

# Making the most of your Parent Champion Scheme

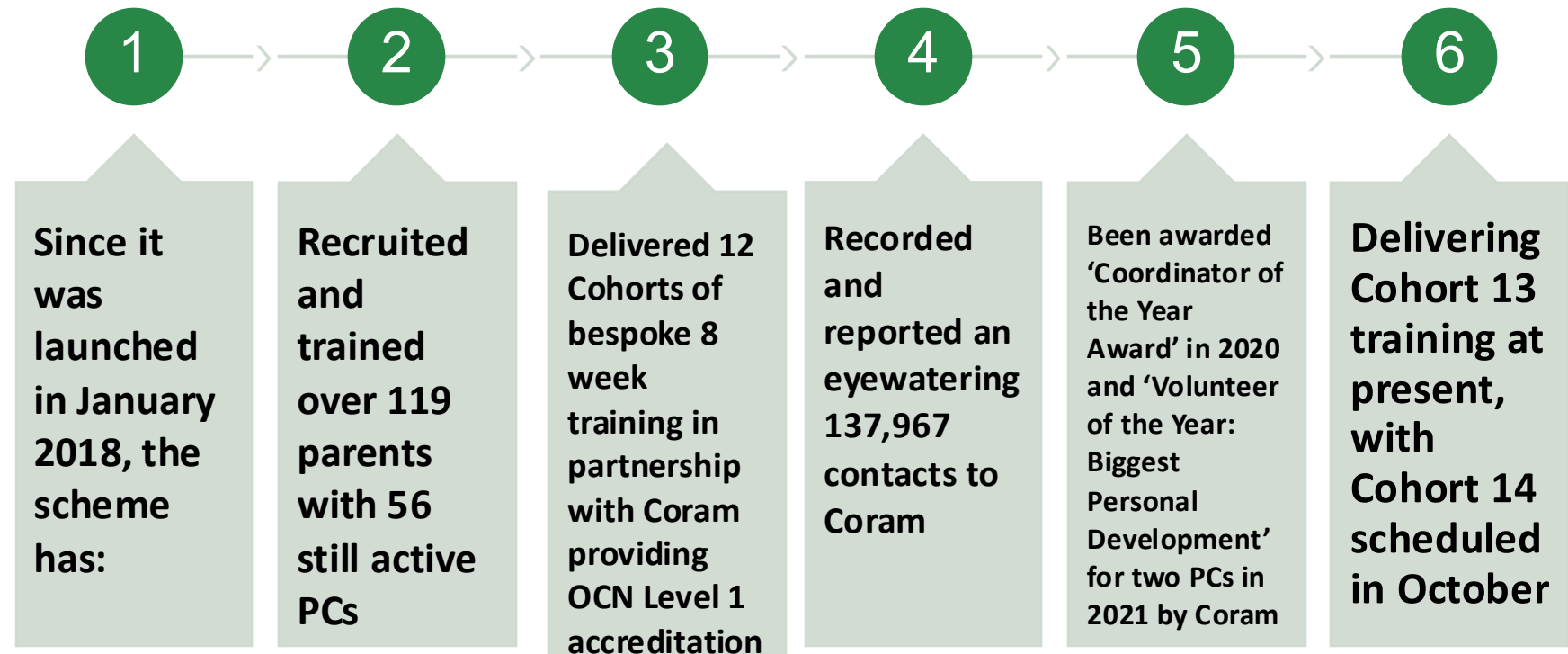
**Selda Aygun – Parent Participation Officer**  
**Bright Start Islington Parent Champion Scheme**  
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- Bright Start Islington

Bright Start Islington is dedicated to supporting families with children under five, offering a range of services from pregnancy through to a child's fifth birthday. Our mission is to ensure every child and family thrives through our comprehensive support programs delivered across Family Hubs, children's centres, health centres, community centres, and libraries in Islington.

- Our outstanding Parent Champion scheme started from scratch in 2017 focusing on supporting residents with children under 5, sharing key messages around health, early education and home learning as well as helping us shape our future services.



# Promotion & Referrals for your scheme

- **Poster:** Ensure it is clear and focused – not too cluttered but has ample information for the parent to decide whether to apply or not after reading it.

## [Find Your Islington | Bright Start Islington Parent Champion Training](#)

- **Promotion:** Promote as far and wide as possible using different channels both physical and digital i.e. posters displayed in various venues, Facebook pages, digital boards, word of mouth from existing PCs and staff, announcements in meetings/events/stay & play sessions etc. Inform/educate as many staff as possible about what the scheme is all about and how it benefits them so they are well informed and can help in promoting.
- **Referrals:** Don't waste time with referral forms, it only deters people from referring parents. Providing the parent's name and contact details will suffice for you to then take it forward.



The poster is for the 'Parent Champion training course' by Bright Start Islington. It features a dark blue background with a large yellow circle on the right containing the course title and dates. A teal circle on the left lists 'What's on offer?'. The top left has the Bright Start Islington logo. The bottom left lists 'What do volunteer champions do?' and 'Calling on mums, dads and carers who:'. The bottom right has contact information for Selda Aygun.

**Bright Start ISLINGTON**

**Would you like to be a Parent Champion?**

**What do volunteer champions do?**

- Talk to parents about free under 5 childcare
- Encourage families to access services
- Share health and wellbeing messages
- Contribute to peer-to-peer information networks and be a voice for Islington parents
- Help shape and develop Bright Start Islington services, linking in with managers to input ideas
- Enhance own skills, boost personal development and gain a new qualification

**Calling on mums, dads and carers who:**

- › Live in Islington
- › Have child/ren under 5
- › Use Bright Start services
- › Enjoy talking to other parents
- › Can volunteer two to three hours a week

**Interested? Contact us!**  
Selda Aygun, Parent Involvement Development Officer  
t: 020 7527 6835 - e: selda.aygun@islington.gov.uk  
or speak to staff at your local Children's Centre

**Parent Champion training course**  
16 October – 11 December 2024  
Each Wednesday for 8 sessions  
9.30am–12.30pm  
Minik Kordes@The Factory  
Children's Centre  
107–109– Matthias Road  
London N16 6NP

**What's on offer?**

- Flexibility to fit volunteering around your daily routine, whether you are working or not
- Great networking opportunities
- Accredited Level 1 training course
- Crèche and travel expenses paid during training
- Information, ongoing support and further training opportunities



# Application and Recruitment - Invest your time in the recruitment process to avoid wasting time down the line

Prepare an application pack to send out to all interested parents which include:

## PC Scheme information

What it is

How it works

Role description

Code of conduct

## Simple Application form

Once they send in their completed application form, arrange a 30-minute 'informal interview meeting' to discuss the scheme and decide if a place on training can be offered.

(Application pack and interview sheet resources available)

# Training – important points

- Suitable venue
- Suitable duration and times
- Creche (suitable room in the same building, same creche workers)
- Food and beverages
- Course outline / content
- Level 1 accreditation
- Certificates (L1, PC Coram certificate, Safeguarding)
- Travel reimbursements (oyster or <https://prepaidfinancialservices.com>)
- Invite different professionals to deliver specific topics
- Invite existing PCs to share their experiences

## All sessions on Wednesdays 23 Apr – 18 June 2025

Week 1	<ul style="list-style-type: none"><li>• Introduction / Bright Start Islington Information Session</li></ul>
Week 2	<ul style="list-style-type: none"><li>• Coram Family and Childcare Parent Champion training session</li><li>• DBS checks</li></ul>
Week 3	<ul style="list-style-type: none"><li>• Free childcare offer and Family Information Services information session</li></ul>
Week 4	<ul style="list-style-type: none"><li>• Level 1 Accreditation session: workbook completion</li><li>• ECAP information session</li></ul>
Week 5	<ul style="list-style-type: none"><li>• Public Health LBI Be Healthy Training</li></ul>
Week 6	<ul style="list-style-type: none"><li>• London Borough of Islington (LBI) Safeguarding Training</li></ul>
Week 7	<ul style="list-style-type: none"><li>• Make Every Contact Count training session</li><li>• Adult Community Learning / Library Services</li></ul>
Week 8	<ul style="list-style-type: none"><li>• Completion, summary and graduation</li><li>• iWork</li><li>• Evaluations</li></ul>



# Example: aims and objectives for the PC scheme/training

## What is the Parent Champion scheme?

- It is a project that trains and supports volunteer parents to share information with other parents about many resources/activities on offer, especially in childcare in the Early Years and healthy living.
- Parent Champions also help improve services and help shape future services provided by Islington by participating in meetings, consultations, focus groups etc.
- The training has been designed in partnership with Coram Family and Childcare Trust to develop skills and build confidence of parents to become Parent Champions for Bright Start Islington. Level 1 accreditation will be delivered by Coram.

## By the end of the training you will:

- Have a clear understanding of what the Parent Champion scheme is.
- Have a clear understanding of what Bright Start Islington offers parents and children under 5.
- Have a clear understanding of the offer of Free Early Learning for under 5s.
- Have a clear understanding of Islington's health and wellbeing priorities and messages to share.
- Have gained confidence in speaking to /share information with other parents in the community, also presenting to professionals.
- Have a clearer idea of where your strengths lie and what your training needs in the future might be.
- Option to work towards /achieve Level 1 Accreditation in Parent Championing.



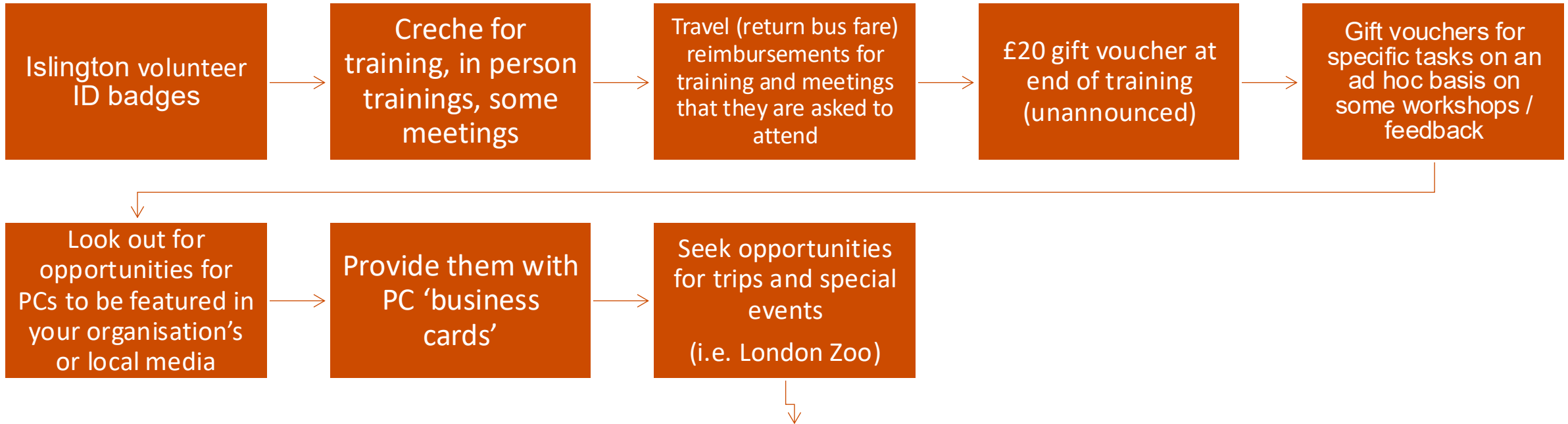
# Management of volunteers

- Keep records of your PCs (i.e. languages, qualifications, interests, contacts logged, opportunities taken up etc.)
- DBS checks
- Hand over to local areas they live in for regular management and support after training
- Feed them with regular updates on activities, services, local information and monthly update newsletters
- Set-up a PC WhatsApp group so they can support each other and network
- 3 team meetings annually with networking and top-up training/information (online or in person)
- Keep them occupied with opportunities to participate in, with clear outcomes of what their participation will achieve (workshops, surveys, feedback, conferences etc.)
- Keep their needs in mind when requesting attendance (i.e. travel, crèche, school run etc.)
- Provide pathways or signposting for further development and employment and link them in with different professionals
- Keep logs and checklists of everything they do for you and what you do for them





# Rewards, recognition, provisions and reimbursements



## Value your PCs:

- Always remember, they are volunteers and work/think differently than paid employees
- Every little thing they do for the project is a bonus
- Use every opportunity to tell them how valuable they are
- Do tell them about the time you are investing, the money you are investing, the energy you are investing on them and that you have their best interest at heart



# Support Parent Champions with their next steps



Special connection and priority with iWork (Islington Employment service)



Additional training opportunities



Adult Community Learning courses



PC specific employment/apprenticeship opportunities (Bright Start, NHS)



Exit interviews



Referrals to other schemes in Islington (Community Champions, Bright Futures Champions etc.)



Provide References after 6 months of volunteering



**Keep reminding them to use the scheme as a 'stepping stone' to get to their next aim/target/plan**



# Top Tips

Have a dedicated co-ordinator for your scheme

Value your volunteers and show/tell them you value your volunteers at every opportunity

Always speak highly of your volunteers in all meetings/events

Plan and manage your project with the volunteer's perspective in mind

Time your events wisely to fit in with parents

Consult and co-produce with your PCs

Keep in regular contacts and check-ins

Keep them occupied and motivated by providing clear things-to-do

Assure them they are being listened to, and they are making a difference; inform them of the outcomes of their participation and the impacts they are making

Always reimburse expenses so they are not out of pocket

Always seek opportunities to reward them with vouchers/goody bags/trips/special invitations for events you invite them to participate in

Be accessible and have an 'open door policy': provide clear contact details of who and when they can contact for support

Keep track – keep track – keep track of everything!

**Be flexible and evolve with your scheme, learn from experiences and always look for ways to improve**

# Questions...

Additional resources are available on request

