



## Birmingham Parent Carer Forum Growth

Looking at the past year we can see that the Birmingham Parent Carer Forum has seen growth in its membership and in its engagement at levels that exceed previous years. This growth has enabled the forum to reach more parents across the city including those from underrepresented communities we have been able to increase our capacity allowing for more meeting to have a representative from the forum therefore amplifying the parent carer voice.

### Membership

Since May 2023 we have seen our membership grow from 646 to 840 in May 2024 an increase of 30%. Our net subscriber growth (The number of subscribers gained over the year minus the number the number of unsubscribes) is 163 up 47% from the previous year this tells us that we are not only increasing the number of parent carers we are able to reach but we are also keeping our existing membership engaged.

### Social Media

#### Facebook

Since May 2023 our Facebook followers has grown from 1604 to 1874 an increase of 270. This is an increase of 83.7% from the previous year which saw 142 new followers (April 2022 – April 2023).

We have also seen an increase in the following numbers:

- Impressions 249,200 up 70.8% from the previous year
- Reach 89,100 up 272.8% from the previous year
- Content interactions 3700 up 18.1% from the previous year

#### Twitter/X

We currently have 761 followers on Twitter/X. Unfortunately we are unable to see the same data in terms growth that Facebook gives us.

#### Instagram

In September 2023 we set up our Instagram account we currently have 46 followers.

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Birmingham Parent Carer Forum C.I.C.

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## **Events**

### **Wibbly Wobbly World of play engagement event November 2023**

The event enabled parents to meet charities and third sector organisations to gain knowledge and information about the services available to them and their children. Parent carers were able to bring their children with them and had free access to the soft play area. In total 80 people attended the events we had 20 complete our feedback form and 40 signed up to the membership.

The location of the event was picked as we were able to identify it as an area that had a large community of underrepresented families.

### **Meet the Services Event February 2024**

During this event parents could meet statutory service providers to gain knowledge and information about the services they are entitled to. 200 people attended the highest number of attendees at a forum event, 60 completed our feedback form and 150 signed up to the membership as well as 2 parents agreeing to become Parent Representatives.

This was the first time the forum had hosted an event where parent carers were able to meet with service providers face to face. Feedback from Parent carers and service providers was overwhelmingly positive. Parent Carers particularly spoke about how important it was to speak with providers face to face and be able to get important information relevant to them.

Looking at the data Eventbrite gives us around the ticketing of the event we can see that over 1000 people viewed the event page. As there were only 350 tickets available they were sold out before the event, we believe if we were able to offer more tickets either through a larger venue or having a second day of the event then we would have seen even more tickets sold and a higher attendance at the event.

Both these events and attending events put on by other organisations we have been able to speak with more families than in previous years we believe that this has been a key factor in our increase in membership and engagement on social media.

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## **Committee Members and Parent Representatives**

The Forum has been able to greatly increase its capacity by recruiting new Committee Member and Parent Representatives. 2 new committee members have joined the Forum this year, Amanda has since taken on the role of Secretary and Amber has been able to bring her experience of early years to the committee an area which we had identified as a gap within the Committee.

In January we held a Parent Representative recruitment event, parent carers were invited to a coffee morning where we explained the role of a parent representative and the opportunities to get involved. 12 new parents signed up including 2 dads and members from diverse communities which before the event weren't represented in the Parent Representative group. Since then we have been able to recruit new Representatives at other events we've attended the group now has 20 members who are involved in various meetings and projects including Family Voices and the OAG Project. Previously the forum would not have had the capacity to have had representation in these projects, thanks to the growth in both our committee and parent representatives we are now able to ensure parental input into more meetings and projects than ever before.

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