

Lambeth Better Start Parent Satisfaction survey 2025

Introduction and background

In partnership with our Better Start children's centres, part of our Family Hub network model, Lambeth Council conducts an annual Parent Satisfaction survey to gather service users' views and experiences.

The 2025 survey was available on the council's Have your Say website from 24 June to 29 August 2025. In addition to the online presence, all the operational children's centre buildings displayed posters encouraging parents and carers to complete the survey. They included a hyperlink and QR code to provide easy access to the survey, which took approximately 12 minutes to complete using the Go Vocal platform. This is a change from the Survey Monkey tool used in previous years.

At the closure of the survey, we received a total of 940 responses from a diverse range of service users. The survey allowed for parents and carers to respond in the following home languages: Arabic, Urdu, French, Hindi, Italian, Polish, Portuguese, Chinese, Somali and Spanish.

The survey asked parents and carers to focus on their experiences of services between September 2024 and July 2025. All the children's centre buildings in Lambeth are part of our Family Hub network and provide a range of activities and services throughout that period. The format of the 2025 survey has changed slightly compared to the 2024 version; it is not possible to make a complete comparison with previous years' surveys. However, where possible, we do compare the data to previous years.

The information in this report follows the same structure as the survey, which focuses on the following areas.

1. Service use, by different service types
2. Service satisfaction service types
3. Service impact, by different service types
4. Overall satisfaction
5. Demographic information provided by respondents
6. Overall summary

Responses to individual questions were not mandatory, and not all respondents answered all questions.

1. Better Start Area Feedback

Q1: Are you an expectant parent or a parent and carer to a child aged 0-11 living in Lambeth?

920 (97.9%) parents and carers responded 'yes' and 20 (2.1 %) responded 'no'.

Q2: Please can you tell us which Better Start area you want to provide feedback about.

Parents/ carers were asked to select the Better Start Family Hub network area where they had used services the most for feedback. This was so the results could be analysed area-by-area and borough-wide. Parents and carers could complete multiple surveys if they wished to provide feedback on different Better Start areas. 920 respondents selected a Better Start area. A breakdown of the responses received for each Better Start area for 2025 is below.

Better Start Areas	2025	2024
Brixton Stockwell Better Start area - covering Stockwell, Liz Atkinson, and Jessop Children's Centres	305 (33.2%)	206 (23.46%)
Brixton Tulse Hill Better Start area - covering Jubilee, Loughborough, and Brockwell Children's Centres	204 (22.2%)	234 (26.65%)
Clapham and Brixton Hill Better Start area - covering Clapham Manor, Maytree and Treehouse Children's Centres, and Agnes Riley Gardens One O'clock Club	84 (9.1%)	88 (10.02%)
North Lambeth Better Start area - covering Ethelred, St Stephen's, and Henry Fawcett Children's Centres	131 (14.2%)	173 (19.70%)
Norwood Better Start area - covering Benton's Lane, Rosendale, and Crown Lane Children's Centres	78 (8.5%)	91 (10.36%)
Streatham Better Start area - covering Hitherfield, Sunnyhill, and Streatham Hub Children's Centres, and Hillside Gardens One O'clock Club	118 (12.8%)	86 (9.79%)

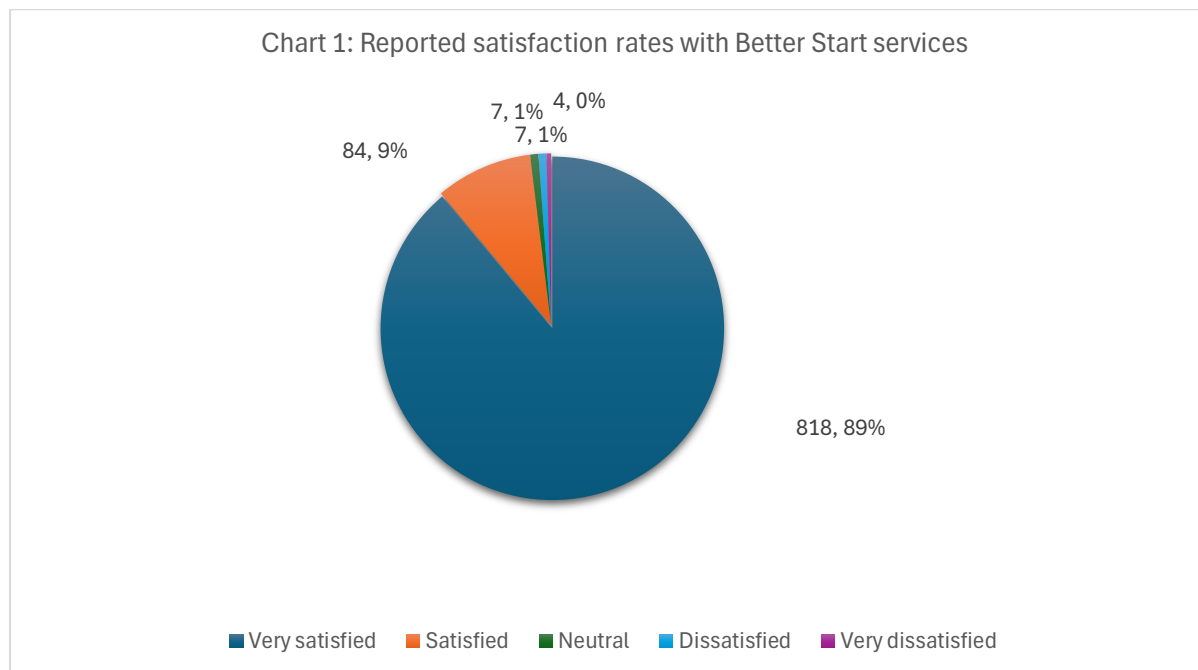
Service Satisfaction

Q3: Overall, how satisfied or dissatisfied have been with service provision in this Better Start area?

920 parents and carers responded to above question; a breakdown of the responses can be found below. Respondents overwhelmingly report very high satisfaction with the services provided by Lambeth's Better Start areas. The most frequently praised aspects are staff and environment. Staff are consistently described as friendly, supportive, knowledgeable, and welcoming. Many respondents mention specific staff members by name and highlight their

kindness and helpfulness. The centres are seen as safe, clean, and well-resourced spaces, providing vital support for families, especially those without access to outdoor space.

Answer Choices	Number	Percentage
Very satisfied	818	89%
Satisfied	84	9%
Neutral	7	1%
Dissatisfied	7	1%
Very dissatisfied	4	0%
Total respondents	920	100%



Q4: Please tell us the reason for your answer

A selection of the parent and carers comments is listed below:

- Amazing range of classes and support. Made me feel more confident and happier about being a parent. I was suffering from postnatal anxiety and depression, and this helped me to overcome this issue. The centres had fantastic facilities and teachers and creche staff.
- Absolutely lovely receptionist who made me feel welcome and took the time to show me around the facilities.
- Dad's groups in Brockwell centre are amazing. It's become a weekly routine to take my son there and connect with other dads in the area
- A great place to take my 15-month-old daughter. Staff are really friendly and welcoming. Me and my partner both visit the centre at least 2-3x a week and our daughter loves playing there and interacting with the other children. It's also a great place for us to meet other like-minded parents and has become a social hub for us.

- All staff are so friendly and welcoming, which is important to new and nervous parents. Baby Explorers was a really nice way to meet other parents and chat in a relaxed environment.
- Did the Maternity Yoga and attended the Breastfeeding Workshop and they were both incredible and such a great service for new mums and babies in the borough
- An incredible resource to new parents
- Excellent staff, wonderful services and provision
- Good courses; friendly staff
- Could be open every day and for longer periods of time
- Clapham Manor Triangle are a very friendly and welcoming. They are engaging with my children, and it feels like a community. They offer support too.

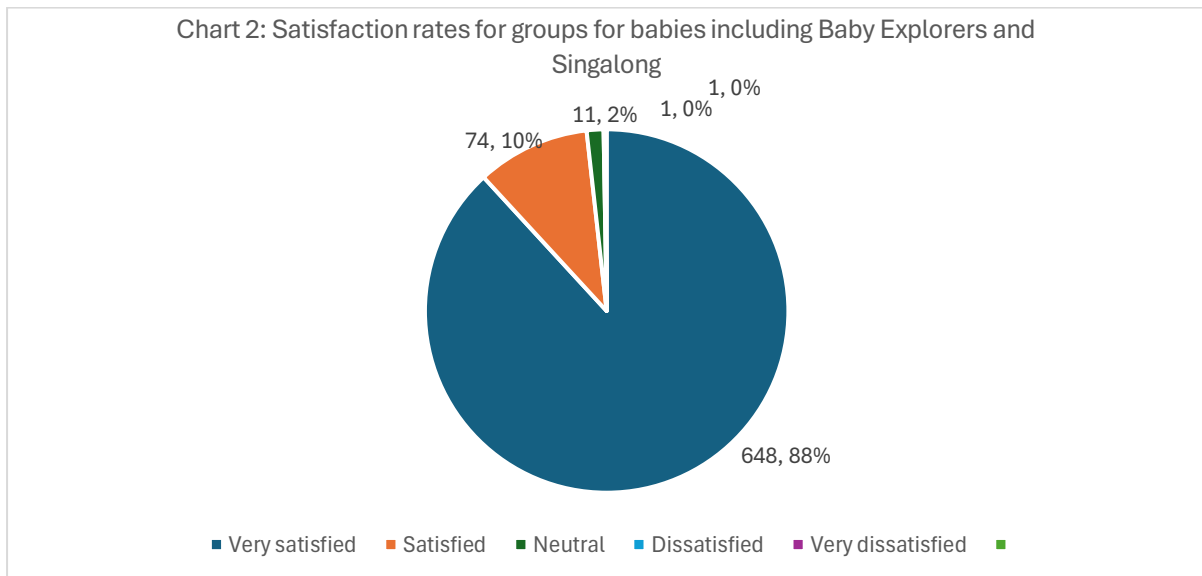
The next set of question – question 5 to question 29 asked about satisfaction levels with individual service groups.

Q5: How satisfied or dissatisfied are you with groups for babies including Baby Explorers and Baby Singalong?

735 (80%) of all parents and carers completing the survey accessed groups for babies in children’s centres this is the largest user group across all services offered. Out of those who accessed the service, 98% were either very satisfied or satisfied.

Answer Choices	Number	Percentage
Very satisfied	648	88%
Satisfied	74	10%
Neutral	11	2%
Dissatisfied	1	0%
Very dissatisfied	1	0%
Total used the service	735	100%

A total of 185 parents and carers did not access the service.



Q6: Please tell us the reason for your answer about groups for babies

A selection of the parents’ and carers comments can be found below

- A good mix of indoor and outdoor play, great advice from the team at the centre
- Amazing resources and staff. Both my child and myself have learnt and benefited a huge amount from attending. We attend 3-4 times weekly.
- Baby Explorers at Sunnyhill is magical!
- Baby yoga has been highlight of maternity leave
- Come to baby explorers every week - my baby loves it
- It was a perfect environment for babies, it gave me an opportunity to get out and meet other mums with similar age babies, and the staff was wonderful which is so needed in those early months.

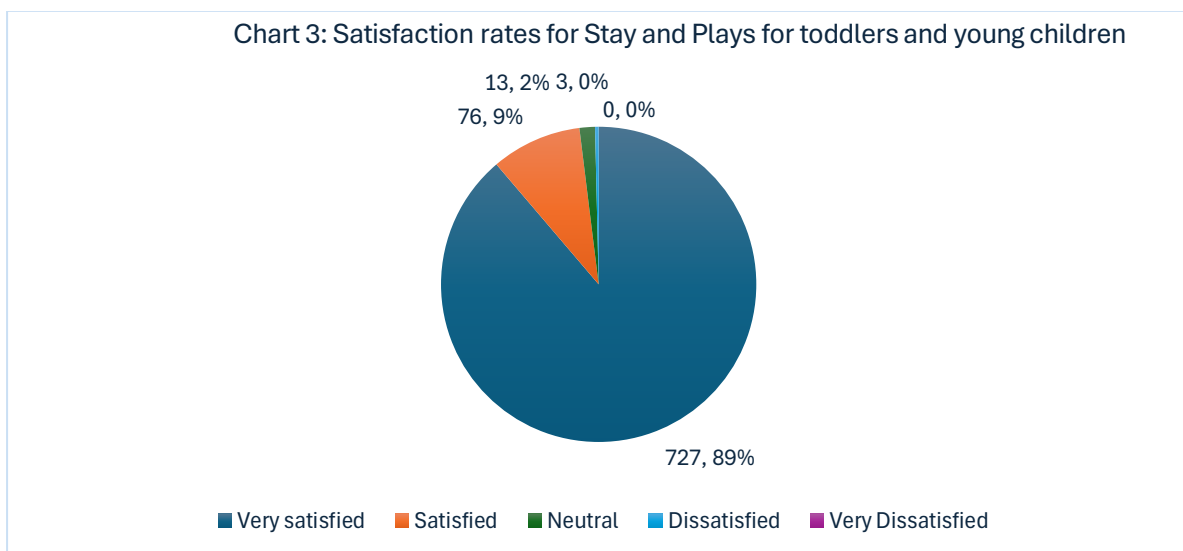
- Excellent facilities and staff to guide you on the first 12 months, safe environment and supportive
- Great for kids communicating and interacting
- I'm grateful these sessions are led by experts in the early years, as they answer all the questions that I have. Coming to these sessions I've learnt so much about how to play and interact with my baby. It's helped me grow in confidence around my baby and improve our bond. In difficult times, I've come to the sessions and felt listened to by not only the session leaders, but other parents and carers. Without these sessions I would have very much struggled. It's a very relaxed environment with fantastic toys and areas to be comfy in. Seeing my baby's eyes light up when we play 'what's in the box' brings me SO much joy. Thank you.
- Baby sensory at Jessop Children Centre is a great resource for us, we've met other parents, and my daughter has developed lots of skills

Q7: How satisfied or dissatisfied are you with Stay and Plays for toddlers and young children?

Satisfaction rates for Stay and Plays for toddlers and young children are in chart 3. 819 (89%) of parents and carers who accessed this service 98% were very satisfied or satisfied, a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very satisfied	727	89%
Satisfied	76	9%
Neutral	13	2%
Dissatisfied	3	0%
Very Dissatisfied	0	0%
Total used the service	819	100%

A total of 101 survey respondents did not use the service.



Q8: Please tell us the reason for your answer about Stay and Plays for toddlers and young children.

A selection of the parents' and carers' comments can be found below

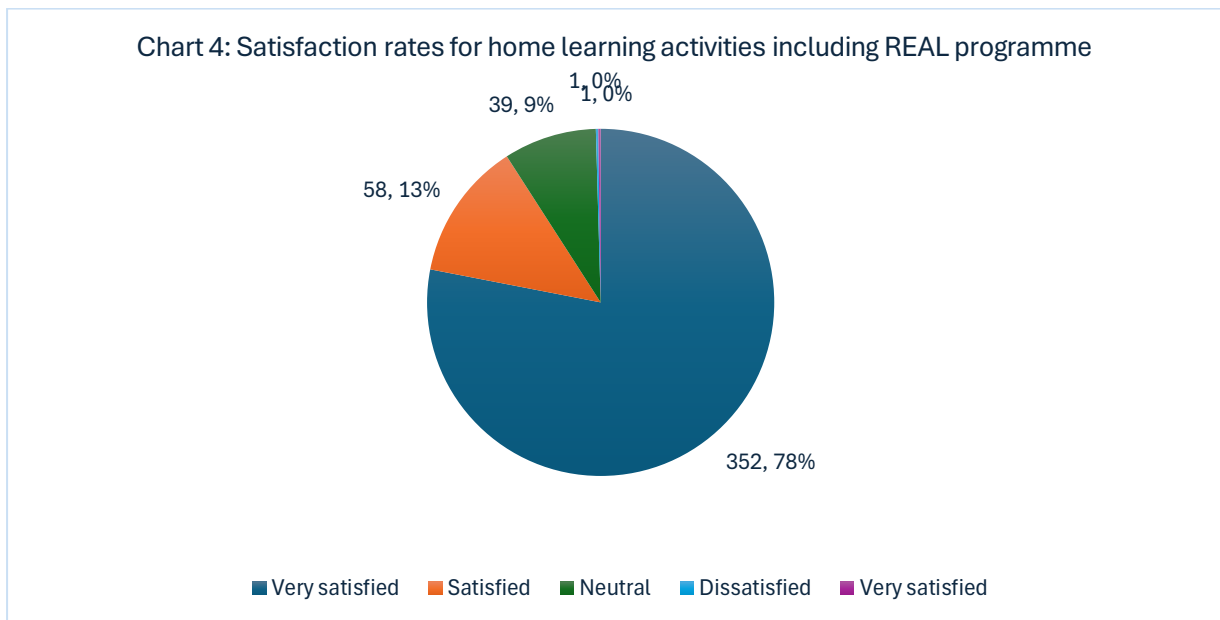
- Again, activities are diverse. They range from indoor and outdoor and provide a range of activities for different skills and development.
- Excellent staff working with professional kindness sharing their expertise graciously, plus it's fun.
- Good toys, kind staff, a good place to take my son so he has a change of scene. Really excellent resource to have in Lambeth.
- I come regularly to Natural Thinkers, and the setup is excellent- varied and imaginative - and the staff are kind and work hard to engage the children.
- It's a nice place for the toddlers to play, the space is big and there is variety of toys and other tools to play. The people from Liz Atkinson play with the toddlers as well and you can see that the toddlers really enjoy if they play with them.
- My son loves the stay and play at the Triangle centre. The outdoor space is really varied, and he gets to play with water outdoors, which he really enjoys.
- Safe, stimulating and caring environment with structure, exploration and tips for how to support toddlers and young children. Indoor and outdoor space, permission to make a mess. Education that benefits carers and children, for example, about coming together to start or finish an activity, waiting, turn-taking. Knowledgeable and committed staff who communicate so caringly with children.
- These are such a fantastic resource for active toddlers. My daughter is encouraged to roam freely and explore all the different activities. It has been a godsend for me as we live in a small flat. She loves the music time and having the freedom to run around in the big garden
- They are great, but I'd prefer longer hours.
- Weekend sessions are fantastic.
- This is an excellent resource and place for mums/dads/grandparents to play and explore with young children. There is no other free offerings elsewhere.
- Would like more arts and crafts
- Think stay and plays should only be from ages 2-5 as they are confidently walking this age and but more independent the younger ones are bit too young for safety though I know we stay with our babies.

Q9: How satisfied or dissatisfied are you with home learning activities, including the REAL programme?

451 parents and carers accessed the service, a breakdown of the responses can be found below

Answer Choices	Number	Percentage
Very satisfied	352	78%
Satisfied	58	13%
Neutral	39	9%
Dissatisfied	1	0%
Very satisfied	1	0%
Total used the service	451	100%

A total of 469 parents and carers have not used this service, which reflects the fact that this is a targeted programme.



Q10: Please tell us the reason for your answer about home learning activities

A selection of the parent and carers comment can be found below

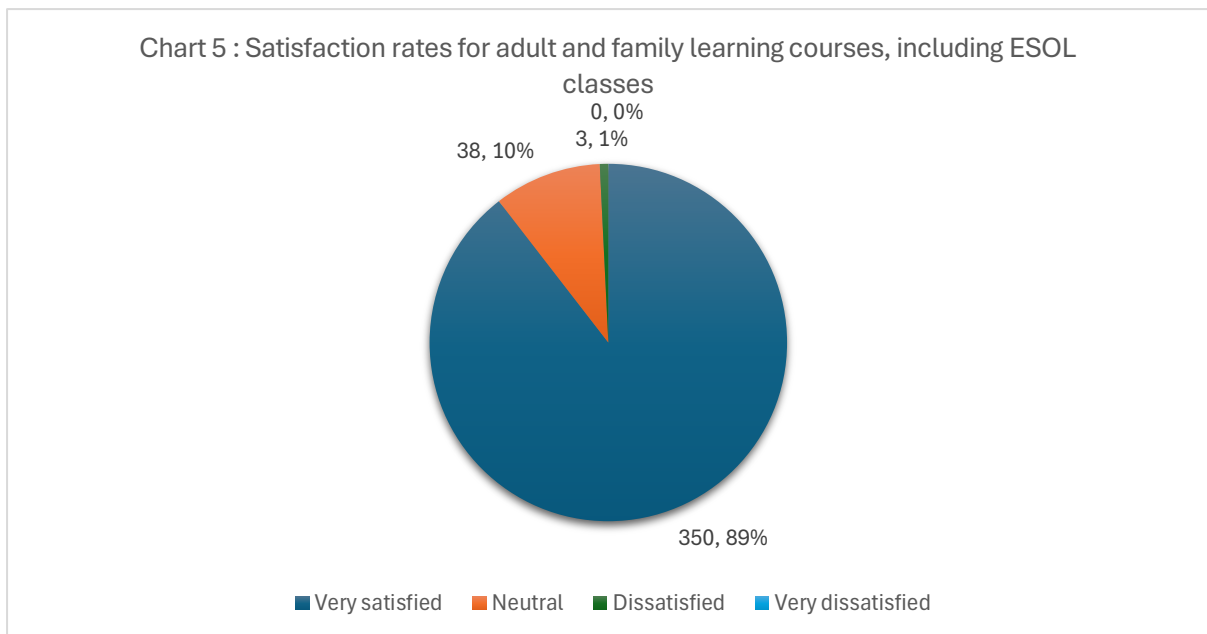
- Our daughter was very engaged with the home learning activities and has greatly improved her learning capability.
- Staff always give us tips on what we can do at home to extend learning
- Taught me new ways to help my child engage with books, and we now read letters on street signs too. I engage better with my toddler and baby, definitely
- Learned new ways to support my child
- It helped me learn how to teach my child
- It helps my child’s development and socialise with other toddlers
- Very helpful with all different age groups of kids. In and out of the home.

Q.11 How satisfied or dissatisfied are you with adult and family learning courses, including ESOL classes?

391 parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very satisfied	350	89%
Neutral	38	10%
Dissatisfied	3	1%
Very dissatisfied	0	0%
Total used the service	391	100%

A total of 529 of the parents and carers did not access this service.



Q.12 Please tell us the reason for your answer about adult and family learning courses, including ESOL classes.

A selection of the parents' and carers' comments can be found below

- Enjoyed learning new things alongside others
- Free access to adult learning with free creche
- I attended a brilliant maternal journal course which helped me with low mood after the birth of my second child and helped me to build strong friendships.
- I love the courses by Morley College
- I took part in the embroidery course, and it gave me a creative outlet, while letting my child get used to being in a crèche - it was wonderful for me and my baby
- These courses allow me to improve my level of English, and it helps me to understand many new things.
- The teachers are very lovely, skilful and good listeners
- It has help me to have confidence
- I wish there is higher level of ESOL like L1

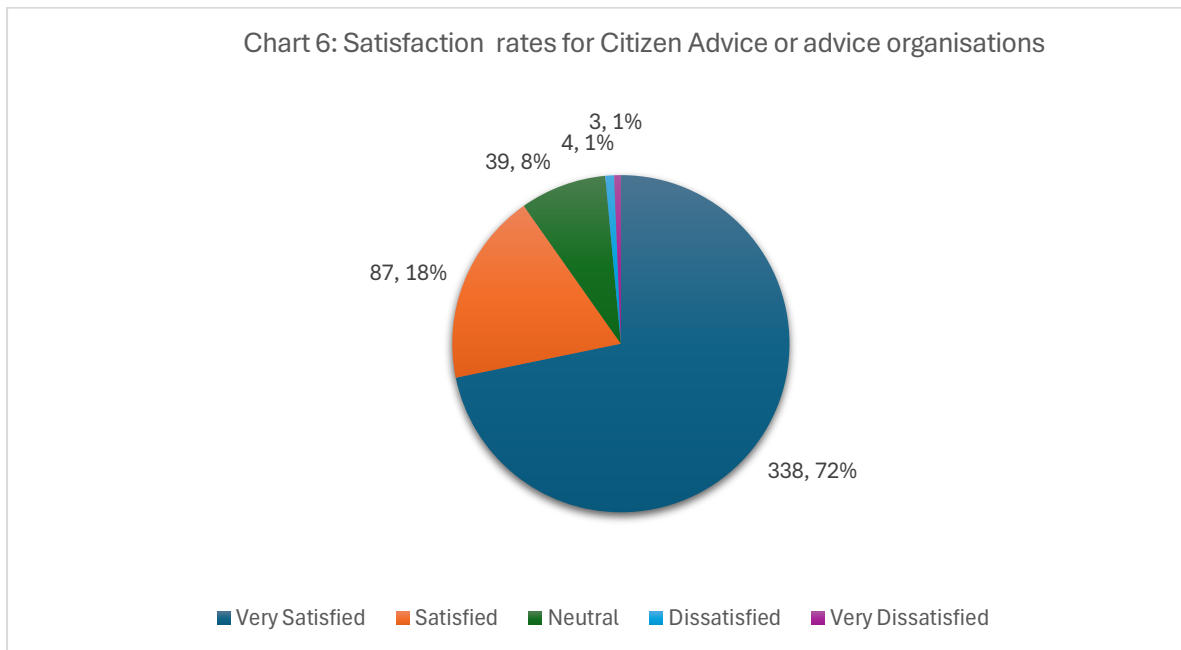
- I'm waiting for ESOL, and I hope they open more courses for adults and also courses with Creche
- Varied and good quality, with a creche.

Q.13 How satisfied or dissatisfied are you with the services offered by Citizens' Advice or advice organisations?

338 parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	338	72%
Satisfied	87	18%
Neutral	39	8%
Dissatisfied	4	1%
Very Dissatisfied	3	1%
Total used the service	471	100%

A total of 449 parents and carers did not use this service



Q.14 Please tell us the reason for your answer with the services offered by Citizens' Advice or advice organisations.

A selection of the parent and carers comment can be found below

- Although the service has a wait time, they provide you with the support and information that you need.
- At the C.A.B service they were really on delivering good advice.
- Helped with my housing problems
- I was able to get appointments to look into my immigration status and make the relevant application
- Great advice

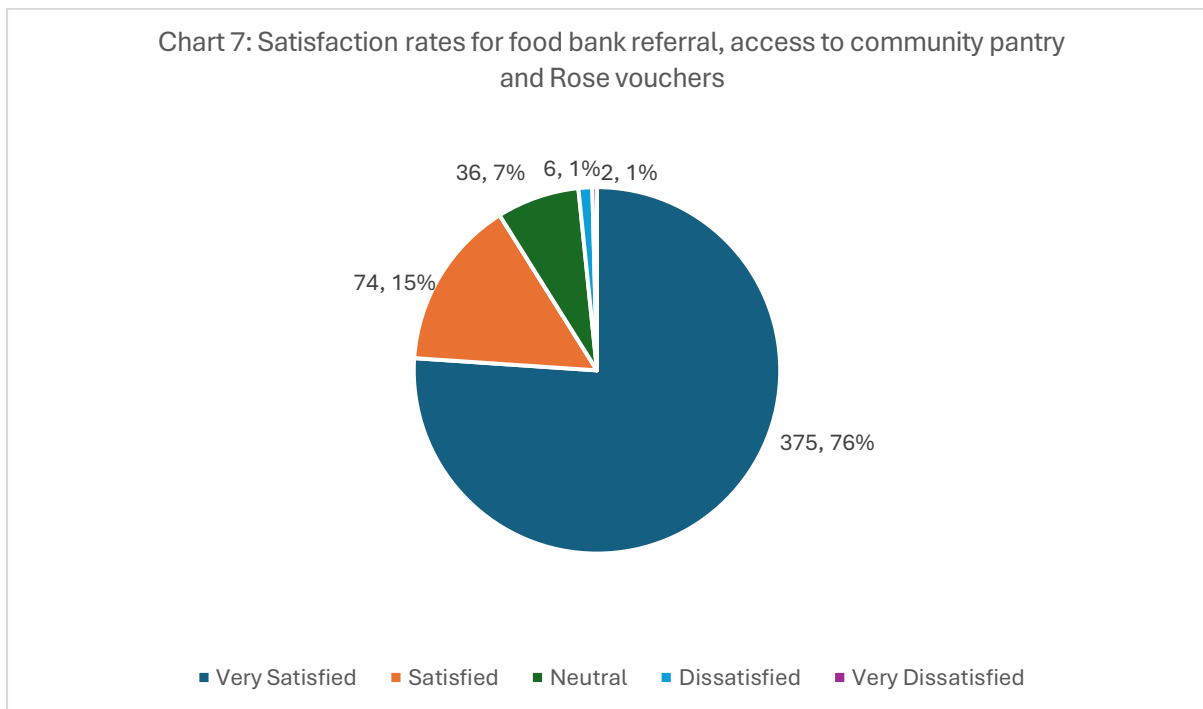
- He help me to get what I was looking for
- Helped me with my benefits
- HH was amazing and very helpful.
- I would not have known that I could access Citizen Advice if I was not referred by the children centre.

Q.15 How satisfaction or dissatisfied are you with foodbank referrals, access to community pantry and Rose vouchers.

A total 493 parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	375	76%
Satisfied	74	15%
Neutral	36	7%
Dissatisfied	6	1%
Very Dissatisfied	2	1%
Total used the service	493	100%

A total of 427 parents and carers did not use this service.



Q.16 Please tell us the reason for your answer about services offered around food bank referrals, access to community pantry and Rose vouchers

A selection of parents' and carers' comments can be found below

- Community pantries were helpful during Mat leave
- Food bank helped me a lot, and due to the cost of living going up, it's a lifesaver for the families

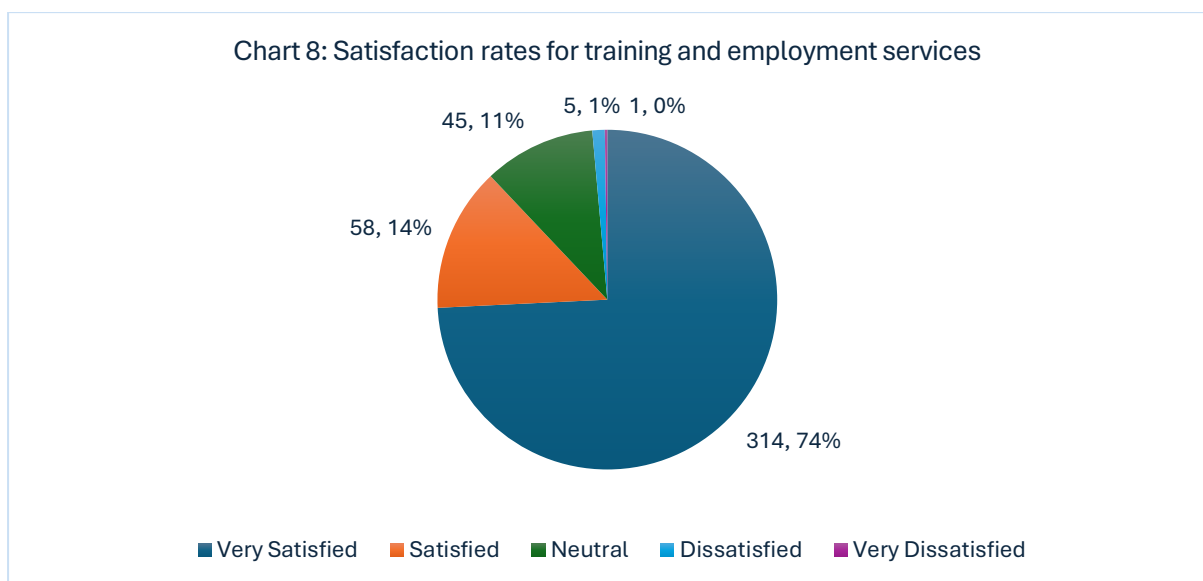
- Fantastic was to ensure my boys eat well and allows them to try different fruits and veg without me having to worry about “wasting “money
- Good for parents who are in need
- Helpful, non-judgemental
- I had to use the food collection at Stockwell for a while; it made such a difference and helped me feel less stressed about my current situation.
- The food bank service was excellent, and the staff there were extremely friendly and helpful.
- I receive rose vouchers and purchase food from the community food bus outside Jubilee Children Centre on Thursdays
- I’ve received food support through food bank when I was at my worst, this made such a massive difference in my life.
- The Rose vouchers were extremely helpful in keeping our daughter with a healthy diet. This was very helpful especially with spiralling cost of living.
- They offered the most generous food bank and really good with referrals, just say the word and they are helping in any way they can.

Q.17 How satisfied or dissatisfied are you with training and employment support services?

423 parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	314	74%
Satisfied	58	14%
Neutral	45	11%
Dissatisfied	5	1%
Very Dissatisfied	1	0%
Total used the service	423	100%

A total of 497 parents and carers did not use this service



Q.18 Please tell us the reason for your answer about training and employment support services

A selection of parent and carers comments can be found below

- Excellent gave me a lot of confidence that I have existing skills and interview prep.
- Great positive & Effective support from H in helping to put needed skills for my business ideas
- Help me to become confident
- Help me to create my CV and back to work
- It's really good 👍 🙏
- The services allowed me to update my cv and point me in the right direction for jobs.
- So so helpful
- I volunteer at Triangle Children's Centre, offering assistance during chattertime sessions with a Speech therapist. Although this isn't direct employment support, this experience is exponentially increasing my chances of future employment or of getting into university. Many thanks to M, our committed volunteer coordinator at Maytree, without who this wouldn't have been possible.

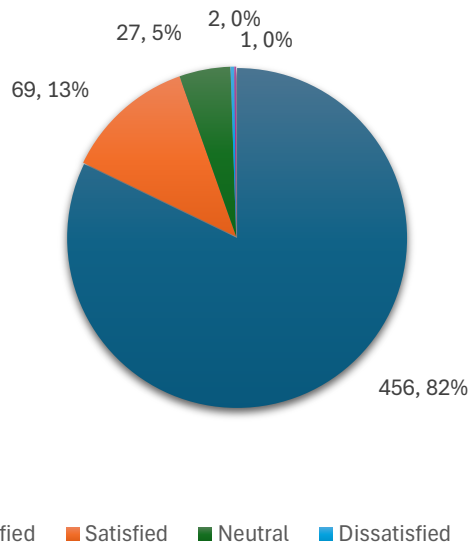
Q.19 How satisfied or dissatisfied are you with Parenting support, such as Baby Steps, Circle of Security, Together time, Baby and Us and Being a Parent?

A total of 555 parents and carers accessed the service: a breakdown of the responses can be found below

Answer Choices	Number	Percentage
Very Satisfied	456	82%
Satisfied	69	13%
Neutral	27	5%
Dissatisfied	2	0%
Very Dissatisfied	1	0%
Total used the service	555	100%

A total of 365 parents and carers did not access this service.

Chart 9: Satisfaction rates for Parenting support, such as Baby Steps, Circle of Security, Together time, Baby and Us and Being a Parent



Q.20 Please tell us the reason for your answer about services offered by Parenting support, such as Baby Steps, Circle of Security, Together time, Baby and Us and Being a Parent

Parents and carers comments have been summarised below.

Most respondents expressed high satisfaction with the parenting support services, describing them as very useful, supportive, and beneficial for both parents and children

Many highlighted the positive impact on their parenting skills, confidence, and ability to support their children’s emotional needs. Several respondents specifically praised the facilitators for being welcoming, supportive, and passionate.

Courses such as Baby Steps and Circle of Security were singled out as particularly helpful, Respondents valued the practical tools and information provided, especially first-time parents. The sense of community and peer support in group sessions was also appreciated

A minority of comments suggested areas for improvement, such as a desire for more structured sessions or more specialised support for children with additional needs. One response was neutral or not applicable.

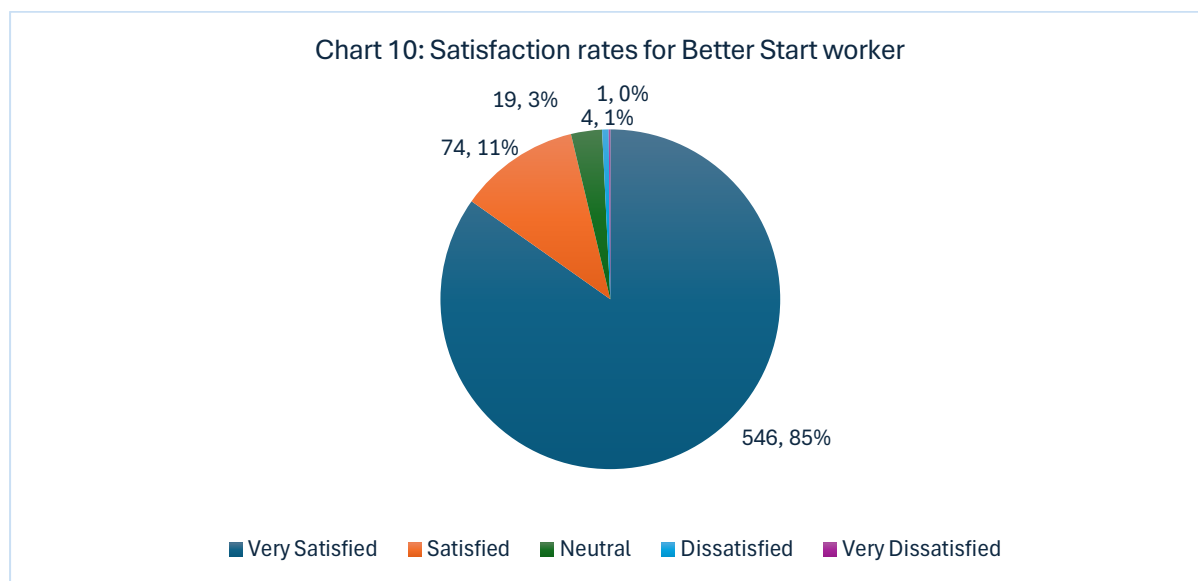
Overall, the feedback was overwhelmingly positive, with many parents reporting increased confidence and improved relationships with their children as a result of attending these services.

Q. 21 How satisfied or dissatisfied are you with support from a Better Start worker?

644 parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	546	85%
Satisfied	74	11%
Neutral	19	3%
Dissatisfied	4	1%
Very Dissatisfied	1	0%
Total used the service	644	100%

A total of 276 parents and carers did not use this service.



Q.22 Please tell us the reason for your answer about services offered by Support from a Better Start worker

Parents and carers comments have been summarised below

Respondents overwhelmingly praised the Support from a Better Start workers for being helpful, supportive, knowledgeable, and friendly. Many highlighted the positive impact individual workers had on their families, with specific mentions of J and M, who were described as going above and beyond, providing invaluable support, and helping parents feel less isolated and more connected to the community. Several respondents noted that the workers offered good advice, solved problems, and were non-discriminatory and approachable. There was also appreciation for assistance with children’s additional needs, such as speech problems and autism assessments.

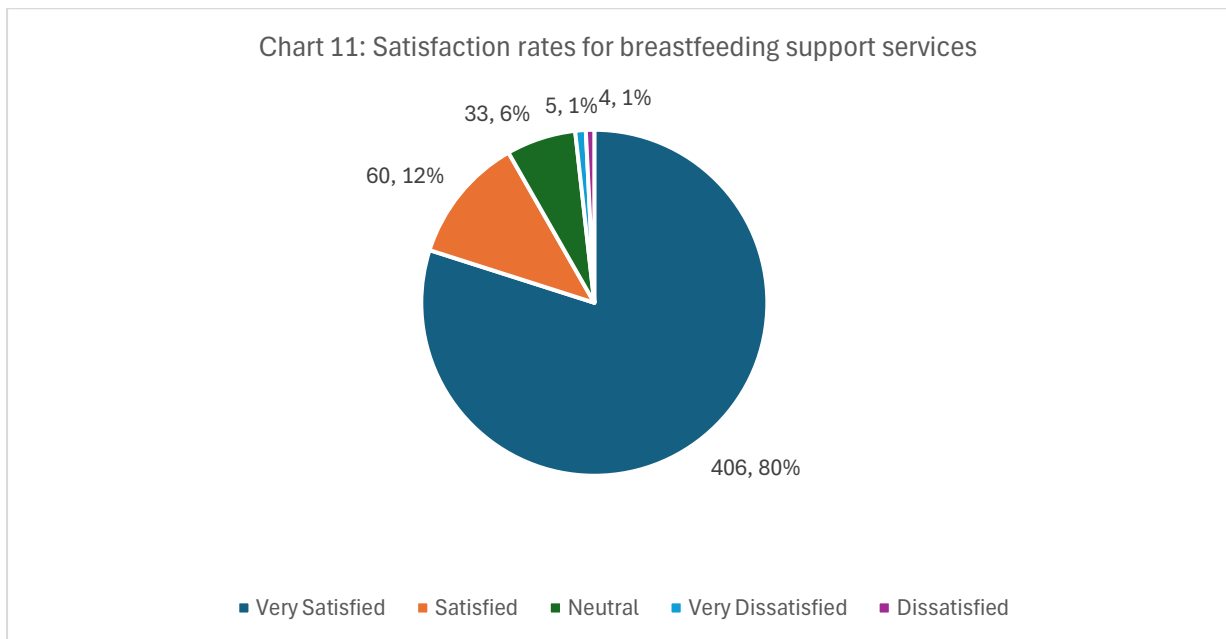
Overall satisfaction was very high, with comments such as “the best”, “amazing”, and “very satisfied” recurring throughout the responses.

Q.23 How satisfied or dissatisfied are you with breastfeeding support services?

508 Parent and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	406	80%
Satisfied	60	12%
Neutral	33	6%
Very Dissatisfied	5	1%
Dissatisfied	4	1%
Total used the service	508	100%

A total of 412 parents and carers did not access this service.



Q.24 Please tell us the reason for your answer about breastfeeding support

A selection of parents' and carers' comments can be found below

- Absolutely incredible! Super supportive and knowledgeable staff with great advice for an easier journey through breastfeeding
- BF clinics are very good and the specialist infant feeding team, led by T, is excellent.
- Breastfeeding support has been integral in maintaining my breastfeeding. I would have given up if I had not had access to this service, as I don't have the money to pay for lactation support.
- The staff were wonderful and incredible supportive. They even diagnosed a tongue tie that was preventing my newborn from breastfeeding well. I have relied on this free service heavily this year.
- Excellent breastfeeding teams across Lambeth
- The support was epic
- Fantastic support, I would not have breastfed for 1 year if it were not for the support from the Jubilee children's centre

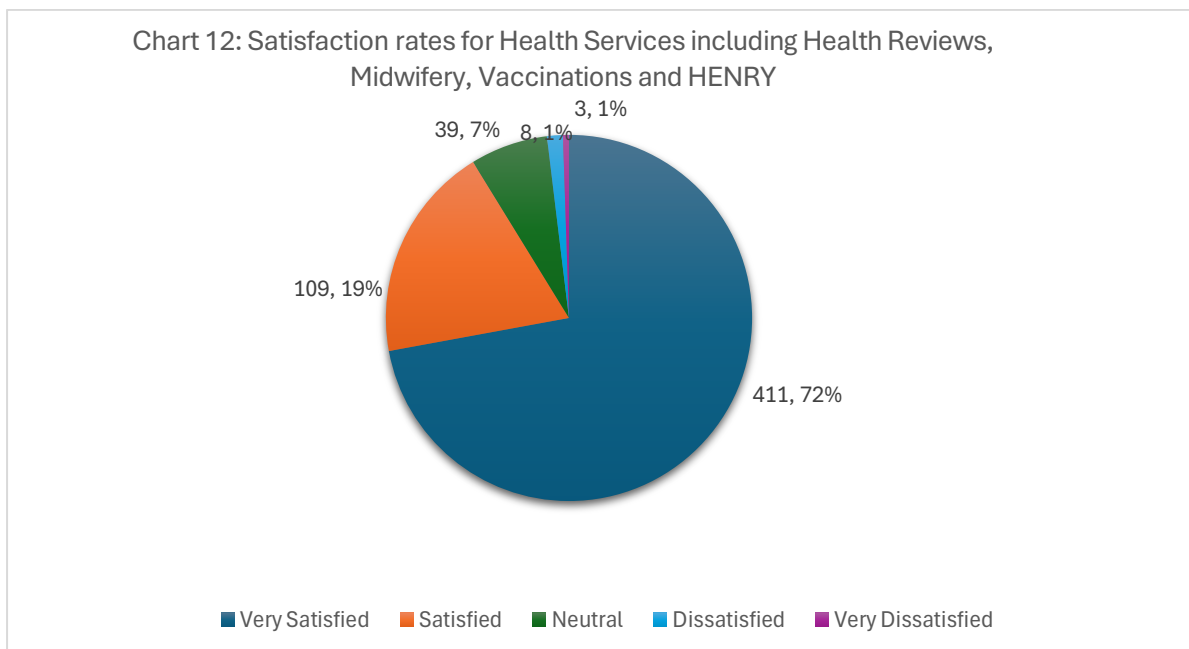
- They helped me when my baby was a newborn with positioning the baby and advice on taking care of myself as well. I had a bad experience with breastfeeding support workers in the hospital, so it was really important to me to get the care I needed in the community.
- I was really struggling with breastfeeding and they saved me
- It was fantastic to have a drop-in session I could attend locally while I was trying to get breastfeeding established
- Clinicians need to be trained in assessing for tongue tie so it can be diagnosed early and prevent unnecessary pain for mother and child.
- Was impressed with setting and atmosphere but support worker did not give any advice and just referred me to specialist breastfeeding support. Felt a little lost as had to wait for a week until I got further help

Q.25. How satisfied or dissatisfied are you with health services including health reviews, midwifery, vaccinations and HENRY?

A total of 570 parents and carers accessed the service: a breakdown of the responses can be found below

Answer Choices	Number	Percentage
Very Satisfied	411	72%
Satisfied	109	19%
Neutral	39	7%
Dissatisfied	8	1%
Very Dissatisfied	3	1%
Total used the service	570	100%

A total of 350 survey respondents did not use the service.



Q.26 Please tell us the reason for your answer about services offered by health services, including health reviews, midwifery, vaccinations and HENRY

A selection of parent and carers comments can be found below

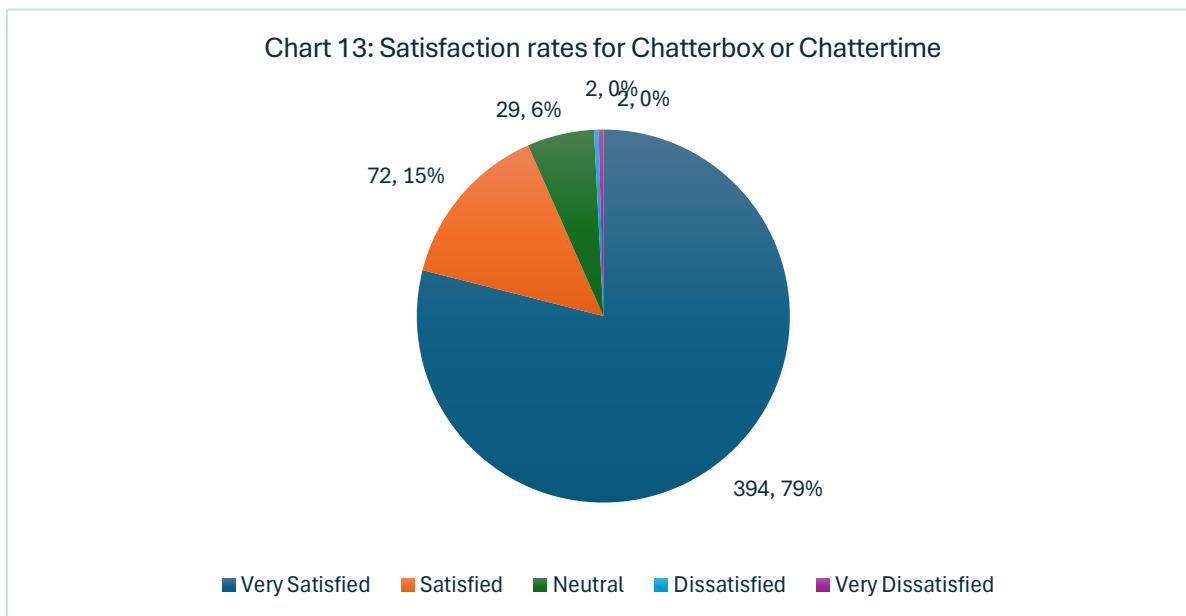
- Having a midwife closer to home was very helpful
- Good midwife appointments for newborn
- Health visitors are great and so kind and my community midwife at jubilee was great, it was lovely to see the same person each time
- Health reviews not helpful, too broad and based on outdated research. Impersonal
- HENRY was a really useful resource and found it incredibly helpful for my toddler
- I attended the starting solids workshop and the sleep workshop – both were very informative, and I would highly recommend them to any new parents
- I did the introduction to solids workshop with HENRY, which helped alleviate my anxiety about my baby weaning.
- The HENRY sessions are very engaging and informative. It creates a community of parents that can share and learn new things. It promotes a healthier lifestyle.
- BCG vaccination done very well in a friendly and safe environment

Q.27 How satisfied or dissatisfied are you with Chatterbox or Chattertime sessions to support your child’s communication and language?

499 Parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	394	79%
Satisfied	72	15%
Neutral	29	6%
Dissatisfied	2	0%
Very Dissatisfied	2	0%
Total used the service	499	100%

A total of 421 did not use this service.



Q. 28 Please tell us the reason for your answer about Chatterbox or Chattertime sessions to support your child’s communication and language

A selection of parent and carers comments can be found below

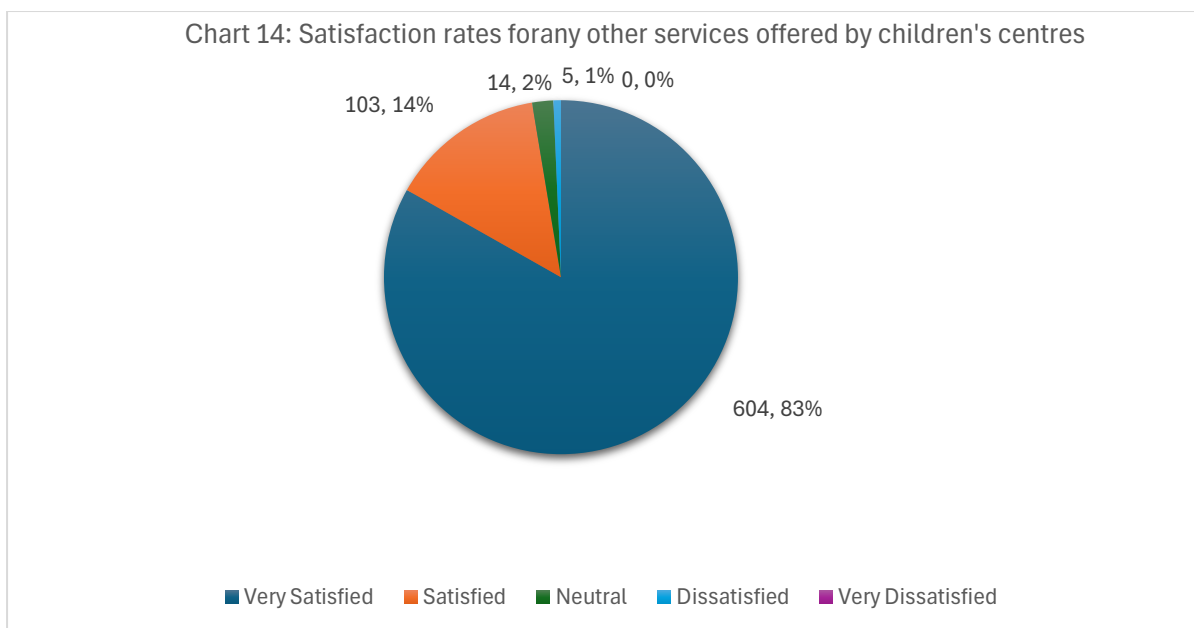
- Chatter time has given me the confidence to speak and listen with my boys. They are doing so well
- Chatter time is absolutely excellent
- Good advice given, time spent 1 on 1 interacting with baby and talking through issues. Really good circle time too
- Having a group where there is a speech and language therapist is great, I was able to get advice and have a chat about my concerns, T is also amazing in this group and a real support
- It was super helpful for my son. After using the advice given at chatter time he started talking pretty much soon after.
- Lots of useful tips and information
- Such great set up at Ethelred especially explaining benefit for child with speech and language tips
- The SLT was professional and helpful, very genuine
- They linked me with SALT and provided me with well appreciated support and advice
- .
- Very helpful tips at chatter time and was lovely to see someone whilst waiting for SALT.
- Yes, they gave me a referral to Evelina when my child was speech delayed and to help

Q.29 How satisfied or dissatisfied are you with any other services offered by children's centres?

A total of 726 parents and carers accessed the service; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
Very Satisfied	604	83%
Satisfied	103	14%
Neutral	14	2%
Dissatisfied	5	1%
Very Dissatisfied	0	0%
Total used the service	726	100%

A total of 194 of parents and carers did not use this service.



Q30: What other services did you attend? Tell us the reason for your answer

194 parents and carers responded to this question. This open-ended question invited participants to mention any additional services they attended at the children's centres and to provide reasons for their attendance. Responses were varied, reflecting the breadth of services on offer and the diverse needs of families. The majority of responses were positive, with many highlighting the value of specific activities, the supportive environment, and the impact on both children and parents. Several respondents highlighted specific services they attended and appreciated, such as Stay and Play, mum and baby yoga, empowerment advice, and paediatric assessment and audiology, with one parent noting significant support for understanding autism.

Q31: Are there any suggestions you would like to make to help us improve services in this Better Start area?

264 parents and carers responded to the above question. There were requests for more diverse parenting courses and specific offerings such as first aid training, as well as suggestions to extend the duration of stay and play sessions and to improve scheduling (e.g., more morning parent courses, later start times for stay and play). Additional support for children with SEN was also mentioned.

A few respondents suggested improvements in health visiting services, particularly around the accuracy of information and timely contact with parents.

About you

Q32: Please can you tell us the first part of your postcode

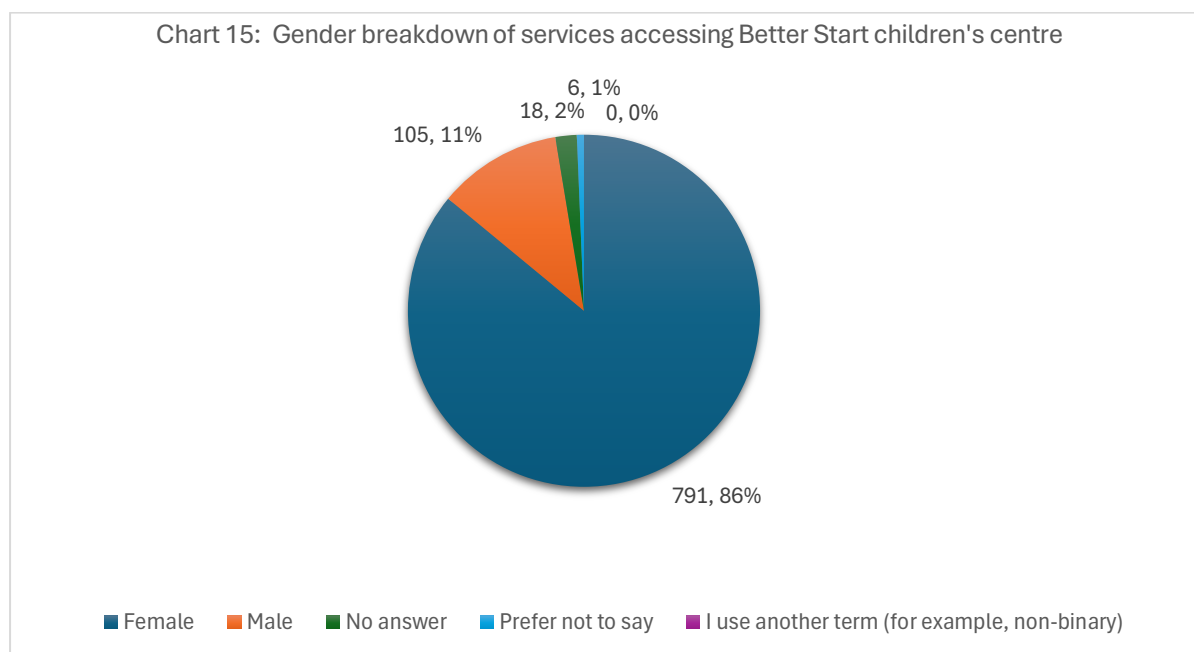
920 Parents and carers responded to the question above and provided their postcode. Most respondents are from the SW9 and SE1 postcode area, with a smaller number from SW2, SE27, SE5, and a few other nearby postcodes.

Demographic information provided by respondents

Q33: What best describes your gender?

920 parents and carers responded to the above question; a breakdown of the responses can be found below.

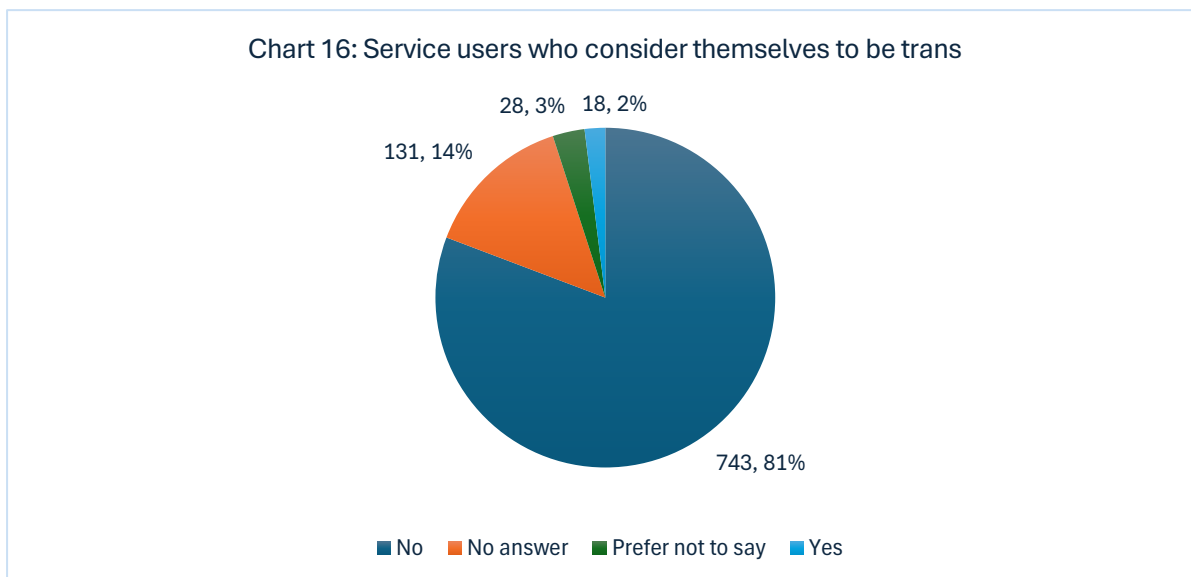
Answer Choices	Number	Percentage
Female	791	86%
Male	105	11%
No answer	18	2%
Prefer not to say	6	1%
I use another term (for example, non-binary)	0	0%
Total respondents	920	100%



Q34: Do you consider yourself to be trans?

Trans is an umbrella term to describe people whose gender is not the same as, or does not sit comfortably with, the sex they were assigned at birth. 792 Parents and carers responded to the question above; a breakdown of the responses can be found below.

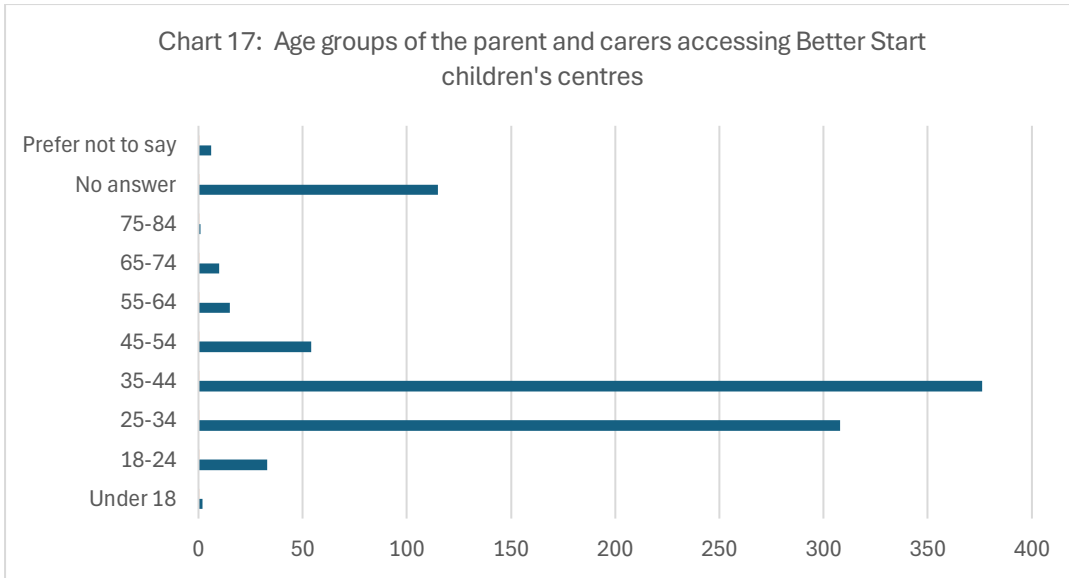
Answer Choices	Number	Percentage
No	743	81%
No answer	131	14%
Prefer not to say	28	3%
Yes	18	2%
Total respondents	920	100%



Q35: Which age group applies to you?

920 Parents and carers responded to the above question; a breakdown of the responses can be found below.

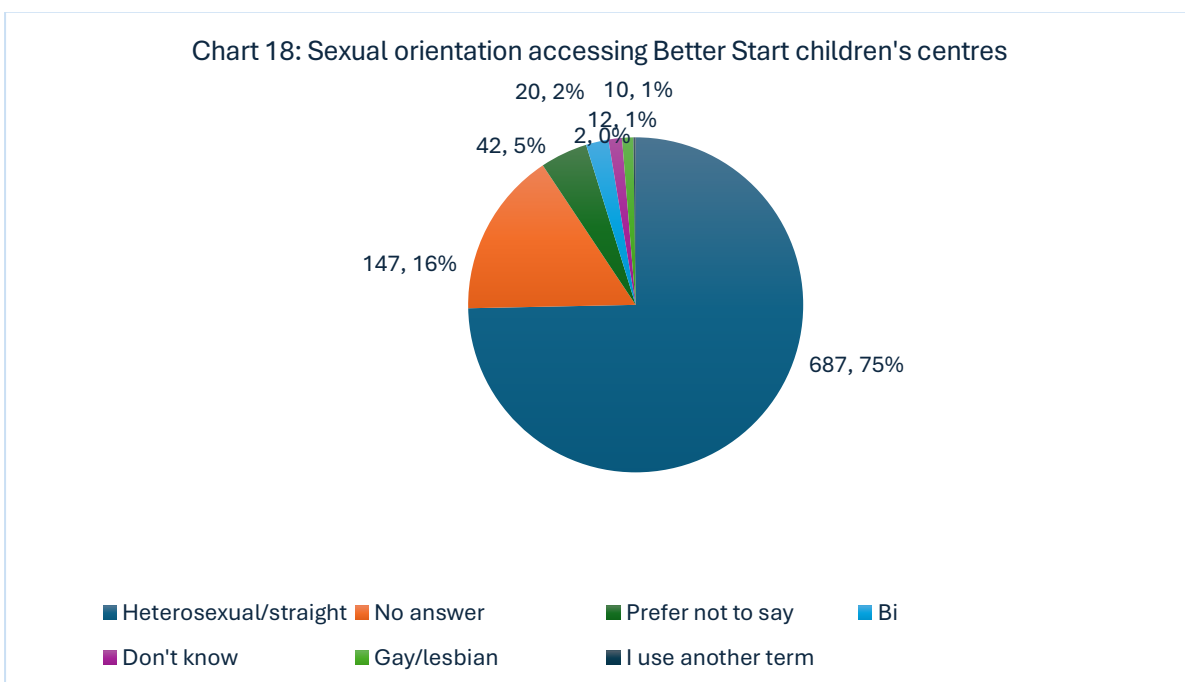
Answer Choices	Number	Percentage
Under 18	2	0.2%
18-24	33	3.6%
25-34	308	33%
35-44	376	40.9%
45-54	54	5.9%
55-64	15	1.6%
65-74	10	1.1%
75-84	1	0.1%
No answer	115	12%
Prefer not to say	6	0.7%
Total respondents	920	100%



Q36: Which best describes your sexual orientation?

773 Parents and carers responded to the above question; a breakdown of the responses can be found below.

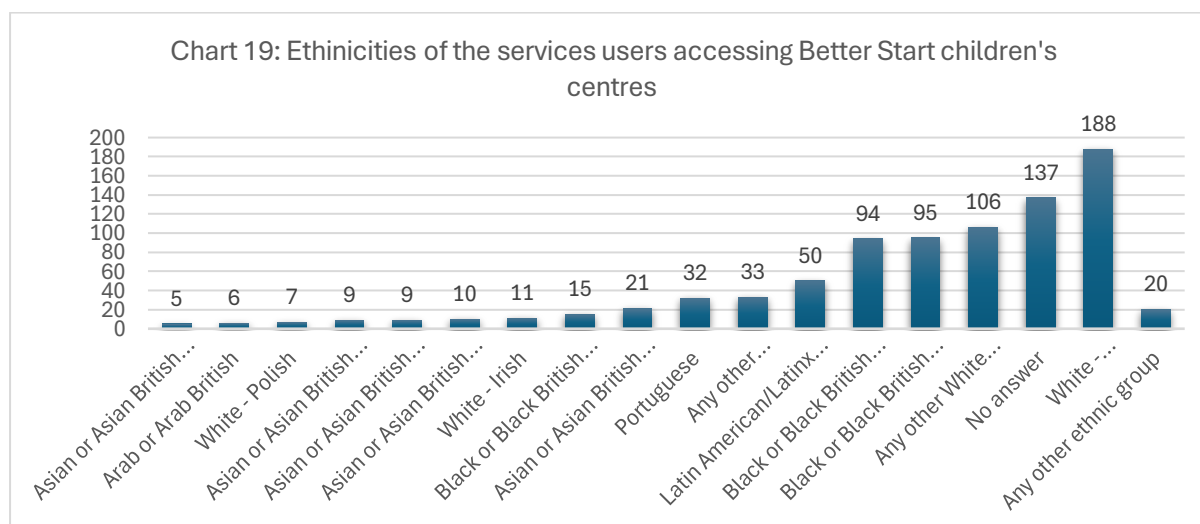
Answer Choices	Number	Percentage
Heterosexual/straight	687	74.7%
No answer	147	16%
Prefer not to say	42	4.6%
Bi	20	2.2%
Don't know	12	1.3%
Gay/lesbian	10	1.1%
I use another term	2	0.2%
Total respondents	920	100%



Q37: What is your race or ethnic group?

851 parent and carer responded to the above question; a breakdown of the responses can be found below.

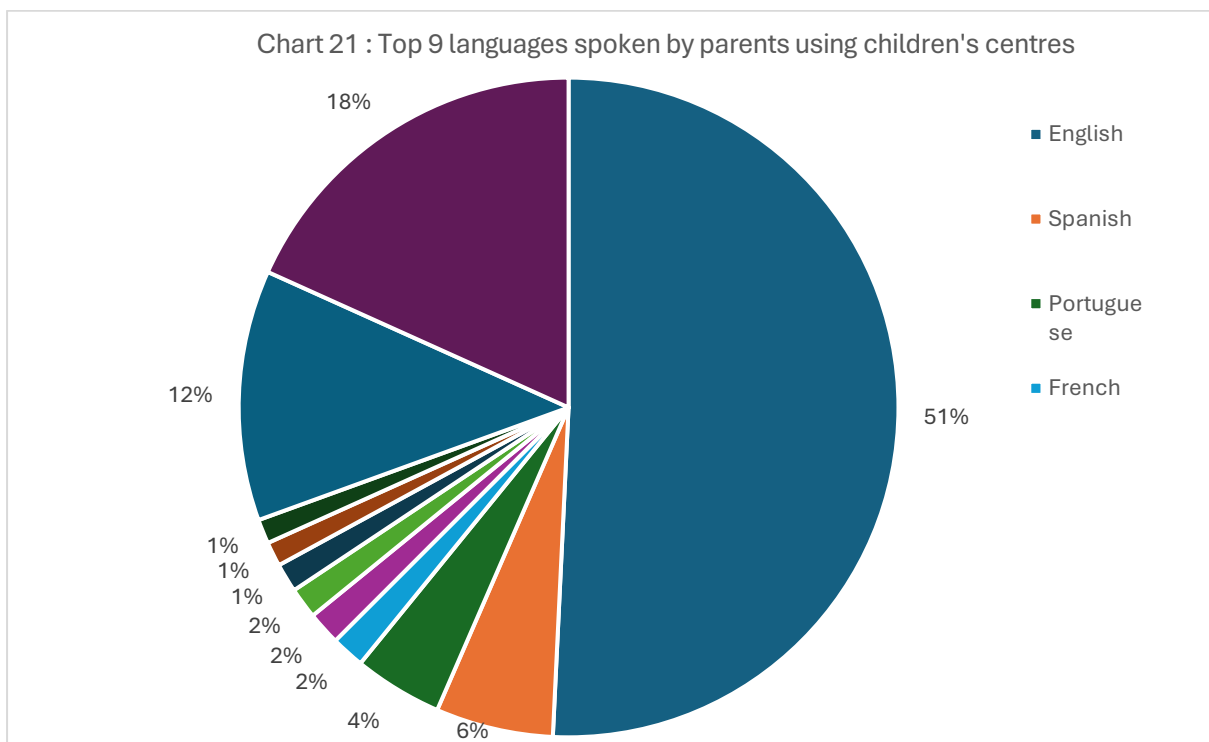
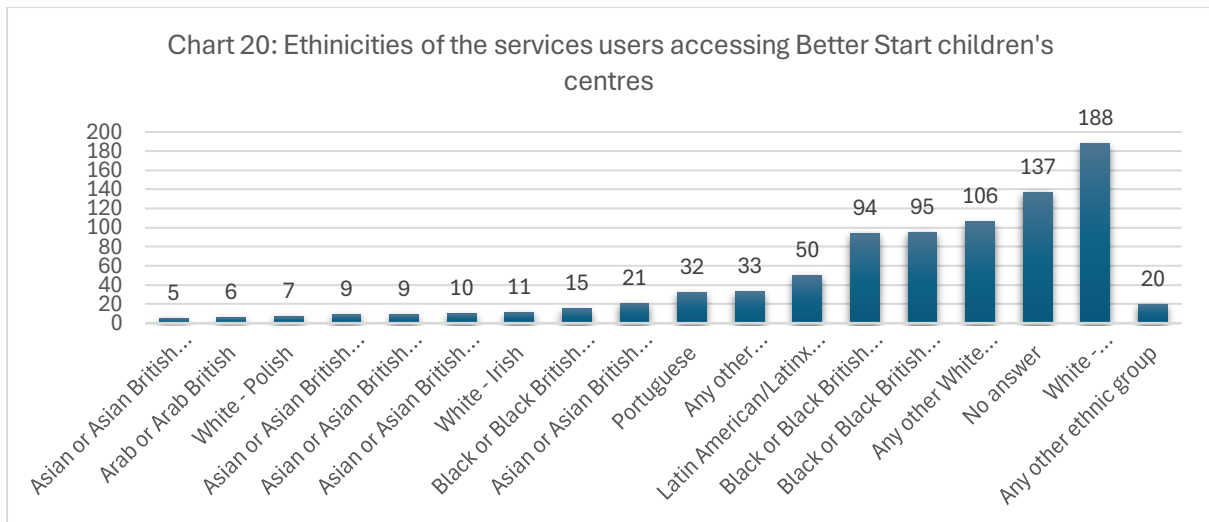
Answer Choices	Number	Percentage
Gypsy or Irish Traveller	0	0%
Asian or Asian British - Chinese	5	1%
Arab or Arab British	6	1%
White - Polish	7	1%
Asian or Asian British - Pakistani	9	1%
Asian or Asian British and White	9	1%
Asian or Asian British - Indian	10	1%
White - Irish	11	1%
Black or Black British (Caribbean) and White	18	3%
Asian or Asian British - Bangladeshi	21	3%
Portuguese	32	4%
Any other Mixed/multiple ethnic background	33	4%
Latin American/Latinx or Latin American and British	50	6%
Black or Black British - African	94	11%
Black or Black British - Caribbean	95	11%
Any other White ethnic background	106	12%
No answer	137	16%
White - English/Welsh/Scottish/Northern Irish/British	188	20%
Any other ethnic group	20	3%
Total respondents	851	100%



Q38: Which of the following languages do you speak at home?

755 parents and carers responded to the question below, a breakdown of these is:

Answer Choice	Number	Percentage
Somalian	1	0.1%
Gujarati	1	0.1%
Bulgarian	1	0.1%
Romanian	2	0.2%
Albanian	3	0.3%
German	3	0.3%
Amharic	3	0.3%
Punjabi	3	0.3%
Turkish	4	0.4%
Chinese	4	0.4%
Russian	6	0.7%
Greek	6	0.7%
Prefer not to say	6	0.7%
Polish	6	0.7%
Urdu	8	0.9%
Tigrinya	8	0.9%
Italian	11	1%
Arabic	11	1%
Bengali	13	1%
Yoruba	14	2%
Spanish - European	15	2%
Portuguese – Latin American	15	2%
French	15	2%
Twi	15	2%
Portuguese - European	25	3%
Spanish - Latin American	38	4%
No answer	168	18%
English	467	51%
Other	48	5%
Total respondents	920	100

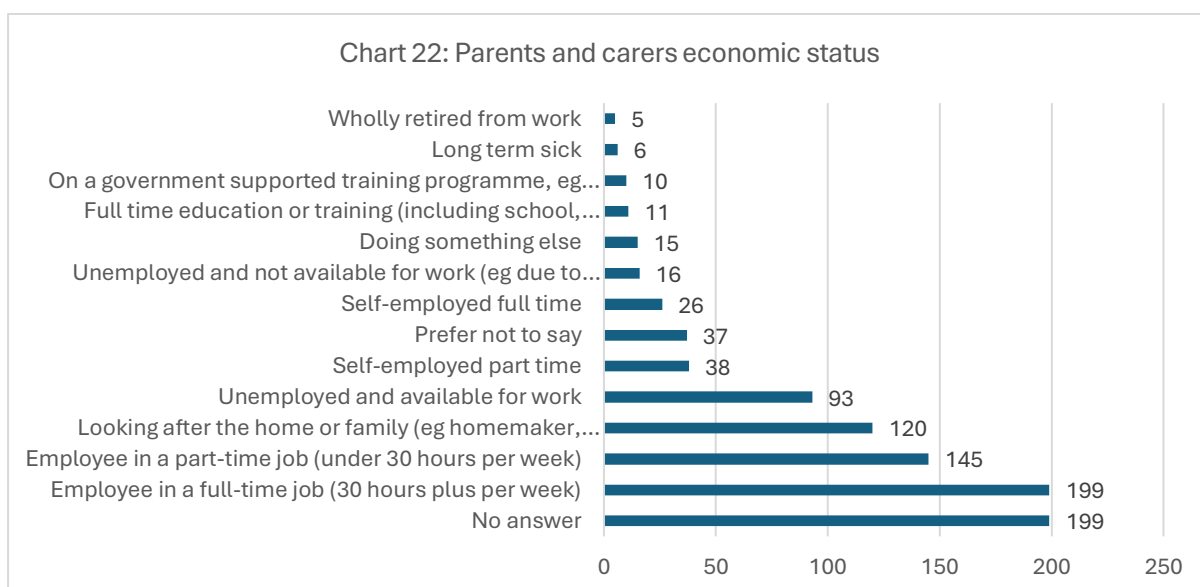


Q39: Which of the following best describes what you currently do?

722 parents and carers responded to a breakdown of the responses can be found below

Answer Choice	Number	Percentage
No answer	199	21.6%
Employee in a full-time job (30 hours plus per week)	199	21.6%
Employee in a part-time job (under 30 hours per week)	145	15.8%
Looking after the home or family (eg homemaker, carer)	120	13%
Unemployed and available for work	93	10%

Answer Choice	Number	Percentage
Self-employed part time	38	4%
Prefer not to say	37	4%
Self-employed full time	26	3%
Unemployed and not available for work (eg due to illness but potentially able to work)	16	1.7%
Doing something else	15	1.6%
Full time education or training (including school, college or university)	11	1%
On a government supported training programme, e.g. apprentice	10	1%
Long term sick	6	1%
Wholly retired from work	5	1%
Total respondents	722	100%

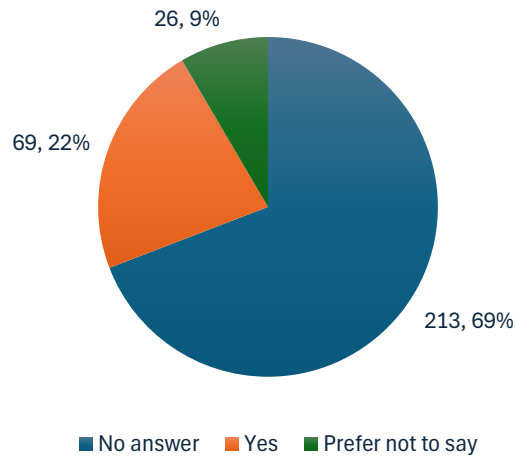


Q40: Do you consider yourself to have a disability or long-term health condition?

308 parents and carers responded to the question above; a breakdown of the responses can be found below.

Answer Choices	Number	Percentage
No answer	213	69%
Yes	69	22%
Prefer not to say	26	9%
Total respondents	308	100%

Chart 23: parents and carers who have a disability or long-term medical condition

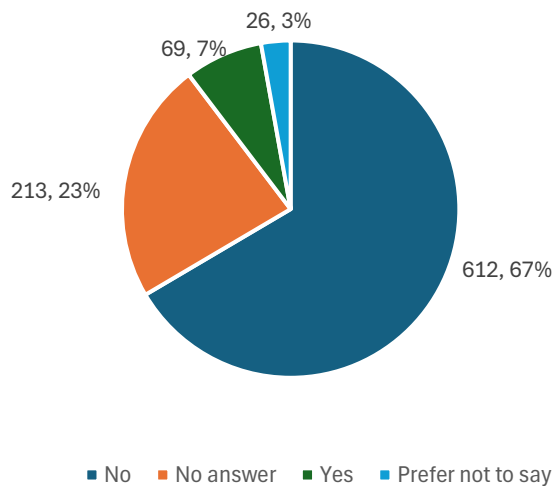


Q41: Are you currently pregnant or on maternity leave?

693 parents and carers responded to the above question; a breakdown of the responses can be found below

Answer Choices	Number	Percentage
No	612	67%
No answer	213	23%
Yes	69	7%
Prefer not to say	26	3%
Total respondents	920	100%

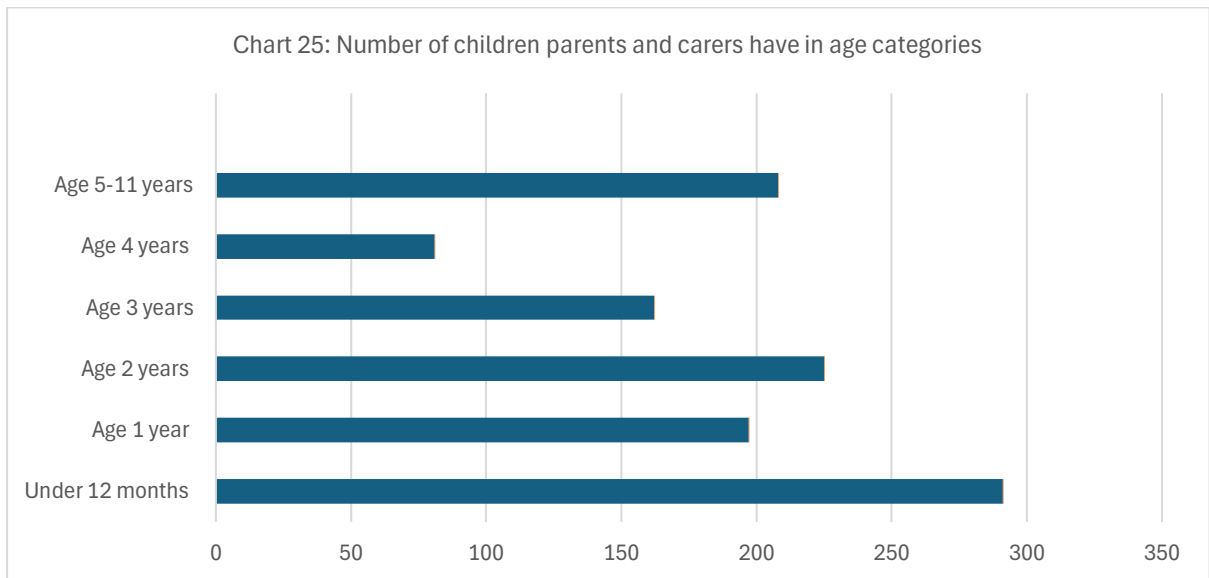
Chart 24: Parents who are currently pregnant or on maternity leave



Questions 42 to question 48 asked parents and carers about the number of children they have in age categories.

Age category	Number of children	Percentage
Under 12 months	291	23%
Age 1 year	197	16%
Age 2 years	225	18%
Age 3 years	162	13%
Age 4 years	81	6%
Age 5-11 years	208	16%
Age 11-18	97	8%
Total respondents	1261	100%

The chart above shows that the largest group was 291 (23%) children aged under 1 and 75% of the children were aged between 3 years and under.

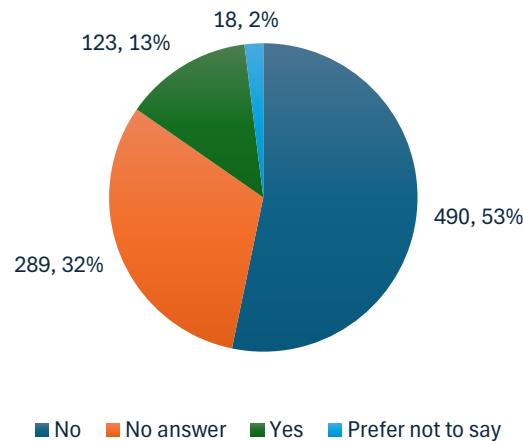


Q49: Do any of the children you have included above have any special educational needs, a disability or a long-term health condition

920 parents and carers responded to the above question, a breakdown of the responses can be found below

Answer Choices	Number	Percentage
No	490	53%
No answer	289	32%
Yes	123	13%
Prefer not to say	18	2%
Total respondents	920	100%

Chart 26: Children with a special educational need or long-term health condition



Key findings from the 2025 Annual Satisfaction Survey

The survey gathered responses from 940 parents and carers via Lambeth's 'Have your Say' online portal in 2025.

Summary of service User Demographics

- 86% of service users were female.
- The largest group of parents/carers - 41%, were aged 25-44.
- The service users come from diverse backgrounds, with a strong representation from the following backgrounds:
 - White - English/Welsh/Scottish/Northern Irish/British (20.4%)
 - Any other White ethnic background (11.5%)
 - Black or Black British Caribbean (10.3%)
 - Black or Black British African (10.2%)
- English is the main language spoken at home (50.8%), followed by Spanish Latin American (4.1%), Portuguese Latin American (1.6%), French (1.6%), and Twi (1.6%).
- 74% of parents and carers identified as heterosexual/straight. 8.1% identified as bi, gay/lesbian, used another term, or preferred not to say.
- 2% of parents and carers identified as trans.
- Employment status of parents/carers attending children's centres:
 - Full-time job (30+ hours per week): 21.6%
 - Part-time work (under 30 hours per week): 15.8%

- Looking after the home or family: 13%
- Unemployed and available for work: 10.1%
- Disability/Long-term Health Condition (Adults): 7.5% of respondents considered themselves to have a disability or long-term health condition.

Child Demographics and SEND

- Age: 75% of the children accessing services were aged 3 years old and under. The largest single group was under 1 year old (23.5%). A significant group of children aged 5-11 also received Early Help support between January 2024 and July 2025.
- Special Educational Needs/Disability (SEND): 13% of children were reported to have a special educational need, a disability, or a long-term health condition.

Note on Interpretation: This figure may appear low, as 71% of the children are under 3, a stage where formal SEN diagnoses are uncommon and many children may be on the early identification pathway. Additionally, 31% of parents and carers did not answer this question, suggesting under-reporting.

What is working well

Many respondents expressed strong appreciation for the services provided, particularly highlighting the importance of free classes and support for families. One parent said the following:

“Brilliant service providing developmental and social opportunities for children and families”.

The most popular service among parents and carers was Stay and Plays for Toddlers and young children, with 819 attendees (89% of those who used this service). Of this group, 98% reported being very satisfied or satisfied. This was followed by Baby Explorers and Baby Singalong, which had 735 attendees (80% of users), with (98%) of these parents and carers indicating they were very satisfied or satisfied.

One parent offered the following testimonial:

"Attending these sessions has significantly enhanced my understanding of how to engage and interact with my baby. My confidence as a parent has grown, and our bond has strengthened. During challenging periods, the sessions provided a supportive environment where I felt heard by both the session leaders and fellow parents and carers. These sessions have been an invaluable source of support”.

Of the 391 parents and carers (42% of those surveyed) who accessed ESOL classes 98% reported being very satisfied or satisfied.

Of the 664 parents and carers (70% of those surveyed) who accessed support from a Better Start Worker, 96% reported being very satisfied or satisfied. A parent commented:

"My Better Start Worker is exceptionally kind and helpful. We established clear objectives, all of which were successfully achieved, thanks to worker's support."

Among the 555 parents and carers (60% of those surveyed) who accessed parenting support, 95% indicated they were either very satisfied or satisfied. One parent offered the following testimonial:

"I greatly valued participating in these programmes; they were essential for us both as expectant parents and following the birth of our baby. As a new mother, I did not feel isolated. I received necessary support and connected with other new mothers, with whom I could share both the positive experiences and the difficulties of early parenthood".

Parents and carers were also invited to provide feedback on their satisfaction with other services provided by the children's centres. Of the 726 individuals (79%) who utilised these additional services, 97% reported being very satisfied or satisfied. One parent commented as follows:

"Buenos Dias club is excellent. My daughter loves it. Run by a volunteer mum".

Parents and carers reported that having access to the wide range of services within the children's centres was very beneficial, as it supported their children's development and helped reduce social isolation. They found the availability of parenting courses and adult learning opportunities to be particularly valuable. The chance to consult with specialist practitioners, such as Speech Therapists, Better Start Workers, specialist advisors, and health professionals, was highly appreciated. Many preferred more frequent and longer stay-and-play sessions, as well as additional provisions for children with Special Educational Needs and Disabilities (SEND) and services for fathers.

Areas for improvement

Parents and carers felt there could be better promotion of the children's centre services and expressed a wish to have joint timetables. It was felt that there could be better promotion of the services, and some service users reported that they unaware that some services were available to them.

There was a request for more timetabled sessions during the school holidays.

Some respondents expressed that they felt the wait time for specialist appointments such as Citizen Advice and improving timely contact with the health visiting services.

In summary

The 2025 Annual Satisfaction Survey indicates that families place significant value on the Better Start children's centre services, with consistently across all programmes and in relation to personalised support. Parents and carers specifically highlighted the ways in which sessions enhanced confidence, mitigated social isolation, and fostered stronger parent-child relationships. Although a minority suggested improvements concerning promotional strategies, scheduling, and access to specialist resources, the overarching feedback conveys profound gratitude and appreciation for the positive contribution these services make to the community.