Pushing fatherhood up the agenda

Annual Report 2012-13

“When I see my children at the weekend they say, ‘We don’t want to go to McDonald’s - can we read stories instead?’”

_Fathers Reading Every Day_ participant, Lambeth
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Chief executives’ report

Times are changing

The UK still has a culture which places an unassailable value on motherhood. But times are changing. It’s not the 1950s any more. We live longer and have smaller families; women’s education and workplace achievements progress apace; men’s attitudes have shifted, and continue to do so.

Today’s new mothers now spend only a tiny proportion of their lives pregnant or breastfeeding. It’s no longer necessary for them to tend exclusively to children and - given the financial pressure we’re all under, and the dramatic decline in the ‘male wage’ in lower and middle income families especially – leaving women ‘holding the baby’ is not even economically practical any more. For families to escape poverty, both parents must now be enabled to participate substantially in the paid workforce and engage substantially in the domestic realm. So fathers, like mothers, need to be valued on the ‘home front’.

Dramatic changes in attitude and behaviour have already happened. Between 1989 and 2008, the percentage of men believing it is the “man’s role to earn the money” while the woman stays at home dropped from 32% to an historic low – 17%.

British fathers’ direct engagement with infants and young children rose 800% between 1975 and 1997 (from 15 minutes to two hours, on average, on a working day) – at double the rate of mothers.

British fathers in two-parent families now carry out an average of 25% of the family’s childcare related activities during the week, and one-third at weekends, with higher levels (one third during the week as well) where both parents work full-time (EOC, 2003).

Among fathers of under-fives, 21% are solely responsible for childcare at some point during the working week (EHRC, 2009). Gender roles are continuing to change, in line with our attitudes towards them.

There’s a growing desire amongst fathers (and mothers) for fathers to take on stronger roles in childcare, and be better supported by maternity and children’s services. And there’s stronger-than-ever evidence about the huge impact of father-child relationships on children’s wellbeing.

Fathers and the zeitgeist

The government has identified the zeitgeist of positive attitudes towards involved fatherhood and is tapping into it: ministerial ‘spin’ on policies relating to families often highlights supporting fathers to be engaged parents – even when the actual policy barely does this. There are increasing numbers of journalists (male as well as female) putting forward analyses of the situation which accord with our own. And among women and men commenting on such articles there is a generally positive trend towards the notion of fathers and mothers sharing the care of children.

Understanding of the positive impact of involved fatherhood on mothers is not so great although there is growing awareness by government that fathers must be highly involved in caring for children if mothers are to participate more substantially in the workplace.

A wider range of agencies now share some or all of our vision for stronger father-child relationships, mainly from a child welfare perspective, offering greater scope for working in partnership to further our aims.

This should open up new opportunities for local services to engage with fathers, and for the Institute’s messages to be heard and accepted. It should also help us develop a more legitimate mainstream identity – which in turn will progress our agenda. Research on father-related issues is, also, more often funded.
But we have a long way to go

We still see the enormous power of a range of assumptions about the roles of men and women in our society, with a highly gendered approach in marketing, product development, social policy, education, and public service design and delivery – witness the enormous power of Mumsnet which, along with powerful commercial interests selling products to ‘mums’ is more firmly than ever defining parenting as mothering. At every turn men and women are told they are deeply different and can expect different things from life. Only mothers are required to sign their babies’ birth certificates; the word ‘parent’ is constantly conflated with ‘mother’; and flexible working and ‘family friendly’ policies are continually presented as being ‘women’s issues’ (e.g. Family Lives Report, 2012);

Employers remain concerned about retaining valuable female staff but in the main have not yet understood that encouraging fathers to play a greater role in child rearing can assist with this goal, or that providing a more flexible working environment is likely to play a part in retaining top male as well as female talent. Employers still lag behind government and public opinion in welcoming initiatives such as more flexible parental leave. In the economic downturn, staff retention is less of an issue for employers, with work/life balance issues being downgraded in importance.

Over the past decade, the political and economic environment was receptive to our agenda and our impact on policy was significant, as outlined in our recent FI paper Advocating for Involved Fatherhood. But while some recent policy and guidance explicitly state that services should engage systematically with fathers and father figures (e.g. the Healthy Child Programme, Supporting Families in the Foundation Years and the NICE Guidelines on the social and emotional development of young children), there is no ‘come back’ on services which adopt a mother-only focus.

And while Children’s Centres are inspected to a limited extent on engagement with fathers, fathers are no longer mentioned in the guidance itself. In its inspections of schools, early years provision or social care services, Ofsted does not disaggregate between fathers and mothers in relation to ‘parental’ engagement; the Gender Equality Duty which theoretically requires publicly funded bodies to monitor and tighten up their service provision in relation to fathers and father figures has proved toothless; and the government has failed to enact Joint Birth Registration within the Welfare Reform Act, 2010 and backtracked on its Modern Workplaces. Its revised proposals on parental leave, touted as bringing flexibility, do not afford any real change towards sharing of parenting responsibilities by mothers and fathers. There is a commitment to amending the Children Act to support father-child relationships after separation, but the lobby against has been so vociferous that it remains to be seen whether any change will be meaningful.

Government is interested in couple relationships (which, by definition, should imply interest in involved fatherhood) and is supporting this with specific funding for specific projects which we are positioning ourselves to benefit from. However in wider policy and funding streams references to the relational aspects of family life are even less visible than references to fathers. Central government policy and guidance have proved powerful in the past in raising expectations that fathers must be engaged with and have provided the Institute (and others) with levers to sell training and require change. As the Coalition government continues its drive towards ‘small government’, policy making becomes scant and services slip back into dealing only with mothers. Currently the only serious ‘family’ policy is found in a focus on ‘troubled families’, and there the focus is clearly on mothers.

We hope you will enjoy and be impressed by the rest of this report, which reflects the hard work we have been doing to thrive in these uncertain times.
About the Fatherhood Institute

Who we are

The Fatherhood Institute (charity number 1075104) is the most respected fatherhood organisation in the UK, if not the world.

We’re not a membership organisation, and don’t campaign for fathers’ rights. Focused on policy, research and practice, we have a vision of a society in which there’s a great dad for every child – a society that:

- gives all children a strong and positive relationship with their father and any father-figures
- supports both mothers and fathers as earners and carers, and
- prepares boys and girls for a future shared role in caring for children.

What we do

Fathers’ impact on their children is huge, but our governments and institutions do little to support father-child relationships. We want a great dad for every child, and we work hard to keep fatherhood on the agenda.

We lobby for changes in policy – in the parenting leave system, in health, education, social care – so it better reflects what’s going on in modern families, where most fathers and mothers are hands on, while also trying to support their children.

Through training, audits and pilots of new, father-inclusive approaches we help employers, maternity services, schools and others ‘see’ and engage better with fathers and father-figures in the families they work with.

Our research summaries and policy briefings are highly respected by MPs, policymakers and researchers, and we work hard to find our way to the ‘top table’ with other key family sector organisations.

And we do what we can to chip away at the ‘mum knows best’ culture – communicating the value of active fatherhood and co-parenting, especially in the early years.

Why we do it

Alive or dead, present or absent, no matter their age, ethnicity or family structure, dads matter very much to their children – and therefore to society as a whole.

But all too often this is not reflected in government policies, in the way public services provide services to families, or in employers’ attitudes. Women are somehow thought of as the ones who take full responsibility for caring, and this assumption continues to shape many aspects of modern life.

For example:

- Fathers gain the legal status of parent by marrying the mother of their child, or by signing the birth certificate – if their child’s mother lets them. If fathers were expected to sign, with protections in place in the few instances where this would not be in the child’s or mother’s best interest, this would send out an important signal that fathers matter – and would ensure that almost all children would know who their father is.
- The UK’s parenting leave system enshrines in law that women are the primary care-givers and makes it impossible for most fathers to undertake early hands-on care with decent financial support. Flexible working is also much harder for dads to achieve: they have fewer grounds on which to ask for it, and are more likely than women to have requests turned down.
- Public services focus most, if not all, support on the mother from pre-birth onwards – including in those families in which parents separate.
- Local authority child protection services routinely fail to engage effectively with the men in the lives of children at risk – and this failure contributes substantially to child maltreatment and deaths.

The way families live has changed hugely in the last 50 years. We educate our girls to participate fully in the workplace; we have fewer children; rates of divorce and cohabitation are high; women now spend only a tiny portion of their lives pregnant or breastfeeding. But our legal and practice frameworks are still rooted in the 1950s.

We need these to catch up with modern realities – to value fathers as more-than-breadwinners and mothers as more-than-homemakers; to recognise the importance to children and mothers of all fathers, including those who are young or separated or otherwise vulnerable or disadvantaged; and to give families real choice over how to share earning and caring responsibilities in their households. That’s how we’ll deliver a great dad for every child.
Planning for our future

During 2012-13 we undertook a mid-term review and extension of our 2010 five year plan, identifying four key goals for 2013-17 (see the diagram below).

In common with many other small charities, the economic downturn is impacting on our financial prospects, as central government reduces the availability of traditional forms of grant funding and competition for limited resources increases.

We have been finding that in consortia bids for limited strategic funding, applicants limit the size of consortia and are therefore less likely to welcome small players like the Fatherhood Institute.

At the same time, funding models are changing and ‘payment by results’ is taking the place of standard grants. Sales of our training and consultancy services are also seriously diminished.

To maximise our effectiveness, we have been focusing our efforts on raising money for service delivery through grants from charitable trusts and foundations, but one of the major challenges of seeking funding through this route is that of resourcing some of the core functions of the organisation including financial and office administration, and press and media work.

I think it gave me confidence as a new Dad, it helped me to work out in my head what it would be like to have the baby, and to get used to how it would be, like you can’t go out so much. I would definitely recommend the course to anyone and we are going to the post-natal one too.

Mohammed Gill
Dudley father who attended Family Foundations course with wife before his first baby arrived

OUR VISION
A society that gives
• all children a strong and positive relationship with their father and any father-figures
• supports both mothers and fathers as earners and carers
• prepares boys and girls for a future shared role in caring for children

OUR MISSION
• To research, promote and support involved fatherhood and positive co-parenting

OUR GOALS
• To demonstrate and communicate the value of active fathering and co-parenting, particularly in the early years
• To embed father-inclusive practice within organisations that deliver services to families
• To demonstrate and communicate the value of active fathering and co-parenting, particularly in the early years
• To consolidate our position as the leading fatherhood organisation in the UK and worldwide
Funding successes

During the year, we secured a number of grants for our Dad Factor/FRED (Fathers Reading Every Day) programme in Manchester and London. These came from the SHINE Trust (£77,400 over two years), JJ Charitable Trust (£19,000), the Walcot Foundation (£25,900 over two years), and W O Street Charitable Fund (£3,000). This two-year project to deliver training in father-inclusive practice and Fathers Reading Every Day to schools is still underway in London and Manchester.

Our Fathers’ Story Week (FSW) intervention, which complements FRED, has been supported by a very generous anonymous donation of £20,000, and grants from the Tribal Foundation (£2,500), the Ernest Cook Trust (£5,000) and the Rachel Charitable Trust (£50) which allows us to provide materials to many schools across the country.

We are charging £2,000 - £3,000 to participate in research funding bids, to be on their Advisory Boards and provide some consultancy. Two bids which included us in this way have been successful.

A bid to the Relationship Support strand of the DfE’s new funding round – led by the Tavistock Centre for Couple Relationships – was successful and brings in up to £208,000 over two years (2013-15). The project is now underway and will deliver courses to children’s centre practitioners and strategic leads at 25 sites, focused on father-inclusive practice and supporting couple relationships alongside TCCR.

Our application to the EU (DG Justice Daphne III) was awarded in October 2012 and commenced activities in February 2013. We will deliver a version of our DfE Safeguarding Project, aiming to improve fathers’ engagement with child protection services in four countries in Europe: Wales, Finland, the Czech Republic and Bulgaria. This is worth a total of €600,000 over two years and contributes up to £75,000 of core costs over that period.

Allied to this, the Noel Buxton Trust has awarded us £5,000 which will be used to research the experiences and views of fathers in engaging with safeguarding services and to produce a DVD documenting our findings.

We received £50,000 from the Bernard Van Leer Foundation to conduct research and produce briefings, including a paper on advocating for involved fatherhood.

An application for core funding from the Garfield Weston Foundation which was made during 2012/2013 has subsequently resulted in a core grant of £25,000 for the Institute.
Our projects in 2012-13

Fathers and employers

As part of our strategy to engage fathers in the workplace, we have partnered, along with a range of other family sector organisations, in the creation of ’Family Friendly’ - a membership scheme coordinated by the Family and Parenting Institute (now called the Family and Childcare Trust, following the FPI’s merger with the Daycare Trust) and open to national, regional and local employers and organisations which market services to families.

During 2012-13 we completed our final set of expert ‘how to’ guides for the scheme, focusing on a range of topics including marketing to dads, creating father-friendly retail environments and helping staff with family responsibilities deal with domestic crises. The modules are now available to organisations which have signed up as members of the Family Friendly scheme. These include Easyjet, Travelodge, English National Ballet and Barclays.

We also finished creating Being a Dad, a package of web content for working fathers, which from 2013-14 will be distributed via work-life balance consultancy My Family Care, through employer intranets.

Our joint CEO, Adrienne Burgess completed delivery during 2012-13 of her valuable contract for ’Raising Clever Children’ seminars and coaching sessions for senior personnel in the financial services industry in Australia and the Far East. In 2011-12 she had worked with such personnel in the UK. During these sessions she reached 700 fathers (and mothers).

Engaging fathers in child protection

2012-13 marked the second year of a two-year project, funded by the Department for Education, in which we supported English local authority safeguarding services to engage more effectively with fathers and other men in families. This work addresses a need referenced in the Munro Review of Child Protection: Final Report (2011), about how better to engage with fathers where there are child welfare concerns.

Collaborating with the Family Rights Group, we worked with six local authorities to audit existing policy and practice and then develop and test a broad package of sustainable resources, consultancy and training and an e-learning package. All this was aimed at building stronger local safeguarding strategies, policies, procedures and practice for engaging with, assessing and supporting men as both risks and resources in the lives of their children.

All six participating authorities produced action plans to improve their policy, procedures and practices, and the external evaluation determined that the project resulted in significant improvements in social workers’ practice, despite major challenges in achieving strategic buy-in at local level, in a context of organisational change and resource constraints.

In order to conclude the project and disseminate the findings, the Fatherhood Institute and Family Rights Group held a strategic roundtable event in March 2013. The event was chaired by Professor Eileen Munro and attended by a wide range of academics and organisations. One of the event’s aims was to instigate further action from attendant agencies, and 16 separate organisations identified further actions that they could take to progress this work. This included David Lammy MP, who proposed to address this agenda through work with All Party Parliamentary Groups.

The knowledge and experience gained during this project enabled a successful application for funding from the European Commission to carry out a new safeguarding project across four EU countries. This will further develop knowledge and learning around effective engagement with fathers in child protection, and will culminate in an international conference in 2015.

FRED is a great initiative as it is focused and practical not fluffy, dads don’t like fluffy they want to get down and do.

Ursula Johnston
Community Partnership leader, Jubilee Primary School, Tulse Hill
Our projects in 2012/13 (continued)

Working with couples

In line with our goals of embedding father-inclusive practice in family services and communicating the value of active fathering and co-parenting, a key aspect of our work is to trial new approaches which acknowledge and seek to build on fathers’ vital role as active, hands-on parents.

During 2012-13 we have made considerable progress towards the development of ‘off the peg’ interventions suitable for UK settings.

> FAMILY FOUNDATIONS

This year was the second of our project to pilot Family Foundations – a well-evaluated pre- and post-natal programme for couples expecting their first baby together, which we have imported from the United States.

Originally developed as a nine-session intervention, we collaborated with its creator, Penn State University research professor Mark Feinberg, to create a seven-session version for trial in the UK.

We have worked in partnership with 4Children, with funding from the Department of Education, to deliver Family Foundations at 12 local authority sites in England. The Office for Public Management evaluated the project, to examine the outcomes (for couples and children) of mothers’ and fathers’ participation in the programme; the results will be published in 2014.

Implementation of the project was challenging due to lack of practitioner capacity in most sites, in a context of swingeing local authority budget cuts. In some areas we lost the commissioners completely, and this led to a lack of direction and lead for the authority.

But despite these organisational difficulties, Family Foundations has been universally welcomed by practitioners and families, and early evaluations show high levels of satisfaction from mothers and fathers, along with increased access to other services and enhanced collaborative partnerships between children’s services and health services.

Together with Children in Scotland, we now have a bid in to the Big Lottery for a small grant for a feasibility study of the possibility of running Family Foundations in Scotland. We will continue to seek partners for roll-out in other regions.

> CAN Parent

In December 2011 we won approval from the DfE as a parenting course provider, gaining entry into CAN Parent - a Government pilot aimed at destigmatising and stimulating a market for parenting support among mothers and fathers of under-5s.

Under the pilot, parents in three pilot areas - the London Borough of Camden, Middlesbrough and High Peak (Derbyshire) - receive £100 parenting course vouchers to spend on classes in their area.

We developed three Raising Happy Children workshops for the trial - two for parents of babies from 0 - 4, and one for separated parents – and these were made available from July 2012, with delivery managed through a franchise model (designed to keep our costs to a minimum).

All the workshops, based on the Family Foundations approach, were designed to help mums and dads function as a collaborative parenting team; understand the unique impacts that fathers have on their children’s early development; and learn to communicate better.

But in common with other approved providers, we found there to be considerable barriers to economic delivery, even using the franchise model. The centralised marketing of the scheme failed to capture the public’s imagination, so demand for the workshops was low; there were also problems finding affordable venues in which to hold the workshops.

Funding for roll-out of the first year of the project came from a capacity building grant from DfE, which enabled us to train and provide ongoing supervision to franchisees at each of the three trial sites. But in June 2013, after this funding had run out, we reluctantly took the decision to withdraw from the trial - as we felt that, in order to reach the targets set for the pilot, we would have needed to invest more than we could afford in core salary costs, and an targeted marketing – none of which would have been remunerated through the scheme.
We entered the pilot hoping that paid-for, or subsidised, parenting support might lead to a new and sustainable source of future funding. In the event, we can at least say that participation in the project enabled us to trial new courses and engage directly with parents. We were also able to influence the trial and evaluation as a whole to ensure that the marketing of the scheme was more father-inclusive than originally envisaged, and that the evaluation was more inclusive of both parents.

We also delivered well-evaluated training sessions for trainers and facilitators for another CAN Parent approved provider (Save the Children/FAST). And perhaps most importantly, we strengthened our reputation as a delivery body with sector colleagues, thus positioning us nicely for further joint working (for example with 4Children, Relate and the Tavistock Centre for Couple Relationships).

> **THE 3 OF US**

In early 2012 we joined The 3 of Us, a DfE trial similar to CAN Parent, but this time focused on exploring and stimulating the market for couple relationship support. For this trial we developed an online workshop called Raising Happy Babies, for expectant and new parent-couples having their first child together.

The workshop, again drawing on the Family Foundations model, was to be made available to parent-couples in Essex (Colchester, Braintree and Harlow), London (City, Hackney, Islington, Westminster), Leeds, Plymouth and York, at a subsidised price of £25.

Relationship counselling organisation Relate was to coordinate and market Raising Happy Babies, along with face-to-face options provided by Relate itself, and in the London areas by the Tavistock Centre for Couple Relationships. The online workshop went live in March 2013, but take-up of the whole scheme was low, and DfE decommissioned it soon afterwards.

As with CAN Parent, we developed useful experience and contacts through our involvement in the pilot, and although disappointed with the scheme’s failure, we do now have a high quality online course at our disposal, to try out in other contexts.

"The Fatherhood Institute almost gives permission to men to be active fathers. It is a thinking organisation that says being an involved dad isn’t emasculating."

Practitioner respondent to survey for *Advocating for Involved Fatherhood* paper
Our project in 2012/13 (continued)

Engaging fathers in schools

> **FATHERS’ STORY WEEK**

Fathers’ Story Week is our ‘taster event’, through which we support schools and other participating agencies to initiate and develop their engagement with fathers and father-figures. It gives them the chance to hold an annual, week-long celebration of fathers and their vital contribution to their children’s learning and development, during the week leading up to Father’s Day.

FSW is an appealing concept which brands fatherhood very positively, and it has attracted support from several Children’s Laureates, along with other writers and prominent celebrities, including actors, sportspeople and TV presenters.

For the 2012 version we invited schools and other participating agencies to pay £20 for a Fathers’ Story Week pack, full of resources to enable them to run successful FSW events and activities. Despite competition from the London Olympics and the Queen’s Jubilee, we sold enough of the packs to cover the costs of production. Many schools and other settings told us they found the resources and FSW more generally very useful, and that their involvement had helped to kick-start more in-depth father-engagement.

During 2012–13 we grew our celebrity supporter base substantially, to include TV and radio presenters Jeremy Kyle, Donal Macintyre, Joe Swift, and Mark Radcliffe; authors Michael Rosen, Julia Donaldson, Giles Andreae; actors Charlie Condou and Nick Makoha; and sportsmen Chris Boardman, Leroy Rosenior and Roger Black. We had great support from Charlie Condou, who included reference to FSW in his Guardian column ‘The Three of Us’, raising the importance and pleasures of fathers reading with their children.

A generous private donation ensured that we were able to offer Fathers’ Story Week resources for free in 2013, via a dedicated FSW website. We gave the week more of a focus on getting dads into reading, in order to maximise the opportunity to co-brand FSW with Fathers Reading Every Day, our new supported reading programme.

> **FATHERS READING EVERY DAY**

Fathers Reading Every Day (FRED) is a supported reading programme we have brought over from the US, and adapted for use in the UK. In the FRED programme, fathers spend 15 minutes a day for two weeks, reading with their children – then 30 minutes a day for a second two weeks. Each father documents the amount of time spent reading to their children and the number of books read. At the end the school or other family learning setting holds an event to celebrate all the great work the dads and children have been doing.

FRED in the US has been shown to improve children’s reading accuracy, comprehension and rate of reading; their writing; and their behaviour. It can also improve attainment in maths – and acts as a great way in to establishing wider engagement with fathers. Although FRED is a four week programme we expect it to instil new reading habits that can last the child’s primary school life.

In 2012–13 we started running FRED in Year 1 and 2 classes in seven primary schools in the London Borough of Lambeth, and two in Salford, Greater Manchester. This pilot project was funded by SHINE, Walcott Foundation and JJ Charitable Trust.

In the financial year 2012/13 the following activity took place:

- Research and knowledge gathering on implementation gaining an in-depth understanding of FRED
- Training of 31 staff in Lambeth on Father Inclusive practice and delivery of FRED
- Delivery of FRED programme in two Lambeth schools during the early spring term (Jubilee and St Jude’s schools, years 1 and 2): 70 children and their fathers completed the programme in this period. The remaining schools delivered the programme in the summer term.
During this period there was much work done working with all Lambeth schools on promotion of FRED within each school, planning for the upcoming launch events, including designing posters, banners, balloons and badges. There was liaison with Brixton Library, who supported the schools with library membership cards and we began the development of the final celebration event to be held in the library. This period saw the induction of the Salford co-ordinator and the planning of delivery within the Authority.

An important aspect of the planning in this phase was the development of a booklist that would be age and stage appropriate and attractive to fathers. We sourced books in dual language format to reflect the languages of the families taking part.

From April 2013, we began rolling out FRED to 1,200 Foundation Years children across four local authorities (Lambeth, Southwark, Leicester and York), thanks to a two-year DfE National Prospectus Grant.

Other projects

> DIRECT DELIVERY IN A LOCAL AUTHORITY

The London Borough of Richmond-upon-Thames commissioned us to run a series of sessions for fathers and mothers in children’s centres. We offered three course options: Hit the Ground Crawling (our course for new and expectant dads); Staying Connected (our course for separated fathers) and Raising Happy Children (our ‘learn parenting’ course for new mums and dads).

Recruitment of potential clients was to be 60% hard to reach and 40% self-referrals, and we managed recruitment and marketing in close partnership with children’s centres and central support teams. Recruitment to Raising Happy Children was most successful and as a result we held four very successful, well-evaluated workshops.

> YOUNG CARERS IN FOCUS

We are partners in a four-year project, aimed at improving the lives of children and young people with caring responsibilities, run by the Children’s Society and also involving leading mental health charity Rethink. Through this project we contribute to a Young Carers in Focus online network run by Makewaves, a safe social networking platform for schools; we are also supporting the young carers’ project workers to reflect on their practice. In spring 2013 we started work on a literature review about fathers and fatherhood in young carers’ families, which is due to be published as a joint Children’s Society/Fatherhood Institute publication in 2014.

> INTERNATIONAL WORK

In addition to our work in the financial services industry in the Far East and Australia, we undertook a piece of consultancy in Bulgaria, training colleagues there to embed father-inclusive systems in schools.

We also delivered consultancy to a consortium in the Czech Republic to support the development of our ‘Dads Included’ brand for employers in HR departments across the country. The first stage of this was a visit to the Fatherhood Institute from the Czech team, to undertake training in strategic approaches to policy development and development of the Dads Included brand.
**Our training and consultancy**

Many of our funded projects contain elements of staff training: fathers cannot be engaged effectively unless there is ‘whole agency’ commitment to welcoming dads in and supporting them, alongside mothers, in their roles as parents. This approach is known as ‘father-inclusive’ practice and we have been its proponents for many years, first through our 2003 Working with Fathers guide and most recently in our Dads Included Toolkit for Father-Inclusive Practice.

So what does a ‘whole agency’ commitment to father-inclusive practice look like? The diagram below shows the stages agencies go through on their journey towards father-inclusive practice. Most agencies are currently at Stage 2. Raikes et al (2005) found fathers are THREE times more likely to engage with parenting support/education when the service has reached Stage 5 or 6.

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**Stage 1**
- Nearly exclusive focus on the mother-child dyad
- Staff engage with a few fathers and only talk about the father if the mother raises the topic.

**Stage 2**
- Importance of fathers’ impact on children begins to be recognised
- Father-involvement occurs primarily through male-only activities, eg dads’ groups.

**Stage 3**
- The service: develops a conscious policy to include fathers
- enrols fathers alongside mothers systematically
- specifically informs fathers about the service, and
- encourages fathers’ involvement in a range of services.

**Stage 4**
- The service: times home visits to meet fathers as well as mothers
- engages thoroughly with fathers during visits
- encourages fathers to articulate their own goals and develop
- family goal plans with mothers
- attempts to meet with fathers more regularly
- consistently involves fathers in parent-leadership activities.
For most of the past decade, our work on father-inclusive practice was carried out within Children’s Centres and other early years settings. Since the financial crisis, local authority training budgets have been cut dramatically. Our decision to focus more on health markets (particularly health visiting and the roll out of the Department of Health Healthy Child Programme) has enabled us to begin to influence the DH at a senior level and gain access to cohorts of health visitors who may require training.

Our programme of one-day Father Inclusive Healthy Child Programme courses, funded by the Burdett Trust for Nursing, is now in its final year of delivery. By the end of the trial (January 2014) we will have trained 240 health visitors on 18 courses from Paignton in Devon to North Norfolk. The two year trial has been hugely valued and has had some significant impacts on practice. The trial is being rigorously evaluated by the University of Worcester, who will publish outcomes by June 2014.

You just scratch the surface and it’s there. You’ll be in a meeting and someone will say “men have tunnel vision – they can’t think about more than one thing at once.” Or one of the mums will come out with “men are like children” or “you have to leave them lists – they can’t cope on their own, bless them!” And the men are as bad. They’ll say “we can’t multitask” or “women are better with babies”. And even if they don’t say it, you see they are thinking it.

Practitioner respondent to survey for Advocating for Involved Fatherhood paper

Stage 5
The service:
• has an agency-wide commitment to attracting/involving fathers
• employs and trains a father-involvement co-ordinator
• consistently views fathers as co-parents
• views programmes as being as much for fathers as for mothers
• adjusts service delivery to meet the needs of working fathers/mothers
• helps both mothers and fathers to reflect on how each father contributes to his child’s health and development
• discusses fathers regularly (and includes them wherever possible) in case-conferences
• programme leaders commit to ongoing critical and reflective self evaluation on engagement with fathers.

Stage 6
The service:
• provides whole team with father-involvement training and includes this in induction
• holds all staff responsible for engaging with fathers (in job descriptions, supervisions, performance-evaluation etc.)
• has strategies to engage with non-resident fathers
• is aware of the different needs of different types of fathers – young fathers, fathers in families grappling with disability etc.
• signposts fathers effectively and works with those services to ensure fathers are welcome/assessed
• where such services do not exist, lobbies for these
• not only gathers details about fathers but assesses their needs holistically
• works with both parents on relationship issues or signposts to couple support or lobbies for couple-services
Policy, research and communications

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Annual Report 2012-13

Father-inclusive practice

Our success is built on a ‘pincer movement’: we work with government and others to change policy so that it requires engagement with fathers (not just with ‘parents’ – since this can all too easily be ‘heard’ as ‘mothers’). At the same time, as outlined on pages 14-15, through our training we seek to build the skills and self-confidence of front-line workers and the confidence and commitment of managers to engage dads.

A good example is our work in health visiting: from 2009 we sat on the committee that drafted the Healthy Child Programme and were able to ensure that fathers were explicitly mentioned in this important policy. It was as a result of this, that we were able to move into training the health visitors.

During 2012-13, we served on two important advisory boards which addressed policy – both in an area of enormous, continuing interest to us: early years.

- 4 Children Early Years leadership project: the purpose of which has been to support local authorities to commission services from the voluntary and community sector.
- DfE Strategic Partnership for Early Years Services: our most important contribution here was development of materials for the Families in the Foundation Years website which is a key part of this strategic partnership.

Government policy

This year we have scaled back our policy work, in order to focus our efforts on delivering our funded projects, and fundraising for the future. But we have continued to foster good relationships with Government ministers and civil servants in key departments including the Department for Education and Department for Work and Pensions.

We continued to monitor progress on the Government’s plans to introduce a ‘shared parenting amendment’ to the Children Act. And our policy briefing Addressing Fatherlessness (October 2012) www.fatherhoodinstitute.org/2012/addressing-fatherlessness-a-fatherhood-institute-policy-briefing/ set out, in response to political debate over ‘absent fathers’ and their potential role in preventing knife crime, the key measures by which Government could, in a holistic way, strengthen the active presence of fathers in their children’s lives.

The policy issue of the year for us has been re-design of the parental leave system proposed by the Coalition in 2011, to include a protected ‘daddy month’ and an individual entitlement for each parent to parental leave after 18 weeks reserved for mothers. In our June 2012 briefing Maternity Leave, Parental Choice and Child Welfare, www.fatherhoodinstitute.org/2012/fi-briefing-maternity-leave-parental-choice-and-child-welfare/ we set out our arguments in favour of the government’s proposals pitching ourselves against a powerful lobby made up of trades unions, business and women’s groups arguing against the Government’s visionary proposals. In July 2012 we urged the government to stick to its guns www.fatherhoodinstitute.org/2012/stick-to-your-guns-over-parenting-leave-reform-fi-urges-government/, in the face of a concerted campaign to undermine its plans.

Sadly, the government caved and in November announced changes to the system from 2015, which would allow mothers to transfer maternity leave to fathers from 2 weeks after the birth – but with fathers having no individual entitlement to more paternity leave, nor any ‘protected’ parental leave. Together with leading academics who are experts on parenting leave reform we continue to lobby for a more equitable, Scandinavian-style system www.fatherhoodinstitute.org/2012/parenting-leave-how-would-the-fatherhood-institute-want-it-to-work/.

We have been building on interest among some politicians in active fatherhood. A key proponent is Rt Hon David Lammy MP, who convenes the All Party Parliamentary Group (APPG) on Fatherhood and has prepared a paper on fatherhood to
present to the Labour Party as, looking towards the next election, it develops its policies. During this year we have supported the APPG, as well as helping David produce his fatherhood ‘position paper’. One of our Trustees, Professor Tina Miller, has also been involved. We took part in fringe debates at the Conservative and Labour party conferences as part of the ‘Family Room’ coalition of charities, contributing to sessions focused on parenting and couple relationship support; fatherlessness and knife crime.

A disappointment has been our continued failure to persuade the Coalition to enact legislation already passed by Parliament in the Welfare Reform Act, introduced by the previous administration. This would have made joint birth registration mandatory for unmarried parents – as it currently is for married parents. With more than half of first births now out of wedlock, the issue of all children of having both parents’ names on their birth certificate becomes more and more salient.

Research summaries

One of our great frustrations is our inability to raise funds to update the research summaries which provide the evidence base for our work. Our Costs and Benefits of Active Fatherhood, published in 2008 and freely available on our website www.fatherhoodinstitute.org/2008/fatherhood-institute-main-research-summary-the-costs-and-benefits-of-active-fatherhood/ is cited all over the world, and it pains us to be unable to update this with the wealth of new research flooding in from academics in all corners of the globe.

A welcome exception has been a grant from the Van Leer Foundation, which enabled us to compile and publish a critical review of parenting programmes and policy that engage fathers. Fatherhood: Parenting Programmes and Policy – A Critical Review of Best Practice www.fatherhoodinstitute.org/2012/fatherhood-parenting-programmes-and-policy-a-critical-review-of-best-practice/ is now freely available on our website. A shock finding was that none of the internationally renowned programmes that help parents manage their children’s behaviour proved to have an evidence base for effectiveness with fathers. In fact, where evaluation had been carried out (and there was little of it) the results with fathers were not encouraging. An important reason, researchers have suggested, is that the programmes are consciously or unconsciously mother-directed.

We have also managed to build in funding in our Young Carers project and in the EU safeguarding project for literature reviews, to be written next year, but none of this work goes any way towards updating our main research summaries.

Communications work

This year our budget for communications work has been severely restricted, so we have focused on lower cost approaches to retaining and increasing our profile, such as building awareness through social media and responding to requests for comments from TV, radio and print media.

We have also written and contributed to pieces for The Guardian, Daily Telegraph, Times and Sunday Times, amongst others and published ten blogs on our own website during the year, commenting on a range of subjects, from NHS Health Scotland’s decision to remove the word ‘father’ from a parenting leaflet, to the need for better support for young fathers, the importance of actively recruiting fathers to parenting support and other services, and the sexism of supermarkets’ Christmas TV adverts.

We sent out 12 e-newsletters and e-shots to our database of around 8,000 key professionals, as well as communicating about Fathers’ Story Week with a further 12,000+ primary schools. During the 2012-13 financial year we had around 220,000 page-views on our website; we also grew our Twitter following from around 500 to almost 2,000; and started a Facebook page, which by the end of March 2013 had more than 300 followers.


We also did some limited, targeted communications work to support our policy goals, for example coordinating key academics and opinion formers to write ‘letters to the editor’, and briefing journalists on the Government’s parenting leave reforms.
Governance

We lost our hugely committed and inspirational chairman Jolyon Maugham, along with two other long-standing trustees, James Spackman and Carolyn Unsted, this year.

Our new acting chair is Mark Bunting (Head of Strategy, BBC). New to the Board are Arturo Franco (Managing Partner, Turnlight) and Humera Khan (Consultant on Muslim, social and multicultural issues).

Also on the board are: Martin Field (Development Director, British Liver Trust), Tim Linehan (Project Lead Family and Parenting Institute), Professor Tina Miller (Oxford Brookes University), Julian Shaw (Finance & Operations Director, Simon & Schuster UK) and Charlotte Vere (Founder, Women On).

We are in the process of refreshing and extending our Board and anticipate welcoming new Board members during 2013.

Thanks to our staff

David Bartlett, Strategic Partnerships Manager
Adrienne Burgess, Joint CEO & Head of Research
Jeremy Davies, Head of Communications
Jeszemma Garratt, National Practice Development Manager
Fiona Harrison, Fundraiser
Chris Hyland, Finance Manager
Katherine Jones, Joint CEO & Head of Training
Mark Osborn, Programme Manager – Safeguarding
Charlie Rice, Head of Health and Corporate Development

Thanks to our funders

Thank you to all of our funders who have supported our work during the past year including:

- Annandale Charitable Trust
- Bernard Van Leer Foundation
- Burdett Trust for Nursing
- Clare King Charitable Settlement
- Department for Education
- Dulverton Trust
- EF Bulmer Benevolent Fund
- Ernest Cook Trust
- Garfield Weston Foundation
- JJ Charitable Trust
- Lindsay Foundation
- Mercers’ Company
- Modiano Charitable Trust
- N & P Hartley Memorial Trust
- Noel Buxton Trust
- Rachel Charitable Trust
- Ross Warburton Charitable Trust
- SHINE Trust
- Tribal Group
- Trust for London
- Walcot Foundation
## Summarised financial statements

**For the year ended 31 March 2012**

<table>
<thead>
<tr>
<th>Income and expenditure</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations and grants receivable</td>
<td>563,247</td>
<td>787,609</td>
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<tr>
<td>Consultancy and publications</td>
<td>118,040</td>
<td>120,846</td>
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<tr>
<td>Investment income</td>
<td>164</td>
<td>69</td>
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<tr>
<td><strong>Total income</strong></td>
<td><strong>681,451</strong></td>
<td><strong>908,524</strong></td>
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<tr>
<td>Expenditure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff costs</td>
<td>366,455</td>
<td>388,985</td>
</tr>
<tr>
<td>Activity costs</td>
<td>315,889</td>
<td>488,242</td>
</tr>
<tr>
<td>Governance</td>
<td>3,351</td>
<td>4,350</td>
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<tr>
<td><strong>Total expenditure</strong></td>
<td><strong>685,695</strong></td>
<td><strong>881,577</strong></td>
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<tr>
<td><strong>Net incoming / (outgoing) resources for the year</strong></td>
<td><strong>(4,244)</strong></td>
<td><strong>26,947</strong></td>
</tr>
</tbody>
</table>

### Balance sheet

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed assets</td>
<td>4,245</td>
<td>(-)</td>
</tr>
<tr>
<td>Current assets</td>
<td>434,629</td>
<td>188,806</td>
</tr>
<tr>
<td>Creditors - falling due within one year</td>
<td>(401,997)</td>
<td>(147,685)</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td><strong>36,877</strong></td>
<td><strong>41,121</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Funds</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>(-)</td>
<td>2,885</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>36,877</td>
<td>38,236</td>
</tr>
<tr>
<td><strong>Total funds</strong></td>
<td><strong>36,877</strong></td>
<td><strong>41,121</strong></td>
</tr>
</tbody>
</table>

### Reporting on summarised financial statements

The information on this page is extracted from the full 2012/13 Financial Statements which have been audited by Elliott Bunker Limited who gave an unqualified audit opinion on 4th June 2013.

The auditors have confirmed to the Trustees that these summarised financial statements are consistent with the full 2012/13 Financial Statements.

The Financial Statements were approved by the Trustees and signed on their behalf on 4th June 2013.

These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the organisation.

The full 2012/13 Financial Statements are available on request from:

The Charity Secretary
Fatherhood Institute
Unit 1, Warren Courtyard
Savernake
Marlborough
Wiltshire
SN8 3UU

Telephone 0845 634 1328

Mark Bunting
Acting Chair
The Fatherhood Institute is the most respected fatherhood organisation in the UK, if not the world.

We’re not a membership organisation, and don’t campaign for fathers’ rights. Focused on policy, research and practice, we have a vision of a society in which there’s a great dad for every child – a society that:

• gives all children a strong and positive relationship with their father and any father-figures
• supports both mothers and fathers as earners and carers, and
• prepares boys and girls for a future shared role in caring for children.

To achieve our vision we:

• collate, participate in and publicise research on fathers and fatherhood
• lobby for legal and policy changes
• help public services, employers and others become more father-inclusive, and
• work directly with families.

We are a UK registered charity, number 1075104.