



# Delivering Differently

April-Dec  
2020

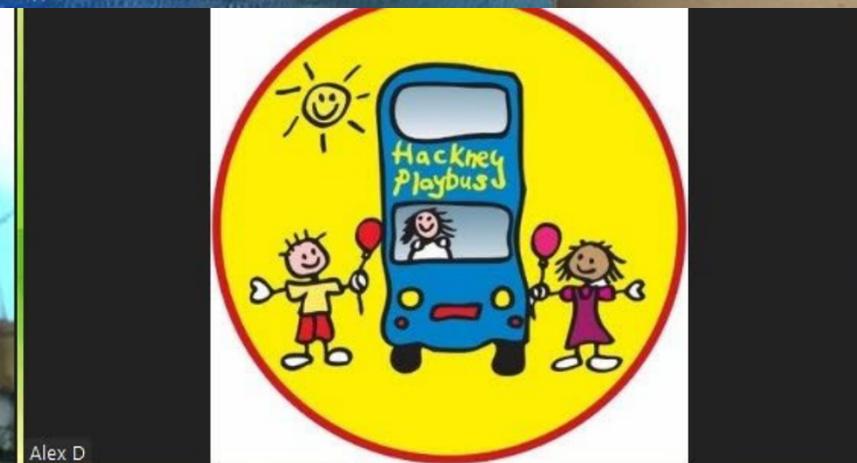
167  
Zoom sessions

95%

Parents and carers learned new songs  
because of Hackney Playbus Zoom sessions

66%

Parents and carers say their  
child sings more often than they did  
before attending Hackney Playbus  
Zoom sessions



89%

Parents and carers agree or strongly agree that attending Hackney Playbus Zoom sessions helped them feel more connected with others during the pandemic



# What do you and/or your children enjoy most about Hackney Playbus Zoom sessions?

It's fun and interactive

They feel happy any time when I tell them we are going on Zoom for Hackney Playbus

My daughter loves to sing with others. She knows the routine and songs, and now likes to join in. She is gaining confidence and likes showing off! She likes to see children she knows on the zoom chat.

The chance to see other families that we are currently unable to see and the feeling of community. Also just very fun and reminds us about singing and how good it is to do together.

Seeing families we know

Hackney Playbus, always ask about my child favourite songs and toys he enjoying playing with

Not needing to change out of pijamas

The leaders are so friendly and welcoming, they make the children so happy....they can also see other babies and get excited singing.





168

play vidoes  
produced

17

Play episodes  
ona theme

116

different play  
activtities

We recorded:

17 Songs

18 Stories

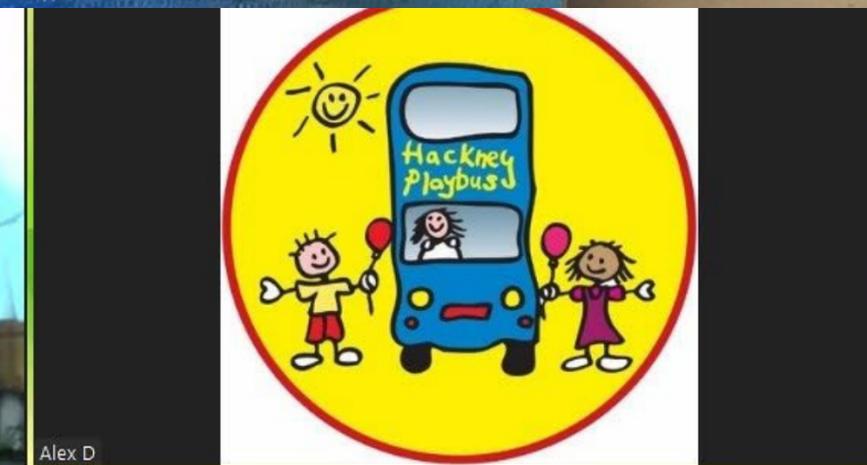


95%

Parents and carers agree or strongly agree that watching Hackney Playbus play videos gave them more ideas about ways to play with their children at home during lockdown

93%

Parents and carers say that Playbus play videos helped them understand that play is important for their child's learning and development



96%

Parents and carers say that their child has tried new activities or ways of playing because of Hackney Playbus play videos



# What do you and/or your children enjoy most about Hackney Playbus play videos?

They are fun and inspiring

Videos on YouTube as you can watch anytime

They learn new things any time they watch the video

Just watching you all still having fun and showing us how to still stay positive.

Just the new ideas! It's very easy to get used to doing the same things and not always have the time to work out new things yourself. They're also very easy to do and inexpensive.

It's hard to come up with enough ideas as well as energy to keep toddlers busy in normal times, but add lockdown to this and you start to lose ideas. The videos helped by encouraging me and my son to try different activities in our home.

How to use simple resources, low cost and easily available to do amazing things.

Materials for activities can be found around the home.

382  
Bookstart  
packs  
delivered





# Bookstart Feedback

It was such a lovely surprise. Having some lovely books arrive was so lovely, thank you.

Thank you for the books she loves them especially the ones with the black and white shapes. It is amazing to see her face now that she is more attentive to the words. She is starting to turn the pages.

I love watching my daughter read this book to my son. She talks him through the images and the patterns draw him in.



Mum was crying on the phone, saying she wasn't in a good place but that receiving the Bookstart pack really made her day and gave her a reason to feel happy. (Telephone call log)







Volunteers  
preparing  
Bookstart  
Packs for  
delivery

# 9 Outdoor Sessions



Supported  
82  
families  
over the phone

Received

41

referrals

# 20 E-newsletters

80%

Parents and carers found out helpful information about support services from the Hackney Playbus e-newsletter

68%

Parents and carers made use of a service or services as a result of information provided in Hackney Playbus e-newsletters

# Signposted to 108 services



|                                      |    |
|--------------------------------------|----|
| Food Provision                       | 14 |
| Financial Hardship                   | 15 |
| Health                               | 11 |
| Mental Health                        | 4  |
| Housing                              | 7  |
| Education and Childcare              | 9  |
| Parenting/Play and Child Development | 17 |
| Domestic Abuse Support Services      | 4  |
| Migrant Support Services             | 4  |
| Children's Activities and Sessions   | 19 |
| Other                                | 6  |

# Number of services by type of support

Statistics based on survey responses  
completed by 45 individuals