Tackling Poverty Locally Online Directory

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Part 4 - How-to Guide

This guide offers more detailed information and advice for those who may be interested in adopting or adapting the initiative in their local area.

This document comprises the following sections (click hyperlink to skip to that section)

Title	Home Start Glasgow North and North Lanarkshire (HSGNNL)
Organisation	Home Start UK
Category	Fully Validated and Adopted Elsewhere
Poverty Impact	Prevention and Mitigation
Introduction to the Project	
HSGNNL is rooted in communities and operates through collaborative relationships with statutory bodies, local community groups, schools, businesses, and other similar charities and organisations targeting disadvantaged families in their localities.	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Initial Idea

Who had the initial idea?
Community led initiative.

How did the idea for the project come about?
Home Start UK was initially introduced to support military communities; soldiers' partners with newborns who were isolated at home when their partners were on deployment.

Were plans informed by any published reports / papers / research evidence or practice from elsewhere?
No.

Was anyone else involved in developing the initial idea of the project?
Community led. Each local Home Start needs a board of trustees who oversee the introduction and inception of the group.

Were those with lived experience of poverty involved in developing the initial idea of the project?
Yes. Consultations with service users living with poverty were undertaken to shape the service offer.

Was funding required to support the development of the initial idea of the project?			
No		**Yes**	xxx

Please provide details of the funding that was used to support the development of the initial idea of the project.

Which organisation provided funding?	Local Community
How much was required?	Not specified.
What was the specific source of funding?	Not specified.

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Were specific resources – other than funding - needed when developing the initial idea of the project?			
No		**Yes**	xxx

Please provide details of the resources that were required when developing the initial idea of the project.	
Staff/Volunteer Time	No specified
Facilities / Workspace	No
Equipment	No
Local Knowledge	Yes: Board of Voluntary Trustees
Food and Drink	No

What, if any, barriers had to be overcome when developing the initial idea of the project?

- Financial barriers included competing with larger and better-known third sector organisations with an infrastructure that was geared to secure funding. For example, HSGNNL do not have specialist staff, such as an HR finance manager.
- Other barriers involved stigma: some service users may have had to overcome personal barriers which prevented them from reaching out and accessing services.
- Home start had to take proactive steps to ensure it was visible and accessible to potential clients. For example, Home Start North Glasgow and North Lanarkshire has progressed through the LGBTQI charter to ensure that it is inclusive towards marginalised family groups.
- The COVID-19 pandemic and the cost-of-living crisis made it harder to operate Home Starts core model (recruiting and training volunteers).

What, if anything, helped enable development of the initial idea of the project?

The support of eight local (community-based) Trustees from different walks of life and with valuable skill sets.

How long did it take between having the initial idea and starting the project?

No specified.

Who made the decision to introduce the project?

Community led decision: A group of like-minded people passionate about helping children and families.

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

[Return to Introduction](#)

Tackling Poverty Locally Online Directory

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Early Development – Pilot Project or Feasibility Study

Was there a pilot project or feasibility study?	
No	xxx
Yes, a pilot project	
Yes, a feasibility study	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Accessing the Service and Engaging with Service Users

Is there a referral process?	
No	
Yes	xxx

Is referral the only way that potential clients are made aware of the project?	
Yes	
No	xxx

Other than referral, how do potential clients come to know about the project?
Publicity and marketing particularly on social media and project Facebook page. Press coverage from ambassadors (such as Kaye Adams from Loose Women).

What is the most common way through which users typically access the service?
Most referrals are from health visitors, midwives, education, and social work.

Do you take steps to keep in touch / reach out to service users?	
No	
Yes	xxx
Volunteers visit weekly, and reviews are conducted every six to eight weeks. A newsletter and social media are used to connect and inform users, volunteers, and staff.	

Return to Introduction

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Working with People with Lived Experience of Poverty

Are those with lived experience of poverty involved in <u>delivering</u> the project?	
No	
Yes	xxx
Many ex-service users also volunteer their time. Often people have received support from Home Start in the past – including those unable to work; for instance asylum seekers - want to give back and become involved in delivering support to new service users. Informal peer support is also offered, which helps through sharing experiences with other parents.	
Are people with lived experience of poverty involved in <u>managing</u> the project or project governance?	
No	xxx
Yes	
Are people with lived experience of poverty involved <u>in any other aspect</u> of the project? *If so, please describe below*.	
No	
Yes	xxx
- Consultation with service users who have lived experience of poverty is used to tailor the service to better meet users' needs. - Case studies and testimonials are used in funding applications.	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Leadership, Governance and Partnership Working

Who is responsible for managing the project?	
Nikki O'Hara.	
Is this the only responsibility of the person managing the project?	
Yes	xxx
No	
Is there a Project Steering or Advisory Group?	
No	
Yes	xxx
Yes, the Board of Trustees includes people from all walks of life with different strengths and skills.	
Are any other governance arrangements in place to review strategy and performance?	
No	
Yes	
Not specified.	

[Return to Introduction](#)

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Links to Wider Policies, Strategies and Statutory Requirements

In your opinion, is the project aligned with national and/or local anti-poverty strategies and priorities (e.g., local authority or health board priorities)?	
Don't know	
No	xxx
Yes	

In your opinion, has the project benefitted from being part of this anti-poverty strategy?	
Don't know	
No	
Yes	
Not specified.	

Is the project part of any other strategy?	
Don't know	
No	xxx
Yes	

In your opinion, has the project benefitted from being part of this strategy?	
Don't know	
No	
Yes	
Not specified.	

Is the project delivering a service that is a statutory commitment?	
No	xxx
Yes	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

[Return to Introduction](#)

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Funding

Has external funding been secured to support the work?	
No	
Yes	xxx
Please provide details of the external funding that was secured to support this work?	
Which organisation provided funding?	Scottish government, National Lottery, and unspecified others
What was the specific funding stream/source/scheme?	National Lottery
How much funding was secured?	Not specified.
For how long has funding been secured?	Not specified.
Is future funding from the same external source a possibility?	
Don't know	
No	
Yes	xxx
Is future funding from the same external source based on pre-agreed outcomes or outputs being delivered from this work?	
No	
Yes	xxx
HSGNNL must deliver pre-agreed outcomes.	
Has a specific sum been secured from the host organisation to support this work?	
No	
Yes	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Please provide details of the funding that was used secured from the host organisation to support this work?	
How much funding was secured?	
For how long has funding been secured?	

Is future funding from the host organisation a possibility?	
Don't know	
No	
Yes	

Is future funding from the host organisation based on pre-agreed outcomes or outputs being delivered?	
No	
Yes	
Not specified.	

What are the future - longer-term - prospects for this work if existing funding sources were no longer available?
Not specified.

[Return to Introduction](#)

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Staffing and Resources

Do existing staff from the host organisation contribute toward the work of this project as part of their broader work for the organisation?	
No	
Yes	
Not specified.	

Are existing staff from the host organisation paid extra (for example, taking on extra hours) to contribute toward the work of this project?	
No	
Yes	
Not specified.	

Have additional paid staff been employed to contribute toward the work of this project?	
No	
Yes	
Not specified.	

Are volunteers involved in delivering the project?	
No	
Yes	xxx
Peer support officers and Board Trustees are made up from volunteers.	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Are specific resources – other than staff/volunteer time and money - needed to support the delivery of the project?			
No		**Yes**	xxx

Please provide details of the resources that are required to deliver the project?	
Facilities / Workspace	Home Start relies on people's time as a resource. Volunteers donate their time to support the community groups every week.
Equipment	Training equipment for volunteers.
Local Knowledge	Highly trained staff to train volunteers. Home Start receives in-kind support from organisations and businesses (often as part of their CSR, as businesses donate their professional skills to support operations).
Food and Drink	N/A

Are any of the resources needed to deliver the project provided in-kind, rather than budgeted from project funds?	
No	
Yes	xxx
Community support: Large organisations and businesses like Santander or BT have volunteer days through which staff's time is 'donated'.	

Were new IT systems, additional software, or upgrades existing software (databases, Apps) required to deliver this project?	
No	
Yes	xxx
Requires up-to-date technology. All staff use laptops, and everything is accessible via the cloud linked through SharePoint. Database: The CRM system is used as a charity log.	

Funded by

Tackling Poverty Locally Online Directory

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Was additional training – for staff or volunteers - required to deliver this project?	
No	
Yes	xxx
Highly trained staff to train volunteers.	

Return to Introduction

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Monitoring and Evaluation

Is there baseline data to describe what things were like before the start of the project?		
No		
Yes		xxx
Yes, for individual clients from referral records.		
Is the difference that the project is making measured or monitored by the host organisation?		
Yes		xxx
No		
Who within the host organisation is responsible for monitoring the impact of the project?		
Not specified.		
How often is the impact of the project monitored or measured by the host organisation?		
Initial data like referral forms are assessed and reviewed every six-eight weeks.		
What methods, techniques or strategies are used by the host organisation to measure impact of the project?		
Interviews, case studies, and informal feedback.		

What information is collected by the host organisation about the project?				
Number of users	**Yes**	xxx	**No**	
Profile of users	**Yes**	xxx	**No**	
Experience of users	**Yes**	xxx	**No**	
Outcomes for users	**Yes**		**No**	
Anything else	**Yes**		**No**	xxx
Recording for outcomes of users Not specified.				

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Has the data that has been collected by the host organisation been used to adapt the way the project works?	
No	
Yes	xxx
To shape the services and tailor them to the meet community needs.	

Has an external organisation been employed to formally evaluate the project?	
No	xxx
Yes	

Has the insight from the external organisation's evaluation been used to adapt the way the project works?	
No	
Yes	
Not specified.	

Is there an intention to employ an external organisation to evaluate the impact of the project in the future?	
Don't know / no current plans	
No	xxx
Yes	

Is there an intention to undertake your own formal evaluation in the future to estimate the impact of the project?	
Don't know / no current plans	
No	xxx
Yes	

Return to Introduction

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Impact

To what extent have the aims of the project been achieved?	
Fully met	
Making progress toward meeting Aims	
Not making progress	
Not specified.	
What difference has the project made?	
The project has supported 192 families, 388 children and 132 groups in 2023.	
Have conditions or demand changed since the project was introduced?	
No	
Yes	xxx
Following the COVID-19 pandemic and cost of living crisis there have been more referrals.	
Has the project had the capacity to meet these changing conditions and demand?	
Yes	
No	
Partly successful in meeting capacity through the securement of additional funding and staffing to meet demand.	

Funded by

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Has the project changed through time?		
No		
Yes		xxx
What changed	Scale: More staff, and more employees, securing more funding.	
	Location: Extended into North Lanarkshire to serve more communities.	
	Service provision: Offering of tailored support and support connected to existing initiatives (e.g., more funding secured to support work related to the early years development hub).	
Why has it changed	To provide better support to service users.	
Has the project had any unexpected or unintended outcomes?		
No		
Yes		xxx
Benefits for volunteers, i.e., gaining skills, increased life satisfaction, and improving relationships within the community.		
In your opinion, is the project having an impact on tackling poverty?		
No		
Yes		xxx
- Strengthening important connections between family members (e.g., mother-daughter) and between child, family and community. - Providing practical and flexible support for families that is tailored to their individual situations. - Recognising struggles and oppressions leading to individual poverty. - Supporting community action to minimise the effects of poverty.		

Funded by

Tackling Poverty Locally Online Directory

Home Start Glasgow North and North Lanarkshire (HSGNNL)

Learning from Experience

What is working well?
Core of competent and committed staff, supportive board of trustees, and relatively successful procurement of funding.

What, if anything, is working less well?
- Struggling to recruit volunteers and staff.   - Securing funding can be an issue.   - Service uses continue to face challenging personal circumstances.

What are the key learning points that you'd like to share with other practitioners?
- Adhere to your principles.   - Try being as inclusive as possible.   - Learn from each other and do not be too proud to ask for help.

Are there plans to develop or expand the project in the future?	
No	
Yes	xxx
Depends on funding. With funding, it will continue to increase the number of volunteers and develop a new family hub.	

How easily do you think this project could be replicated in another setting?
It has a track record of being replicated in new communities.

[Return to Introduction](#)

Funded by