this organisation
- **Credit Suisse**, for backing our expansion into English activities with both financial and strategic support
- **Zing**, and in particular Simon West, whose dedication and tech skills transformed our website



- **UnLtd**, whose funding through the Do-It, Grow-It and SESF awards has always been there for us when we most need it
- **The Fair Education Alliance**, for their continued promotion of our work and for helping us establish a much-needed network of like-minded organisations in the education sector

And, most importantly, all the phenomenal school leaders, teachers, parents and children that we're so fortunate to work with every day through our programmes.

A handwritten signature in black ink that reads "T. J. Harbour".

Tom Harbour

CEO, Learning with Parents



Corporate partner case study

“

The Credit Suisse EMEA Foundation has been supporting Learning with Parents from an early stage, recognising its potential as a developing but significant organisation.

We are proud of our partnership, which initially supported the organisation to become more accessible whilst accelerating its impact.

Given COVID-19's effects on education, digital learning and the importance of quality content for teachers, children and parents across the UK has never been greater. As part of this effort, our support continues, funding their growth in scale and impact through the pandemic and beyond.

”

Colin Hely-Hutchinson, Chair

CREDIT SUISSE



Why we need your help now

We're proud that our data shows the significant impact we're having on thousands of disadvantaged families.

But the numbers also show a 12% gap between the number of activities completed by poorer families and wealthier families each year. These children are falling behind their peers, as are millions more across the country that we are not yet reaching.

We need to close these gaps over the next 12 months.

A unique opportunity

A year ago, the idea that almost every parent across the country would be spending so much time learning at home with their children would have been hard to imagine.

But the early signs are that, despite increased focus from teachers and schools, the attainment gap is now widening even further.

This is why we know that now is the moment for us to step up and act to create real, lasting change.

Bounce back

We will help the education system to bounce back through the launch of our comprehensive parental engagement offering.

This new platform will include English, maths, and reading in one place, supported by the latest behavioural insights research.

Through our work with external partners we will hone this tool with an unwavering focus on how it can best be tailored to meet the needs of the most disadvantaged families.

Get in touch today and join us to make a real difference.

We're particularly interested in working with innovative funders who are keen to test and learn with new technologies. Organisations who think big and can help us to change the system, scale nationally and reach the most disadvantaged families.



To start a conversation
with us, email
hello@learningwithparents.com
or call us on
0117 439 0930

- If we don't act now we'll leave more families unsupported.
- If we don't act now the education gap will grow as the world rebounds from COVID-19.
- If we don't act now this unique opportunity – which only a crisis can provide – will be lost.

Ensuring every child is
supported at home to fulfil
their potential

hello@learningwithparents.com

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