Barnardo’s vision
is that the lives of all children and young people should be free from poverty, abuse and discrimination.

Our purpose
is to help the most vulnerable children and young people transform their lives and fulfil their potential.
2004/5 was another year of growth for Barnardo’s in the South West, in which we were able to reach more children and their families by starting five new services in the region.

During this year, we supported more than 10,000 children and young people, up from 2,300 in 2002/03 and 6,100 in 2003/04. Behind these numbers are some very important stories. In this report we hope to demonstrate the ways in which we have been able to work alongside children and their families to make a significant difference to their lives.

We shall do this by using an outcome framework that recognises that all children have a right to:

- a positive family life
- make a positive contribution
- stay safe
- social and economic wellbeing
- enjoy and achieve
- be healthy.

Our belief is that Barnardo’s has made a distinctive contribution to services for children and their families in the region. This distinctiveness can best be described by a combination of the following:

- Innovation – Many of our services have started new initiatives over the last year in response to the needs of their service users, and a high proportion of these are developing innovative practice. The structured evaluation programmes that go hand-in-hand with our innovative work are key to being able to disseminate the learning.
- Our work with disabled children and young people in Somerset has consistently been at the forefront of innovation in inclusive practice. Last year, we developed a Personal Assistance Project to enable young people to access leisure and recreational opportunities in a way that gives them the decision-making power.
- We have also developed a model of community development linked with child and family support that has generated considerable interest in a wide range of arenas.

- Evidence-based Practice – Barnardo’s has a culture of evidence-based practice, developed over many years and supported by a strong research team – two of whom are based in the South West. Every service is required to be explicit about the evidence that underpins its practice. There is also an effectiveness strategy for every service that links activity to the agreed outcomes, specifying the measures that will be used to provide evidence. Communities of Practice within the organisation, both regional and national, enable best practice to be shared.

- Participation – All our services not only involve the children and families they work with in designing and reviewing their own individual programmes, but also involve them in the wider service planning and review decision-making. We have a long history of parents and young people’s participation, but over the last year we have been working on extending meaningful participation to the young children we work with both through the Children’s Fund programmes and in our family centres.
- The five Children’s Fund programmes where we undertake the participation work have all developed some excellent practice which has been widely acclaimed within their localities.

- Partnership – Partnership working has been a central theme of the way we have worked over many years and we used this wealth of experience to develop new and varied partnership arrangements.
- Through the management of five Children’s Fund and three SureStart programmes we have commissioned 139 different organisations to provide services during 2004/5. This has given us considerable experience in supporting small voluntary and community groups to deliver to agreed outcomes and demonstrate this. This experience of partnership working, we believe, enables us to make a significant contribution to the development of commissioning strategies in the new Children’s Trust arrangements.

- Influencing – We use our practice experience to influence policymakers and practitioners to achieve change for a wider group of children than we can work with directly. We do this in a variety of ways:
- Disseminating best practice through conferences, seminars and articles.
- Lobbying politicians at local and national level, normally with our service users.
- Freeing up management time so that our Assistant Directors and service managers can contribute to local strategic and practice development.

- Values – Our statement of values and the ownership of this by staff is central to how we work. Staff frequently refer to this when they comment on the positive aspects of working for Barnardo’s.

We hope that this report will give you an overview of our activity during 2004/5 and also alert you to possibilities for developing new partnerships with us in the future.
Children have a right to a positive family life

What we did

In order to enhance the experience of family life of the children we worked with, we ran a wide variety of family support activities and programmes. This included:

- Parenting education programmes
- Parent support groups, both formal and informal
- Family Group Conferences
- Family Link services for disabled children
- Family Support services for 'hard to reach families'
- Intensive family work
- Intensive individual/couple work with parents
- Community-based family activities
- Communication work with families with a disabled child

What difference did we make?

Across the region we ran parenting programmes and support groups in nine of our services:

- Lawrence Weston Family Centre ran a mix of formal and informal parenting programmes and groups.
  - 80% of parents reported positive improvements/benefits to their relationships with their children as a result of attending a parenting programme/course.
  - 100% of parents reported increased confidence in parenting.
  - 100% of parents with learning difficulties reported feeling supported in the parenting of their children.

- Norton Radstock Family Centre piloted a new 'Even Better Parents' course.
  - 100% of parents found the course material excellent and clear.
  - 100% found the ideas 'useful and good'.

- Shakti Imani Inclusion Service, in Bristol, held ten FGC’s which resulted in seven children improving their relationship with their families and avoiding having to leave the family home, which would otherwise have happened.

- Gloucester held 20 Family Group Conferences where there were concerns about parental substance misuse, parental mental health concerns and domestic violence. These plans enabled 84 children to either remain at home with increased support and involvement of the extended family, or to be looked after by extended family.

- In Somerset, families with disabled children with complex needs were linked to another family who provided support. A formal evaluation found that the service is considered to be very good by carers, parents and children.

- Families from Weston-super-Mare and Cahe had a family holiday for the first time which they all said afterwards had made a difference to how they got on together.

Parents said:

‘Having a Family Link worker is like having a really good friend.’

Four Acres Children’s Centre

‘MIAR has given me as a parent so much moral support and acceptance of what I thought/felt about my daughter. MIAR made me believe in myself more as they accepted Miriam and made her feel safe so I feel better!’

MIAR (Making Inclusion A Reality)

‘Very good counselling helped me with a lot of problems with my child. I do not know how I would have managed without it.’

‘I have realised that I used to wind up my daughter without realising it.’

New Fulford Family Centre

‘They helped me get back on track and put me in touch with my dad… They were excellent, very friendly and very helpful. I thank them so much, they turned my life around.’

Bristol BASE (Barnardo’s Against Sexual Exploitation)
Children have a right to make a positive contribution

What we did

In all our services, children made a positive contribution to the way services were delivered and reviewed (we tell you more in the Participation section of this report). Here, we want to highlight some of the ways that children were helped to make a positive contribution in their wider community.

- Children from several services made presentations to a conference of 70 delegates on their experiences of community.
- Children in Weston-super-Mare took part in a research study to influence local policy development.
- Children from Calne went to London to launch the Children’s Manifestos with politicians from the three main parties.
- Young people in Somerset developed an inclusive website ‘My Voice, My Choice’ for disabled young people in transition from school to college or possible employment.
- Two young people in Somerset planned and delivered a regional conference ‘R U Listening?’ for teachers, educational psychologists, social workers and other young people. Others contributed to Barnardo’s conferences around resilience, participation, community development and personal assistance.
- Young People in Taunton designed and lobbied for inclusive play spaces.
- Young children in Bristol were part of a project to promote racial equality in schools.
- Children in Somerset have helped OFSTED to develop ways it can involve young children in inspections and have taken part in developing a ‘child-friendly’ version of the Every Child Matters outcomes and making suggestions as to how they can be measured.

What difference did we make?

Part of our evidence for making a difference relies on what the children and young people have told us when they have been involved in these activities.

MIAR children say they have learnt about a lot of things like OFSTED inspections and Every Child Matters. They didn’t understand these things before but think they are important. One of them said: ‘I feel grown up when we get to say our ideas’.

One 10-year-old child involved in the Race Equality project at New Fulford Family Centre said: ‘I helped another school get used to Black people’.

One young person from the Community Development Service (Somerset Inclusion Partnership) said: ‘I was 12 years old when I first came along to see what they were doing and then I got into helping out with the disabled young people. Now I’m 15 and I chair the Taunton Inclusive Community and have made lots of presentations to people. Staff have commented on her increased confidence and motivation in school.

Professional feedback has been very positive in relation to all of these activities:

- Politicians and senior managers in North Somerset said the children’s views in the research report made a big impact on them.
- Two of the young people involved in the Taunton Play project were awarded the Somerset Youth Award.
- The external evaluation of the Race Equality project said that it enabled children to celebrate the cultural diversity they live with on a day-to-day basis in a way that was affirmative and allowed each child to make a personal contribution.
- OFSTED gave very positive feedback to the MIAR children on their contribution.

Jo Skitteral, of Somerset Inclusion Partnership, presents a young person with a certificate allowing him to support a local playgroup.
Children have a right to stay safe

What we did

Keeping Children Safe is a top priority for all our services but some particularly focus on achieving this outcome. They include:

- BASE in Bristol worked intensively with young people who were at risk of sexual exploitation or were missing from home.
- Family Centres and SureStart programmes provided intensive family and individual work in situations where there was a high risk of abuse or where abuse has already occurred.
- Specific interventions around domestic abuse included support groups and an education programme in schools.
- Advocacy services in Family Group Conferences enabled children to express their views as to what does and could make them safe.
- Training was provided to a range of professionals on how to safeguard disabled children.
- Safe play opportunities have been provided in communities where children did not feel safe before.
- Children have been engaged in a variety of anti-bullying initiatives.

What difference did we make?

- 14 of the very vulnerable young people that BASE worked with managed to significantly improve their safety or change their lifestyles so that they were no longer at risk of sexual exploitation. Eight young people stopped running away, and one significantly reduced the number of times they ran away.
- Of the 14 children on the Child Protection Register whose families received intensive services at Norton Radstock Family Centre, eight children from two families were de-registered.
- Following the preventive programme run in schools in Norton Radstock, 76% of children said they had noticed changes such as making new friends and playing with different people and 7% said they were having less arguments.
- The strengths and difficulties questionnaires completed by children who had experienced domestic violence who received help at Norton Radstock showed 80% reduced need levels.
- Social workers linking with Lawrence Weston Family Centre report that families who would otherwise have been on the Child Protection Register or the subject of court proceedings are not, directly as a result of the long-term support provided by the family centre.

Parents said:

‘I wouldn’t be where I am today if it hadn’t been for Barnardo’s Lawrence Weston Family Centre… My ultimate aim is to enter social work myself so that I can help other women who have suffered domestic violence.’

Lawrence Weston Family Centre

‘I had always smacked my child up to now, but I have tried to use some of the other ideas you gave us and found that they work much better than I thought they would. I think the smacking was more for me than for David. I don’t know if I will always be able to remember this bit but I am certainly trying.’

Parent reflecting on Behaviour and Communication course run by Early Years Team, January 2005

Somerset Inclusion Project

Children said:

‘MIAR has helped me get confidence so I can stand up to people now’

‘MIAR keeps me off the streets’

‘There’s less arguing in the house now. It’s not perfect but we don’t shout like we did before and Dad’s sticking to coming home when he’s meant to.’

A young person who was helped by using an advocate, to express her views on what made her feel safe at her FGC.

Mary, a ‘14-year-old’, said that her contact with BASE had helped her recognise that the man she was going out with was very controlling. She said the discussions she’d had and video she’d seen had been useful in helping her see that ‘men who always want to know where you are and what you’re doing, can turn nasty’. She now feels better able to recognise these risks and said she feels safer knowing that she can end a relationship when she recognises these warning signs. Mary did in fact finish the relationship with the man she found was controlling of her.

BASE
What we did

- Our anti-poverty initiatives have worked to develop social networks and provide activities in communities where there are low income levels and high levels of isolation.
- We have provided advice and advocacy to low-income families, and families with disabled children.
- We have run courses for parents to prepare them to move on to employment.
- We have provided daycare and after-school activities for children, to enable parents to work or acquire new skills that will eventually lead to employment.
- The advocacy and personal assistance services for disabled young people worked to develop skills in preparation for further training or employment.
- Family network services linked isolated families together.
- Rites of Passage programmes were run to develop cultural awareness among Black young people.

What difference did we make?

- Twelve parents completed the Playcare training at New Fulford Family Centre, whilst eight went on to college courses and four went into employment.
- At Norton Radstock Family Centre, three of the parents who took the computer course have gone on to take further qualifications.
- Parents and grandparents have joined together on an estate in Calne where there are high levels of poverty and social isolation, and organised social activities for children that have resulted in ongoing new social networks.

The children have got something to talk about when they go back to school now.'
A parent commenting that her child used to hate the return to school, as they had not had the opportunity to do anything in the school holidays as everything was too expensive

South West Anti Poverty Service

A young girl with physical impairment and a very mild learning disability joined the Personal Assistant (PA) Project. She was very independent but had no social life outside school and would only interact with her younger sister. When she first started using her PA she would invite her sister along, but gradually began to ask a friend.

She now uses the PA project to do more with her friends. She books her time directly with the team at the youth group and the last time she used the PA it was to go to Pizza Hut with a friend. On this occasion she asked her PA to sit at another table from her and her friend and explained that she would call if she needed her.

Community Development Service (Somerset Inclusion Partnership)

‘Other young people would benefit from a programme that focuses on their culture, because this is the stuff that they miss out on at school. It is good to know that there is somewhere that they can go and focus on things that are more relevant to them and their history.’

Young person who attended the Rees of Passage programme at Shakti Imani

Young people from Shakti Imani Inclusion Project, Bristol, on a residential cultural education programme in Devon
Children have a right to enjoy and achieve

What we did

- Provided services that supported parents in learning to play with their young children.
- Provided daycare and play sessions.
- Provided support to enable disabled children/young people to access inclusive leisure and learning opportunities.
- Provided play/leisure activities.
- Supported parents and their disabled children to develop communication skills.
- Ran programmes to improve behaviour so that children could achieve more at school.
- Ran programmes to prepare children for starting school.
- Formed a partnership with Connexions to support vulnerable young people back into education.
- Provided advocacy and Family Group Conferences to families around education-focused issues.

What difference did we make?

- Of the five very vulnerable young people who had not been in school for a long time, BASE helped two of them back into school and two others made a plan to get there.
- Professionals who referred a child to the Wiltshire School Start service rated the service as to the positive impact it had on a ten-point scale - 46% scored it '10', 39% scored it '8', 8% scored it '7' and 8% scored it '5'.
- 100% of families who took part in the communication skills programmes provided by the Somerset Early Years service said they have become more confident in communicating with their disabled child, and had learnt skills and strategies to support their children's learning and behaviour.
- 75% of children improved their developmental progress and had improved social skills.
- Of the 18 FGCs facilitated by the Shakti Imani service around education issues, seven resulted in improved attendance in school, one led to improved attainment, two led to improved conduct at school and one led to the risk of imminent exclusion being averted.

“Getting gooder at sports and my behaviour changed a bit I think.”
Young person attending MIAR

“I think undoubtedly it has helped him settle into school. We have seen a big improvement in his behaviour.”
Parent who used the Wiltshire School Start service

“She has settled down a lot and learnt how to control herself in awkward situations. She has more confidence. Her behaviour at school is better and she’s learnt to walk away from situations if needs be. It has changed her a lot and made her grow up.”
Parent whose daughter used the Gloucestershire Squad project

“I learnt lots of things to do with my child, especially how to talk. You know, the right language for her age.”
Parent who attended the Learning Through Play course at Norton Radstock Family Centre

‘Getting gooder at sports and my behaviour changed a bit I think.’
Young person attending MIAR

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Parent who attended the Learning Through Play course at Norton Radstock Family Centre

Developing new skills during a Wildzone trip with North Somerset Play Forum.
Children have a right to be healthy

**What we did**
- Provided individual work with young people, focusing on alcohol, drug abuse and sexual health.
- Ran health-focused discussion groups with children.
- Provided healthy activities for children as part of a wider health programme.
- Provided counselling services for parents where the emotional health and wellbeing of their children was a specific focus.
- Ran health promotion-focused groups with parents.
- Provided individual work with young people focused on emotional wellbeing.
- Provided play therapy and focused play groups.

**What difference did we make?**
- 145 young people received the sexual health nursing service at BASE. A range of sexually transmitted infections were identified and treated.
- Of the young people who received medical treatment, the majority were immunised against Hepatitis B, as well as being covered in terms of contraception.
- Given the chaotic nature of many young people’s lives, this was a considerable achievement.
- BASE has supported one young person who had been chaotically misusing drugs and alcohol to stop using these substances.
- Four other young people, for whom their substance use was a problem, have significantly reduced their use to a controlled level.
- Of the 11 young people that Shakti Imani worked with around emotional wellbeing issues, two identified a more positive self-image, one improved attendance at school, one improved behaviour at school and one remained at home because their behaviour improved.
- The counselling service run at Lawrence Weston Family Centre had a 90% retention rate from initial referral, and 90% of service users reported beneficial outcomes that enabled them to understand the emotional needs of their children better.

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**Children said:**
- ‘Try not to take out problems on other people. Smile and most of the time people will smile back.’
- ‘Most teenagers are offered drugs at some part of their life, but you should refuse no matter how much they pressure you into it, especially at such a young age.’

**Parents said:**
- ‘Women Alive has educated me far more in the last three years than my school education. I know now how to care for plants, how to eat a sensible diet and how to care for teeth best and much more. As well as this my toddler has enjoyed a 5-star crèche and a communal lunch.
- Women Alive motivates me to leave my house.’

Lawrence Weston Family Centre

- ‘My child loves it and is learning to interact with other children.’
- ‘The group has helped with dealing with difficult behaviour and meeting other parents in the same boat as you.’
- ‘He is learning to share and interact with other children.’

New Fulford Family Centre

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"Try not to take out problems on other people. Smile and most of the time people will smile back."
Our work with a national profile

- Owen Gill, our regional anti-poverty co-ordinator, produced a follow-on report to the well received research on the difficulties faced by families on low income during school holidays. This second report focused on ‘Food Poverty in the School Holidays’ and was based on interviews with families that Barnardo’s is working with in the South West. It argued for additional financial support for families during school holidays. The report led to widespread national and regional media reports and is being followed up by targeted lobbying activity.

- Owen also presented a paper at a national conference on ‘Children in their Communities’.

- The work at BASE around sexual exploitation has been used as part of a UK-wide research project which will conclude in late 2005 and will then be published.

- BASE has also worked with staff in London to produce a report specifically on the needs of boys and young men facing sexual exploitation.

- Three pilot programmes are being funded by the Home Office to contribute to national learning; one is around extending access to services, one around finding new ways to work with anti-social behaviour and the third is on developing partnerships between large and smaller voluntary organisations.

- One of the assistant directors, Margaret Boushel, is on the National Evaluation of SureStart Advisory Group, contributing an operational and an academic perspective.

The regional director spoke at a national conference on ‘Transforming Child Protection’. Other staff ran workshops at this conference.

- Young people and staff from Somerset ran a workshop at a national conference on Participation organised by Barnardo’s for an external audience.

- New Fulford Family Centre staff had an article published in a national journal.

- Hilary Horan has a national reputation in the field of Family Group Conference work and she has provided training and consultancy to six new authorities during this year to facilitate the development of this area of work.

Our work at locality level

During 2004/5, the greatest investment we made in influencing work was the time allocated in the workload of our five assistant directors. They have all spent between 30 – 40% of their time in contributing to the strategic development of plans to implement the Every Child Matters agenda in the different local authority areas where they are involved. Our rationale for this investment is that we believe the voluntary sector – and Barnardo’s in particular – has a distinctive contribution to make, particularly around promoting participation, partnership and prevention. This contribution is directly informed by our experience of running a wide range of services, and critically also from being the lead and accountable body for three SureStart and five Children’s Fund programmes in the region. Feedback to the director from several local authorities would indicate that the contribution made has been influential to the way local authorities are moving forward.

- Children’s services managers have also been involved in a wide range of groups developing strategic and operational plans around the ECM agenda and more broadly. Across the region this also accounts for a very significant investment which is frequently acknowledged as important but not evaluated more systematically, which is our intention over the next year.

- Staff organised several conferences and seminars for external audiences at locality level which included:
  - A Bristol seminar on young runaways.
  - A multi-agency conference in Bristol to raise awareness of domestic abuse.
  - Contributing to a conference for parents of Black children in Bristol.
  - A conference entitled ‘R U Listening’ in Somerset.
  - A conference entitled ‘Independence Day’ for disabled children and young people in Bournemouth, Dorset and Poole.
  - A Somerset Children’s Fund county-wide conference on anti-bullying.

- Barnardo’s has enabled children and young people to influence the ECM work in several local authorities through consultation events, extensive pieces of work interviewing children, and structured feedback from services.

Much of the influencing work highlighted above has received media coverage, as have significant events in services. Our media profile was considerably increased during 2004/5 by the appointment of a regional external communications manager.

Barnardo’s is well-known nationally for its influencing work, disseminating research evidence to influence policy and practice professionally, and lobbying/campaigning for public policy changes. We also raise public awareness more generally on children’s issues through our media work. This profile is replicated in the South West where we have made significant contributions across a wide range of influencing activities, the highlights of which are featured below:

Influencing

Former Children’s Minister Margaret Hodge MP and Wansdyke’s Dan Norris MP visit Norton Radstock Family Centre.
Participation

Over this year, we have extended the involvement of children and young people in the way we design, implement and review services. Many of our services in the South West are working with younger children, and so we have particularly focused on how to seek the views of children under 13 years old including the under-fives. Having listened, we have also responded by making changes to the way we do things. We continue to ensure that parents have a meaningful say in how services are run. Examples of this work are:

- **At Norton Radstock Family Centre**, children were consulted for the annual review and they said they wanted: more equipment for outside, another Wendy House, hopscotch, 'bulldogs', more dressing-up clothes and more cars to play with. In response, a Team Challenge has been launched with the local community, volunteers and local businesses to revamp the garden area.

- In Weston-super-Mare and Calne, children we worked with were all interviewed on tape and group discussions were recorded to get their views on the activities that had been provided. This was linked in to the outcomes on health, safety and enjoyment.

- The Parents Unite Support Group at Lawrence Weston Family Centre has contributed to training external professionals. It also had a major input on the staff team’s ‘away day’ and their views were fed into the plans for 2005/6.

- Setting up a new service in Poole, children from a local primary school helped to produce child-friendly material. The work originally done was changed as a result of their input.

- The children at the MiAR (Making Inclusion A Reality) project in Somerset were involved in all aspects of designing and reviewing what happens in their service. The excellent practice here was recognised when they won the Barnardo’s UK-wide ‘Investors in Young People Award’ judged by other young people.

- All five Children’s Fund programmes faced difficult decisions last year as cuts in their funding were made. Programmes thought long and hard about whether and how to involve children in this very difficult and sensitive process, as some groups faced losing funding completely. In Bristol, staff held a workshop for children on a Saturday which was attended by 50 young people.

- In North Somerset, children designed and constructed a Quiet Corner in their school playground and one local Youth Partnership project now has a young person as the chair of the Management Board.

- Children in Somerset reviewed the Promise mentoring project by having a workshop day, which was fun but also came up with lots of ideas which have been taken on board. The day was made into a film which is now used as part of the training for new mentors.

Children said:
- ‘If the bus was not here, I would be sad, upset and cross.’
- ‘It’s the best time I have had in ages. I usually have to look after other people but today I had fun and forgot about everything - count me in for next year.’
- ‘I feel more confident after interviewing adults. It was really good that adults took what we said seriously.’

Parents said:
- ‘Being on Parent’s Council, I have a say in the decisions that need making.’
- ‘Your suggestions are always listened to and brought up at meetings.’
- ‘It was really good to be involved, have fun and get to know other parents in the same boat.’

Somerset Children’s Fund

North Somerset Children’s Fund organised a consultation event in Weston-super-Mare, on the ‘Every Child Matters’ agenda.
Money – how we raised it

Sources of Statutory Income

The cost of providing our services in 2004/05 was £10.6 million, of which £9.1 million came from statutory sources and £1.5 million came from voluntary funds. The largest sources of statutory funds were through government initiatives, the Children’s Funds and Sure Start. In addition, we continued to benefit from a diverse range of statutory income sources.

Sources of Voluntary Income

The £1.5 million of voluntary funds were raised in a wide variety of ways through local and national initiatives. The South West regional fundraising team generates income through strong relationships developed with local businesses and their employees, schools and events. The team is supported by a dedicated and valued network of volunteer fundraising groups and individuals, who organise events and support the fundraising team’s day-to-day activities. Key events this year have been the Golden Ball in Bristol and the Barnardo’s Foresters Big Toddle.

Our services are also supported by income from legacies, trusts and direct marketing campaigns. Barnardo’s South West was also nominated as the new chosen charity of the Reebok Bristol Half Marathon for both 2005 and 2006.

Our 22 Barnardo’s shops raised £1.4 million gross which contributed to a net figure of almost £300,000.

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**Table: Income by Source – Over £500,000**

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<thead>
<tr>
<th>Income Source</th>
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<td>Barnardo’s Funds</td>
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**Table: Income by Source – Under £500,000**

<table>
<thead>
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<th>Income Source</th>
<th>Income (£)</th>
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<tr>
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<td>Education Authority Funding</td>
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**Graphs:**

- **Income by Source – Over £500,000**
- **Income by Source – Under £500,000**

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*PHOTOGRAPHY: TONY HEPBURN*
In 2004/05 we ran services in 11 local authorities. The charts show how much was spent where in total, and how much of our voluntary income was spent in each local authority.

We are keenly aware that our staff are critical to our ability to deliver change for children. Therefore, we pay considerable attention to our recruitment and retention processes.

Barnardo’s also relies heavily on volunteers to be a creative and effective resource, whether directly in working with children or indirectly by supporting fundraising in a wide variety of ways.

We have combined our Human Resources, Learning Development and Volunteer specialists into a People team to provide seamless support to those working at the ‘front line’.

At the end of the year 2004/5 we had 414 staff and approximately 700 volunteers in the South West.

**Evidence of success**

Like most of the voluntary sector, we operate in a climate where short-term funding of less than two years is very common. This has an impact on staff turnover rates but we still achieved a rate of 16%.

Our reputation as a good employer means that although recruitment in specific geographical areas and specialisms is tough, we recruited to all our posts from the first round of recruitment during 2004/5.

We have in place a structured induction programme for all our staff which includes a combination of individual sessions, induction days and e-learning. Regular feedback shows that this is meeting the needs of staff and volunteers.

Ongoing support for the development of staff and volunteers is by both individual support through supervision, and a range of learning and development activities. This L&D activity includes formal training, communities of practice and e-learning.

94% of our children’s services staff received an annual appraisal in 2004/5 which included learning and development objectives.

The quality of supervision and management practice is regularly reviewed, including completing an annual assessment against our set of standards. The Assistant Director of People carried out an independent sampling against these standards on 18% of our services last year. The results of both processes fed into an action plan which is currently being implemented.

All staff leaving the organisation received an exit questionnaire, the feedback from which is analysed by the Assistant Director of People.

Staff sickness is one significant indicator of staff morale and for the third year running we had the lowest sickness absence within Barnardo’s at 5.3 days for this year, substantially less than the industry norm for the sector of eight days.
and Withywood.

Brook Street
Chippenham
Wiltshire
SN14 0JE
Tel: 01249 657940

The regional service provides a customised Family Group Conference service. The regional service can provide training about FGC’s and training for co-ordinators and advocates.

Sea Mills Children’s Centre
West Parade
Sea Mills
Bristol
BS9 2LA
Tel: 0117 9688970

Provides services to address the health, educational and social needs of children under four and their families.

Four Acres Children’s Centre
Four Acres Primary School
Four Acres
Withywood
Bristol BS13 8BR
Tel: 0117 9030460

Provides services to address the health, educational and social needs of children under four and their families in the catchment areas of Hartcliffe, Highridge, Bishopsworth and Withywood.

The service seeks to facilitate the inclusion of disabled children and young people alongside their non-disabled peers in mainstream community leisure and recreational opportunities. It will support service providers in developing inclusive services. It will also provide a conduit for the voice of disabled young people.

The G.A.P Project
Arena Business Centre
9 Ninemound Way
Ferndown Industrial Estate
Ferndown
BH21 7EH
Tel: 01202 862616

The project works with children and young people (5–13 years old) with ADHD/Asperger Syndrome/Autism to promote their rights to access leisure opportunities in their communities. Personal assistants work on a one-to-one basis.

Gloucestershire Family Group Conferences
First Floor Offices
5–7 Stroud Road
Gloucester
GL1 5AA
Tel: 01452 526693

This service offers Family Group Conferences to any child in need in Gloucestershire and South Gloucestershire. Social workers refer to the service, to offer families the opportunity to get together to try to make the best plan possible for children experiencing difficulties.

Kingsweston SureStart
West Parade
Sea Mills
Bristol BS9 2LA
Tel: 0117 9688970

Provides services to address the health, educational and social needs of children under four and their families.

Cornwall Social Inclusion Service for Disabled Young People in Cornwall
The Orchard
Market Street
Launceston
Cornwall PL15 8AU

The service seeks to facilitate the inclusion of disabled children and young people alongside their non-disabled peers in mainstream community leisure and recreational opportunities. It will support service providers in developing inclusive services. It will also provide a conduit for the voice of disabled young people.

Cornwall Specialist Foster Care
Nina Maidens
Four Lanes
Redruth
Cornwall TR16 6ND

This service is part of the multi-agency Nine Maidens Centre which provides intensive support for young people aged 10–14 years old who have been identified as having complex educational and behavioural needs. Young people will be placed with foster carers who will provide a closely monitored, nurturing and consistent family environment.

Four Acres Children’s Centre
Four Acres Primary School
Four Acres
Withywood
Bristol BS13 8BR
Tel: 0117 9030460

Provides services to address the health, educational and social needs of children under four and their families in the catchment areas of Hartcliffe, Highridge, Bishopsworth and Withywood.

Fulford Family Centre
237–239 Gatehouse Avenue
Withywood
Bristol BS11 9AQ
Tel: 0117 9782441

Provides a wide-ranging programme for families in Hartcliffe, Highridge, Withywood and Bishopsworth including play therapy, counselling, advice, groupwork, community development, race equality and practical services.

North Somerset Children’s Fund
21 Boulevard
Weston-super-Mare
North Somerset BS23 1NR
Tel: 01934 415374

North Somerset Children’s Fund delivers preventative services for 5–13-year-olds at risk of social exclusion. This government initiative provides funding for various agencies to address the needs of disadvantaged children and young people across the area.

Norton Radstock Family Centre
10 Redfield Road
Midsomer Norton
Somerset
BA3 2JN
Tel: 01761 410413

Provides intensive services, including family work, counselling or recovery work with children who have experienced trauma or abuse. The centre also focuses upon preventative work, helping build parents’ networks in the community.

London Weston Family Centre
Home Farm
Kingstow Lane
London Weston
Bristol
BS11 0JE
Tel: 0117 9824578

Lawrence Weston Family Centre provides a wide range of services for families with children 0–11 years old in North West Bristol including: special parenting programmes; counselling support for children and young people living with domestic abuse; services to disabled children and their families and support to children and parents with learning difficulties.

Somerset Inclusion Partnership
Family Link Service
40-42 Hendford
Yeovil
Somerset BA20 1UW
Tel: 01935 381655

Somerset Children’s Fund delivers preventative services for 5–13-year-olds at risk of social exclusion. This government initiative provides funding for various agencies to address the needs of disadvantaged children and young people across the county.

Somerset Inclusion Partnership – Community Development Service
34 Wellington Road
Taunton
Somerset TA1 1AW
Tel: 01823 275917

This service listens to young people about how they wish to spend their leisure time and then helps to make it happen. The emphasis is on enabling children and young people to take part in activities of their choice in their local communities by working with activity providers and community groups. Training is also available for providers wishing to develop the quality of their provision for disabled young people. An advocacy service for disabled young people is also offered and with regular consultation events informs the development of local services.

Somerset Inclusion Partnership – Early Years Service
34 Wellington Road
Taunton
Somerset TA1 1AW
Tel: 01823 275917

This service provides training and support for families and pre-schools to support the inclusion of children with complex communication difficulties and disabilities.

Somerset Inclusion Partnership – Family Link Service
34 Wellington Road
Taunton
Somerset TA1 1AW
Tel: 01823 275917

Short breaks and family-based care for children with complex health needs. Carers are recruited from a wide range of backgrounds and cultures, who can offer the valuable leisure time in their own homes.
Currently the service is involved in policy work around the Social Fund and social exclusion in the summer holidays. On the practice side we have community development initiatives in Calne and Weston-super-Mare.

SureStart Hartcliffe, Highridge
And Withywood
SureStart Office
93 Four Acres
Withywood
Bristol BS13 8RB
Tel: 0117 9030460
Provides services to address the health, educational and social needs of children under four and their families.

West Wiltshire Family Centre
71 Fore Street
Trowbridge
Wiltshire BA14 8ET
Tel: 01225 751261
Supports families with children under 11 in Trowbridge, Bradford on-Avon, Warminster, Melksham and Westbury. Services include advice and information, open sessions, individual work and groupwork with adults and children.

Wiltshire Children’s Fund
Unit 3, Ascot Court
White Horse Business Park
Trowbridge
Wiltshire BA14 0XA
Tel: 01225 763684
Provides a flexible and responsive approach to meeting needs and developing good practice for services to vulnerable children aged 5–13 in designated areas in Wiltshire and those who are disadvantaged because of rural isolation. It funds health, leisure, social care and education opportunities to reduce social exclusion.

Wiltshire School Start
East Wing
County Hall
Trowbridge
Wiltshire BA14 9BQ
Tel: 01225 713887
School Start helps young children experiencing social, emotional and behavioural difficulties to start and settle into school. Partnership with parents and multi-agency working are important features of the service which uses short-term focused approaches.

Wiltshire SureStart
c/o Redland Nursery
Brook Street
Chippenham
Wiltshire SN11 0JE
Tel: 01249 463907
The provision and commissioning of services to address the health, educational and social needs of children under four years old and their families, within defined catchment areas in Melksham and Chippenham.

Wiltshire and Swindon Family Group Conferences and Advocacy Service
Redland Nursery
Brook Street
Chippenham
Wiltshire SN11 0JE
Tel: 01249 6257940
The service offers Family Group Conferences to any child in need in Wiltshire or Swindon, referred by a social worker for whom a plan needs to be made. It also provides independent advocates for children having a FGC. In Wiltshire, it also offers independent advocates to young people over ten years old who are the subject of a Child Protection Conference. It can provide consultancy and training.

Contact details for – our shops

Christopher Judd, Area Retail Manager, Tel: 07766 800678

Barnstaple
01271 346102
Bath
01225 303339
Bideford
01237 475121
Bitterne
02380 444592
Bitterne Park
02380 584928
Bodmin
01208 776116
Bristol (Henleaze)
0117 962219
Bristol (Fishponds)
0117 9658846
Cirencester
01285 659510
Devizes
01380 721247
Frome
01373 463513
Keynsham
01179 865316
Newton Abbot
01626 364196
Salisbury
01722 414794
Saltash
01752 847158
Taunton
01823 331034
Totton
02380 660571
Truro
01822 22530
Warminster
01985 847890
Wells
01749 677984
Westbourne
01202 766078
Winton
01202 535166

Frame staff and volunteers receive the regional ‘Marsh Trust Volunteer of the Year 2004’ highly-commended award from Jane Stacey (left) and retail manager Chris Judd (far right). Photograph copyright Frame & Somerset Standard.
Acknowledgements

Barnardo’s South West would like to thank…

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Lord Mayor of Bristol, Cllr Simon Cook (2004/2005)
Miss Debs Eden (Regional Winner 2004, Marsh Trust Award)

All the members of the South West Barnardo’s Helper Groups and Fundraising Committees, and all of the Barnardo’s volunteers throughout the region.

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Barnardo’s South West would also like to acknowledge the following companies and their employees for their exceptional support during 2004/05.

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Amcor Flexibles Colodense Limited, Bristol
Ashton Corrugated (Southern) Limited, Bristol
Audience Systems Limited, Westbury
Avon and Somerset Constabulary, Bristol
Bath Press Limited, Bath
Bourne Steel Limited, Poole
Bristol Marriott Royal Hotel, Bristol
British Bakeries, Bristol
Brittany Ferries
Butler and Tanner Limited, Frome
Butlins, Minehead
Clares Equipment Group, Swindon
Clares Equipment Limited, Wells
Communities B.B, Radstock
First Badgerline, Bristol
GE Capital
Guinness Brewing PLC, Cheltenham
Hazelwood Foods Limited, Plymouth
Heinz Frozen & Chilled Foods Limited, Okehampton
Honeywell Normalair Garrett, Yeovil
Lydney Containers Limited, Lydney
M H Joinery Products, Bridgwater
Monaghan Mushrooms, Bristol
Iacroft Limited, Blandford Forum
L M P Flexibles, Radstock
Lorient Polyproducts Limited, Newton Abbot
Orange
Pagnton Zoo
Pall Industrial Hydraulics Limited, Redruth
Penny & Giles Controls Limited, Christchurch
Renishaw PLC, Wotton-under-Edge
Retrac Productions, Swindon
Royal Bank of Scotland
Royal Mail
Seward Wessex, Poole
St Ives (Plymouth) Limited, Plymouth
St Ives (Roche), St Austell
St Regis Paper Company, Watchet
Stagecoach Devon Limited, Padstow
Westland Aerospace Transmissions Limited, Yeovil
Westland Helicopters, Yeovil
Wilts and Dorset Bus Company, Poole
Wyko Industrial Services, Bath

Contact details for – our fundraising team

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Verona House
Filwood Rd
Fishponds
Bristol BS16 3RY
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Email: southwest@barnardos.org.uk
Web: www.barnardos.org.uk