



Clio Whittaker

Where I work



Camden, City of London, Southwark, Hackney...

What is Ampersand?

- Private company
- Set up in 2007
- Innovative
- Independent
- Creative

What London is like

- Huge range of experiences: economic, cultural, social, linguistic...
- Rapidly expanding population
- Changing benefit rules
- Expensive
- Lots of babies!

What I do

- Develop and deliver learning for parents/carers (adult only) and families (adults and children together)
- One-off workshops – from 30 mins to 2 hours
- Courses – mostly 4/5 sessions
- Advice/consultancy for schools

Who pays me

- Local government - Adult and Community Learning departments
- Central government – Dept for Education
- Schools
- Museums

Easy to Read

- 2-hour workshop delivered in Camden since 2008, universal recruitment
- Parents/carers of children learning to read (aged about 4-7 years)
- Builds on existing collaboration between home and school
- Nearly 500 parents have attended over 5 years
- Good evaluation, developing impact measures

Christopher Hatton School, 25th September 2013



Once Upon a Time

- DfE [CANparent](#) universal trial in 3 areas
- Vouchers - to 'stimulate the market'
- Short parenting course of 4-5 sessions
- Children's books open up discussion of children's experiences
- Leads on to parents' feelings and behaviour
- Creative element to each session
- Free books

Museum of London workshop

August 2013



Challenges for Ampersand

- Short-term funding
- Lack of investment
- Changing political priorities
- School perspectives

Potential for Ampersand

- Flexible
- Responsive
- Innovative
- Partnership
- EU tendering regulations

- Neuroscience