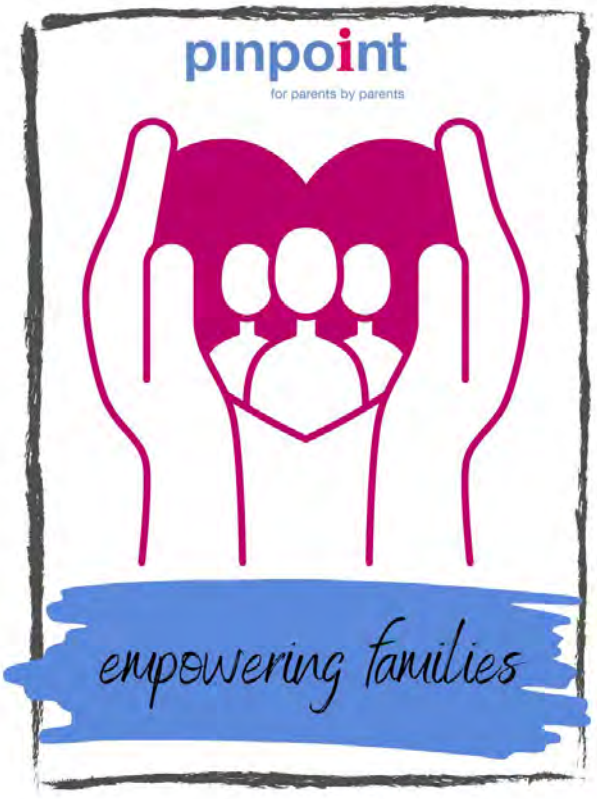
2025-2026 ANNUAL REVIEW

# pinpoint

for parents by parents




SUPPORTING, INFORMING, INVOLVING AND EMPOWERING CAMBRIDGESHIRE PARENT CARERS

# JANET DULLAGHAN
## Chair of Trustees



*As the Chair of the Trustee Board,*

I am pleased to share this year's Annual Review and reflect on our work over the past year.

It has been a year of continued growth in both our reach and our impact, alongside an increasingly important role in ensuring that the voices of parent carers are not only heard, but acted upon. As demand for support continues to rise, our work in bringing together lived experience and system insight has never been more important.

This report highlights our engagement across Cambridgeshire. We have worked with a wide range of families navigating complex systems, ensuring that lived experience informs discussions about services, policy and system change. We are reaching more families earlier in their journeys, helping them to feel informed, connected and better able to advocate for their children.

This work is taking place in a period of significant change. Systems are evolving, organisations are restructuring, and long-standing relationships are shifting as roles change and staff move on. In this context, it has never been more important to ensure that parent carer voices remain visible, consistent and influential. Continuity of lived experience must help shape new arrangements and ensure that insight is not lost.

Our work is not just about listening — it is about influence. We have strengthened relationships with partners across health, education and social care, and are seeing clear evidence that parent carer feedback is shaping decisions, informing service development and improving practice.

Our reach continues to expand, including to families whose voices are often underrepresented. At the same time, we have delivered a significant programme of work with a small, committed team, supported by the insight and contributions of parent carers themselves.

However, challenges remain. Many families continue to experience delays, gaps in provision and inconsistency in support. Our role remains both collaborative and independent — working with partners to improve services while also providing constructive challenge where needed.

We have also seen our impact beyond the local area. This year, the evidence we submitted to government was not only acknowledged, but published and used to inform national discussion. This reinforces the importance of clearly evidenced lived experience in shaping both policy and practice.

Looking ahead, we will continue to extend our reach, deepen our impact and ensure that parent carer voices lead to meaningful and lasting change.

I would like to thank our funders and partners, our Board of Trustees, our staff team, and our parent carer champions and wider community. Together, this collective effort enables us to make a real difference.

I commend this report to you and look forward to continued collaboration in the year ahead.

Janet

# HELLOS & GOODBYES

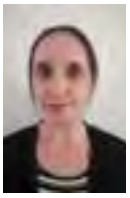
We said goodbye to Toby Flynn who left us to pursue further opportunities in IT and Michelle who has gone to complete her degree. Dawn Hall, who has supported Pinpoint for many years stepped down to spend more time with her family. Sarah Guscott also stepped down as a trustee but continues to work with us in her professional role as an OT and published author.

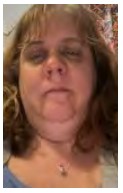
We welcomed Sally Burgess, Tracey Tye and Danielle Estall to the team. They bring great experience as parent carers and kinship carers. Danielle has a specialism in early years. Tracey has been a long standing Pinpoint Champion. Sally is working to become a qualified counsellor.

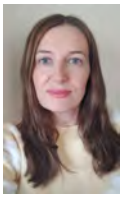
Sally Hinds and Judith Hawley became our new trustees. Sally has background in bio sciences and is a primary learning support assistant. Judith brings expertise in HR, Health and Safety and also has a science background.

We want to continue to expand and strengthen the board and welcome the opportunity to speak with anyone who may be interested. We particularly want to hear from parent carers with children and young people in education. We acknowledge that time is precious, and we can be flexible in the demands we make of trustees.


Sarah Guscott


Michelle Quail


Dawn Hall


Sally Burgess


Tracey Tye


Danielle Estall


Sally Hinds


Judith Hawley

# Our year in numbers

Pinpoint has had another busy year working with parent carers on our participation work to help improve Cambridgeshire services for families with children and young people with SEND (Special Educational Needs and Disabilities).

**4,847**
**Social media followers**

**2,550**
Parent carers attended Tii Hubs, workshops and groups

**111**
Strategic meetings with parent carers represented

Workshops & Tii Hubs
**169**

**31**
Participation opportunities

**125,462**
Webpage views

**19**
Pinpoint Champions

# Meet our Team

Pinpoint is a Charitable Incorporated Organisation governed by a board of trustees. The Board, many of whom are parent carers of children with SEND, shapes the strategic direction of Pinpoint, provides its governance assurance, and oversees the Chief Executive Officer.They work hand in hand with the staff team, who are also parent carers, to make the strategic aims into operational activity.The staff, in turn, listen to parent carers and shape Pinpoint's offer accordingly, in line with the funding we receive.

Trustees are volunteers and meet once or twice a month to fulfil their roles. Our staff team are all part-time and term-time only, with the exception of the CEO who is part-time year-round. The staff team all have specific roles but are multi-skilled and able to cover multiple operational functions, as needed in such a small team.

## Our Trustees



Janet Dullaghan
Chair of Trustees



Sue Berry
Vice Chair of Trustees



Tina McKewan
Treasurer



Hasan Amjad
Trustee



Sally Hinds
Trustee



Kerry Swannell

Co-optee

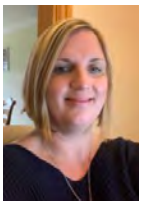


Judith Hawley
Trustee

## Our Staff



Sarah Conboy
CEO



Lisa Belton
Deputy CEO



Linda Green
Engagement and Participation Officer



Philppa Waller
Engagament and Participation Officer



Bianca Cotterill
Finance Officer



Anna Webb

Administrative Officer



Sally Burgess
Session Host



Danielle Estall
Session Host



Tracey Tye
Session Host



Amy Wyles

Communications Officer



Karina Whittington
Session Host

# OUR CORE BUSINESS

pinpoint
for parents by parents

## We are the DfE Parent Carer Forum for Cambridgeshire and part of the National Network of Parent Carer Forums

As Cambridgeshire's Forum, we are also a member of the Eastern Region Parent Carer Forum (ERPCF) and active members of the regional SEND Network.

We attended a one-day National Network of Parent Carer Forum (NNPCF) Conference. We have taken part in training throughout the year. Our contribution was recognised by both the Secretary of State and School Ministers.

We have worked with Department for Education colleagues to ensure voices from our region have been heard directly by those delivering national policy and practice. The Eastern Region is the only region to meet regularly with the DfE Regional Director.

The ERPCF commissioned Forums to undertake new Health work, such is the strength of our network.

Sarah, our CEO, is a representative for the ERPCF working regionally, as well as Chair of the regional forum. Lisa, our Deputy CEO is a regional and national representative too.

East of England Region
NNPCF
National Network of Parent Carer Forums
'Our Strength is our Shared Experience'
www.nnpcf.org.uk

### Local Authority and Health Parent Participation and Co-production

Demand for support for children and young people with special educational needs and disabilities continues to rise, placing pressure on services, schools and families. The local authority continues to struggle with the volume of Education, Health and Care Plan (EHCP) requests and delays in meeting statutory timescales, although new resources are being directed to address this. Much of the authority's capacity has focused on delivering the post-inspection improvement plan and reorganising services to manage EHCP demand. This has limited capacity to progress wider developments across the SEND system and respond to emerging pressures being reported by families and schools.

In this context, the role of the Parent Carer Forum is more important than ever. We continue to ensure parent carer voices are heard, signpost families to support and provide opportunities for peer connection. Through our engagement work we share parent carer feedback with partners and ensure lived experience informs discussions about service improvement and system priorities. We also continue to provide workshops, information sessions and peer support opportunities which help families understand services and feel less isolated.

The authority remains committed to co-production and we continue to embed co-production in our work with partners. As we enter the new financial year there will be renewed focus on strengthening co-production across the partnership and ensuring families are involved in shaping improvements.

The reorganisation of the Cambridgeshire and Peterborough Integrated Care System (ICS), with over 50% of staff expected to leave, is creating disruption and reducing capacity for engagement. We expect some long-standing relationships to be lost as staff leave posts. We are focusing on building new relationships, maintaining partnership working and ensuring parent carer voices continue to influence services. We have written to the Chief Executive to highlight these concerns and stress the importance of maintaining effective engagement with the forum during this period of change.

Cambridgeshire County Council

Department for Education

NHS

Cambridgeshire & Peterborough Integrated Care System

# PROJECT UPDATES

**In 2025-26 we actively sought additional funding, which led to several new projects.**




pinpoint Champions




pinpoint Tii hubs

***WHAT PARENT CARERS TELL US:***

*"Just having some common sense."*

*"Fantastic session where I had an opportunity to connect with other parents in similar circumstances. I left feeling validated and with much greater knowledge of what is a very complex legal process. Thank you."*

*"Fantastic sesion with practical advice and very validating."*

*"Extremely welcoming."*

**Parent Connect Sessions**

These are new in-person sessions taking place across each district, giving parent carers the opportunity to meet face-to-face each month. Funded by the National Lottery, these sessions help us reach families locally, provide peer support and gather direct feedback from parent carers about their experiences and the support they need.

**Pinpoint Champions**

We continue to support and gradually grow our cohort of Champions. This small but committed group advocates for parent carers, offers peer support and signposts families to services. Champions also share feedback on services and support our engagement work with partners.

**Pinpoint Tii Hubs**

Our virtual Tii Hub groups have been running since 2022. Weekly term-time drop-ins provide a safe space for parent carers to seek support, share experiences and be signposted to services. Monday sessions are open to all parent carers.

We have also piloted sessions for families of children with profound and multiple difficulties, recognising their more complex needs. We continue to explore ways to reach this group, and additional support has enabled us to introduce a monthly Cambridge Tii Hub.

**Pinpoint Workshops**

Originally funded by the Opportunities Area, these sessions now continue with support from the County Council due to their value to families. Workshops respond to the issues parent carers raise and cover a wide range of topics. They are an important part of our participation work, providing feedback through surveys and discussion. Sessions have moved to lunchtime to make them more accessible for working parent carers.

**Twilight Sessions**

These evening sessions were developed in response to parent carers who cannot attend during the day. Running in the evenings, they have proved very popular and attract strong attendance. Funded this year by Huntingdon Freemen's Trust, we will continue to offer them while funding and volunteer hosts are available.

COMMUNITY FUND

Cambridgeshire County Council

Huntingdon Freemen's Trust

# PROJECT UPDATES

**Location-based Offer – Huntingdon**

We have delivered a location-based project in Huntingdon for four years with funding from Huntingdon Freemen's Trust. The project has evolved from training Pinpoint Champions in schools to offering wider support for families. We are pleased to have secured further funding from Huntingdon Freemen's Trust to continue a monthly Huntingdon Parent Connect session and to provide free neurodiversity booklets to Huntingdon families. We also run Tii Hubs at the Maple Centre in Oxmoor.

**Neurodiversity Book**

Working with Essex partners, our ICS funded a Cambridgeshire version of the neurodiversity book. With additional funding from Cambridgeshire and Peterborough Foundation Trust copies were distributed to every GP practice and over 300 schools in Cambridgeshire. The book has been viewed by 7,774 parent carers and is supported by training for parents, schools and professionals.

**Customer Relationship Management System and Digital Investment**

Funding from the Cambridgeshire and Peterborough Combined Authority (CPCA) enabled us to invest in a new CRM system to better understand who we reach and strengthen participation insight. We also secured iPads to gather feedback at events and laptops to support staff to work efficiently and demonstrate impact. Microsoft Research, Via the Cambridgeshire Community Foundation, helped us update our website.

**PINS – Partnership for Inclusion of Neurodiversity in Schools**

Funded by NHS England, we continued supporting schools through the second year of the PINS programme, strengthening collaboration between schools, professionals and parent carers to improve support for neurodivergent pupils. Our work was recognised by the regional team and we were pleased to host a national visit from Dame Christine Lenehan to showcase progress locally.

***WHAT PARENT CARERS SAY ABOUT OUR NEURODIVERSITY BOOK***

*"I felt a bit sad that my parents didn't have this for myself but that I learned more from actual neurodivergent people in this book than anywhere else bar my own hyper fixation on*

*"Information that other parents shared has helped me clarify how to understand my child and given me direction on my doubts."*

*"This is an amazing resource that has given me so many ideas of how I can support my little one. Thank you so much!!"*

*"Makes me feel more confident about how to move forward and how to support my child. Also will help me explain to my husband why she needs different support to other children as he thinks its all just behavioral."*

# Commentary On The Year

Parent carers continue to report that it is a fight to get – and keep – the support their children need. Many say it is difficult to have their voices heard consistently and that they are sometimes not believed when they describe the challenges their children face, particularly when those behaviours are mainly seen at home. Professionals also report feeling overwhelmed by the growing number of children needing support, and assessment services share their frustration that they cannot see children within the timescales they would wish.

These experiences were reflected in the 2025 Area SEND Ofsted and CQC inspection. Inspectors found that children and young people with SEND in Cambridgeshire have inconsistent experiences and outcomes, and that delays in Education, Health and Care (EHC) assessments and annual reviews mean some children do not receive the support they need quickly enough. The report also highlighted long waits for neuro-developmental assessments and variable support while families are waiting.

All of this can sound bleak for a team of parent carers who remain resolutely optimistic. However, optimism is what keeps us focused on improving the system and experiences for families. The SEND system continues to face significant pressure from limited resources and rising demand since the pandemic. We have seen the Local Authority and Health partners working to secure additional resources and improve services despite these challenges.

Resilience across the system is low for both professionals and parent carers. As a Parent Carer Forum, our role is to remain constructively engaged so that parent carer voices influence decisions. While some families understandably want us to campaign publicly, our role focuses on providing honest feedback and working collaboratively to improve services.

The publication of the SEND Reform consultation and proposed White Paper has also raised concerns among parent carers. Some fear their children could lose support or that legal entitlements may change, leaving children without the help they need. While the proposals do not state this directly, concerns centre on whether the system will be sufficiently resourced and able to provide appropriate support for the increasing numbers of children expected to be educated in mainstream schools. We are supporting parent carers to understand the proposals and encouraging them to share their views with government through the consultation.

Against this challenging backdrop, our work becomes even more important. When families feel isolated or overwhelmed by the system, they need support more than ever. Providing clear information, peer support and opportunities to share experiences helps parent carers build confidence, navigate the system and advocate for their children.

Our “You Said, We Did” report shows how parent carer feedback shapes the work of local services. While it may appear that Pinpoint is a large organisation, we are in fact a small team of eight part-time parent carers with lived experience and a budget that only just balances.

Despite this, our determination remains strong. That commitment to working together to improve the system is what will ensure we continue to be here for families in the years ahead.

# Our new 5-year strategic plan 2023-28

As we moved into 2024, we set ourselves an ambitious agenda. Alongside continuing our core work and strategic priorities – extending our reach and empowering parent carers, promoting co-production and influencing policy and practice – we began implementing a business plan focused on financial sustainability. We are pleased to report that we have made good progress against these goals and remain strongly focused on delivering outcomes for parent carers while ensuring that Pinpoint remains a sustainable organisation able to support families in the years ahead.




A key focus this year has been developing ways to generate modest additional income to reduce our reliance on grant funding. With support from the National Lottery, we have begun developing a trading offer that will allow us to share our training and resources more widely while maintaining free support for families locally. This includes developing an online trading and subscription model so that professionals and families outside Cambridgeshire can access our resources for a modest charge. Our training materials and resources, including those developed alongside the neurodiversity booklet, form an important part of this future income generation.

This year required significant effort to maintain and build relationships across health, social care and education during a period of change. Despite stretched capacity, we continued working closely with the Local Authority and health partners to support delivery of the SEND Action Plan following the Area SEND inspection.

We also supported schools through the Partnership for Inclusion of Neurodiversity in Schools (PINS) programme, helping strengthen collaboration with parent carers and improve understanding of neurodiversity. This included supporting mini parent carer forums and joint working between professionals and families to improve practice.

Alongside this, we began preparing for potential local government reorganisation. Although the final structure is not yet known, we have used team away days to consider how Pinpoint may need to adapt, focusing on ensuring parent carer voices remain heard and building relationships with future partners.

Throughout, we remain focused on our core purpose: ensuring parent carer voices shape services and that families feel supported, informed and empowered.

# OUR IMPACT

## MEASURING OUR IMPACT

As demand for support continues to grow, it is increasingly important that we clearly understand and demonstrate the difference Pinpoint makes for parent carers and the wider SEND system. Our work has consistently delivered strong outcomes, and through the introduction of enhanced impact and social value measurement tools, we are now able to evidence this impact — and the return on investment — more robustly.

We have strengthened our approach so that we can demonstrate not only the scale of our reach, but the difference our support makes. Our data shows consistently high outcomes year on year, with parent carers reporting increased confidence, improved understanding and reduced isolation. This indicates that our model continues to deliver sustained impact over time, rather than one-off engagement. We combine multiple sources of evidence, including session feedback, lived experience through parent carer voice, and validated tools to measure wellbeing and social value. This enables us to build a comprehensive picture of impact at both an individual and system level.

This is important for us as an organisation to ensure we continue to learn, improve and deliver what families need most. It is equally important for parent carers, as it ensures their experiences are heard, valued and used to shape services. For funders and partners, it provides clear, evidence-based assurance that investment in Pinpoint delivers strong and sustained impact, representing high value for money within the wider SEND support landscape.

## IMPACT AND RETURN ON INVESTMENT

Pinpoint delivers strong and sustained impact for parent carers across Cambridgeshire, while providing clear value for money for the wider SEND system. Our work focuses on early engagement, supporting families to understand processes, access appropriate support and take action before issues escalate. This preventative approach reduces the likelihood of crisis, conflict and more resource-intensive statutory intervention, demonstrating a clear return on investment.

**£1 → £235–£350**
Social Value Return

**£62–£72m**
Annual Social Value

**£450–£520m**
Lifetime Value

**Prevention Saves**
Millions Annually

**£80k–£100k**
Lifetime Wellbeing Value

Social Impact tool used: HACT Social Value Bank methodology

**£600k–£1.4m**
Health Savings

**£200k+**
Education Value

**£280k–£1m**
Social Care Avoided

# OUR IMPACT

Our outcome data provides clear and consistent evidence of impact. 97% of parent carers report that they benefit from engaging with Pinpoint, 94% feel more informed to take the next step, and 93% report reduced isolation. These outcomes have remained consistently high year on year, demonstrating sustained impact. By combining accurate information with peer-led support, we enable families to build confidence, make informed decisions and navigate the system more effectively.

As shown in the comparative graphs, our reach closely aligns with the local EHCP profile, particularly across the largest need groups, including autism and social, emotional and mental health. This demonstrates that we are effectively reaching families where demand is greatest and maximising the impact of commissioned services. Importantly, this is achieved without access to system-wide data, reflecting a highly efficient model based on trusted relationships and accessible delivery.

Through a blended model of sessions and digital resources, we support thousands of parent carers and many more indirectly. By equipping families early, we help reduce repeat enquiries, inappropriate referrals and escalation to more intensive support, easing pressure on frontline services. Our consistently high outcomes, achieved at relatively low cost, demonstrate strong value for money.

Our impact extends beyond individual families. Through co-production and participation, we feed parent carer insight to the Local Authority and health partners, helping to identify gaps and improve practice. This work is recognised nationally, with our SEND Crisis evidence both quoted and published by the Department for Education, and further contributions to the Department for Work and Pensions' Young People and Work report.

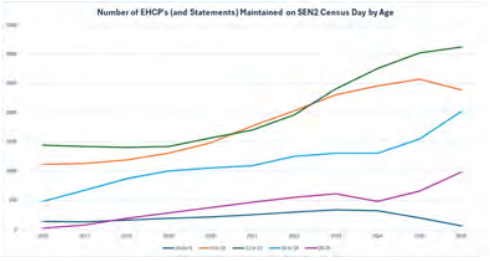
Overall, Pinpoint delivers high-impact, preventative support that improves outcomes for families, reduces demand on services and represents strong return on investment for the SEND system.

## Pinpoint as an employer

This year Pinpoint became an accredited Confident Employer.  We continue to ensure we meet best practice in safeguarding and communications.

# Our Aim: Extending our reach to help more parent carers

**Empowering parent carers by reaching them early in their SEND journeys is key to the work we do.** Supporting parent carers early in their SEND journeys remains central to our work. We continue to hear from many families whose children are at the SEN Support stage, particularly in the primary years, which aligns with our aim of helping parent carers understand and navigate the system before needs escalate. We work closely with Early Help teams across social care and education to ensure families are aware of the support and information available to them at the earliest possible stage.




**EHCPs by age in Cambridgeshire**

**Age of children for those accessing Pinpoint support**







We gather insight from a range of sources to understand who we are reaching and how families engage with our services. This includes feedback and survey data collected during virtual sessions where parent carers attend and share their experiences directly with us. We also analyse information from our website and social media platforms, generated through the hosting software used by those services. Interpreting this information can present some challenges. For example, website analytics can identify the gender of the account holder, but this does not always reflect who is actually accessing the information. What we do know is that our website continues to play an important role for families at the start of their SEND journey. The number who are new and those that leave shows a broadly similar trend year on year.

**New v returning visitors to website 2025-2026**



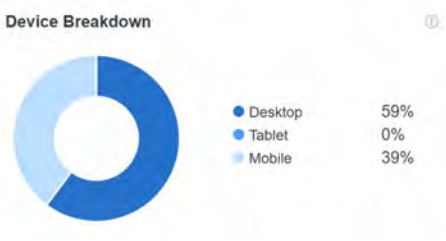


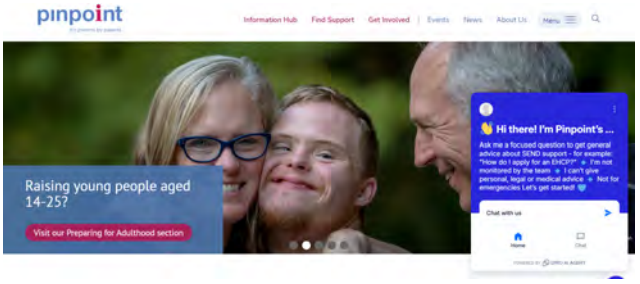





**Providing parent carers with clear, reliable information remains a key part of how we empower families.** Over the past year we have continued to improve our website so that it offers a richer range of resources and is easier to navigate. The updated design improves accessibility and ensures the site meets Level One Accessibility standards, while also making it more user-friendly for those accessing information on mobile devices. These improvements are helping more families find the support they need online. Over the past year, we have been working to make the site more accessible and have added a chatbot to enable families to ask questions to find more support.

**Devices used to access website**



## WHAT PARENTS SAY ABOUT PINPOINT:

*"It's great that Pinpoint is parent-led as it feels more practical than practitioner-led. Content is really helpful in understanding my son's needs better. Thank you for all that you do."*

*"Such an invaluable service that's offered."*

*"Thank you for providing such invaluable information sharing opportunities."*

*"Thank you so much for organising the conference. You do a fantastic job in getting everyone together!"*

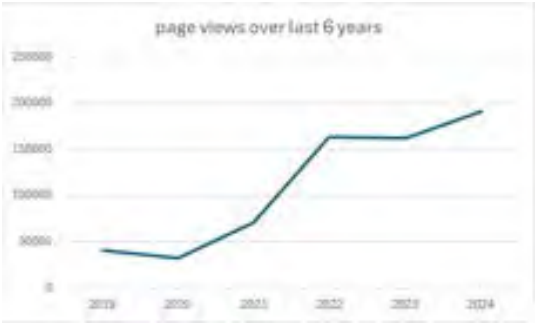
*"Just a big thank you to everyone. You are brilliant Pinpoint"*

*"Thank you so much. Of all the organisations we've come into contact with on our journey, Pinpoint have been one of the most impactful. From telling us about the incredible SEND Trampolining club at IVC where we've made so many friends to a conference that helps us tackle some of the tricky things we're going through, thank you, thank you thank you!"*

*"Pinpoint has been the only consistently useful organisation supporting us in our SEND journey!"*

*"I came to Pinpoint through a recommendation from my family worker, and it has been an absolute lifeline to me especially in the very worst weeks we had."*

Use of our website has grown substantially over the past six years, with page views rising by 370%. This steady increase indicates that we are consistently reaching new parent carers who are looking for reliable information and support at the start of their SEND journeys.




Website page views over last 6 years

Website analytics show that parent carers access information through a range of channels. Social media continues to play a key role, with 60% of visitors within the top ten referral routes arriving via Facebook. The Local Authority's Local Offer remains an important pathway, directing 11% of visitors, while 4% arrive through links shared in our newsletter.

Providing timely, accessible information through Pinpoint sessions remains a key way of empowering parent carers. Around 8% of attendees complete feedback, and of those, 94% report that sessions are very beneficial, while 96% feel encouraged to take action as a result. This demonstrates that while response rates are modest, impact is consistently high.

Our sessions are commissioned based on the needs most commonly reported by parent carers. This year, Autism (ASD) remains the most frequently reported need, followed by Social, Emotional and Mental Health (SEMH) needs, and Attention Deficit Hyperactivity Disorder (ADHD). Speech and Language difficulties and Moderate Learning Difficulties also represent significant areas of need.

These figures highlight the complexity of need across the local SEND population. Families frequently report multiple and overlapping needs, with co-occurring conditions common - for example, autism alongside SEMH or ADHD. This reinforces the importance of flexible, responsive support that reflects real family experience rather than single categories of need.

Concerns about children and young people's mental health remain high. Families continue to report challenges with anxiety, emotional regulation and school attendance, including children who struggle to attend or access education. In many cases, distress is communicated through behaviour, often reflected within the SEMH category.

In response, Pinpoint has continued to expand its offer, increasing access to information and support and securing funding to deliver free parent information sessions. We are also funded by the NHS (Cambridgeshire and Peterborough Integrated Care System) to deliver monthly Autism and ADHD sessions, which remain among the most highly attended and demonstrate strong ongoing demand.

**PARENTS TELL US:**

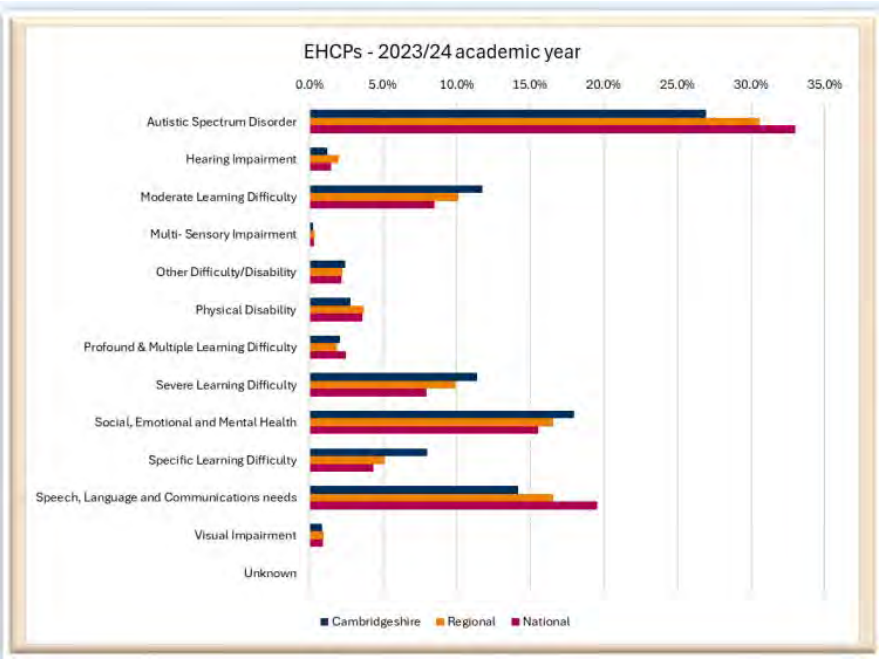
*"Thank you very much for today's webinar. It had all the information I need to go out and sort out a will and prepare a bit of my sons future, with just the gentle kick up the backside needed to do it now rather than later before it's too late! The extended Q&A was really valuable, to hear other people's experiences. Thank you to everyone at Pinpoint for all that you do. Your help has been invaluable to my wife and I over the last few months."*

*"Just to be able to talk with like-minded parents who understand what your going through and listen it gives to strength to carry on your fight such a invaluable service that's offered and understood we are all able to help each other in the fight for equality for our neurodiverse children."*

*"I found the workshop brilliant. I learnt new way of trying to approach the school and gain extra support for my daughter."*

*"It was great to hear from the professionals who are trying to make a difference for our children. I really hope that the message gets through to schools too as these sessions can sometimes feel frustrating they are wildly different to our families experiences with schools."*

*"Nice to meet team (LA), hear what progress and what working on to improve, and ask questions, give my own perspective."*

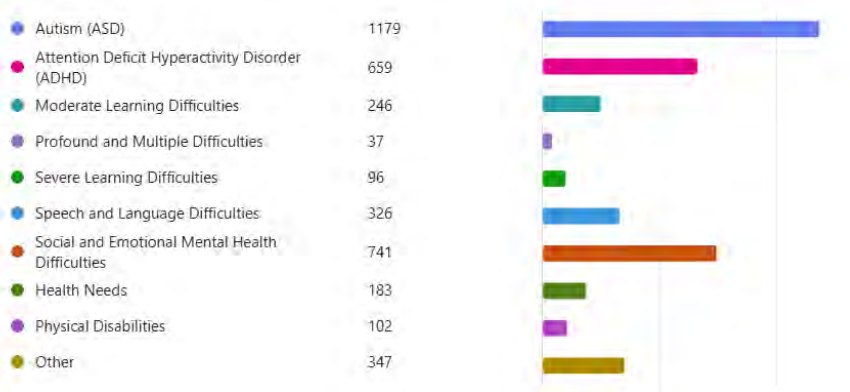



Our information sessions are shaped by feedback from families. Each year we cover a broad range of SEND topics, and where parent carers highlight emerging needs, we commission additional sessions and invite specialist practitioners. Many sessions address multiple needs, reflecting the reality of co-occurring conditions.

Over the past 12 months, we provided 156 opportunities for parent carers to access information and support. This includes an average of three Pinpoint information sessions per month, a weekly Tii Hub peer support session during term time, and two conferences—ensuring both structured information and ongoing peer support.

We also continue to update website resources in response to parent carer feedback, promoting these via social media and in partnership with the Local Authority, health partners and SENDIASS. This joined-up approach helps ensure consistent, relevant support and recognition of emerging issues.

Our Handy Guides—free, print-on-demand resources written by parent carers—have also been updated. They provide practical, accessible guidance and remain an important tool for helping families navigate the SEND system.




Percentage of needs identified by the parent carers who complete our feedback surveys at the end of our sessions.

Pinpoint continues to demonstrate strong reach across Cambridgeshire, directly supporting 2,690 parent carers in 2025–26 and engaging thousands more through digital channels. Our blended delivery model — combining in-person, online and hybrid sessions — enables families to access support in ways that suit their circumstances. In total, we delivered 169 sessions and recorded over 125,000 web page views, ensuring accessible support across the county.

Our reach reflects the geography of Cambridgeshire, with participation across all districts broadly aligned to the SEND population. This demonstrates that families in both urban and rural areas are able to access support, helping to reduce geographical inequalities and improve consistency of access across the county.

**WHO WE REACH**

Most parent carers are aged 35–54, with increasing engagement from fathers supported through evening and online sessions. While the SEND population is weighted towards older age groups, our engagement is more concentrated earlier in the parent journey, reflecting where demand for information and support is highest.

Our ethnicity data is broadly representative of the local SEND population, with engagement across a wide range of communities, particularly reflecting White British and mixed ethnicity groups. However, some smaller and underrepresented communities remain less consistently engaged.

**REACHING SELDOM HEARD FAMILIES**

Reaching seldom heard families remains a priority. We work with Early Help teams, Traveller services and community organisations to build trust, increase visibility and create accessible pathways into engagement. Our Champions play a key role in creating welcoming, peer-led spaces, while our flexible delivery model reduces barriers linked to travel, time and confidence.

Comparison with Cambridgeshire Insight data shows that while Pinpoint's reach is broadly representative overall, there are specific gaps, particularly in engagement with Gypsy, Roma and Traveller families and some minority ethnic groups. This highlights the need for continued targeted engagement to ensure all communities are consistently reached and able to benefit from support.

*LinkedIn: Pinpoint Cambridgeshire*




*Facebook: www.facebook.com/pinpointcambs*










Instagram: pinpointcambs

*Our newsletter: www.pinpoint-cambs.org.uk/news/*

## Tii HUB ATTENDEES SAY:

*"Attending Pinpoint's Tii Hub peer-support group for the first time, I cried while explaining our increasingly nightmarish predicament. Given this absence of support and understanding, the camaraderie of being with a group of people who are non-judgemental and know, without you having to say almost anything, exactly what you are suffering though is truly priceless."*

*"It was a very kind caring environment, I felt very at ease for my first ever session."*

## TRUSTEES SAY:

*"I feel privileged to be part of the trustee group at Pinpoint. Over the years I have witnessed the incredible work the organisation performs. I am amazed by the energy and commitment by the staff to make sure every parent and carer understands how to access help and support for their child(ren). Meeting some of the parents/carers always shows what a difference Pinpoint's work makes - whether it is by offering opportunities for parents/carers to meet and know that they are not alone, to ensuring that the voices of parent/carers are heard by local and national government."*

*"As a parent I was so glad to have the support of Pinpoint, so I became a Trustee to make sure other parents continue to benefit."*

*"I love supporting Pinpoint to help families navigate through the world of SEN and work with the 'system' to see how this could be changed to 'make things easier' for the future."*

## CONSISTENCY OF EXPRIENCE AND IMPACT

A key finding from the Ofsted and CQC inspection was that too many parent carers experienced inconsistency across services, with variation in advice, communication and support depending on where they live or which service they accessed. Pinpoint plays a critical role in addressing this by providing a consistent, trusted and impartial offer across the county.

Through our sessions, information and peer support, families receive clear, accurate and consistent messages about SEND processes, entitlements and next steps. This reduces confusion, builds confidence and helps parent carers to navigate the system more effectively, regardless of their entry point.

Our outcome data demonstrates the impact of this consistency. With 97% of parents reporting benefit, 94% feeling informed to take the next step, and 93% experiencing reduced isolation, Pinpoint provides a reliable foundation of support that many families do not experience elsewhere. For many parent carers, this is the first time they receive consistent information and feel confident in what to do next.

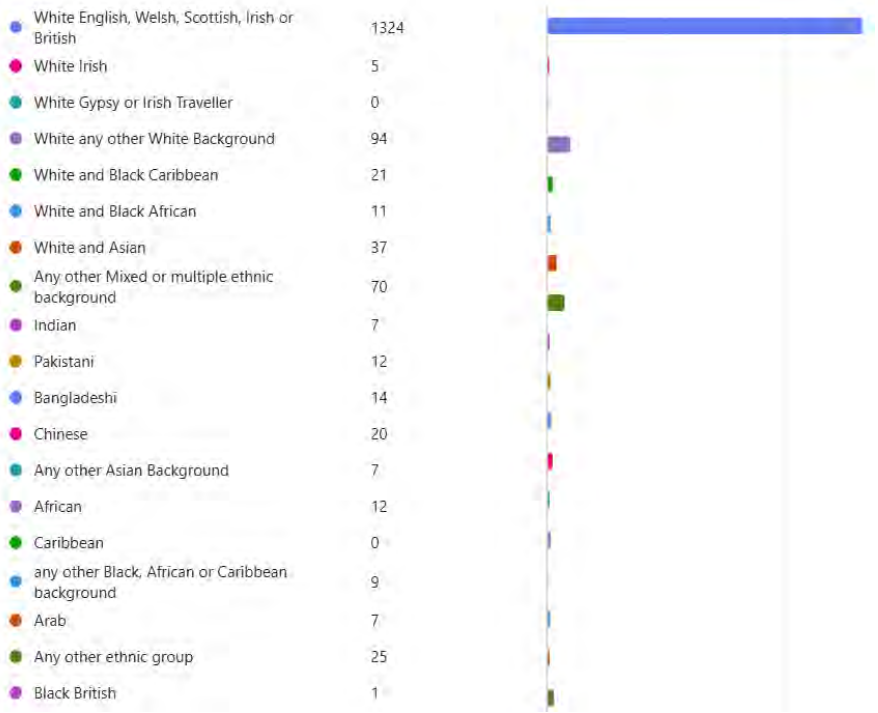
Importantly, this consistency extends beyond individual families. Through our co-production and participation work, we feed parent carer experiences back into education, health and social care services. This helps to identify where inconsistencies exist and drive improvements in practice, contributing to a more joined-up and equitable system over time.

## ONGOING FOCUS

While our data demonstrates strong and broadly representative reach across the local SEND population, we are committed to continually strengthening our engagement with those groups who remain underrepresented and reducing variation in experience.

This includes targeted work with specific communities, particularly those where engagement is currently lower than expected, alongside strengthening partnerships, refining our Seldom Heard Strategy, and using our data more systematically to identify and address gaps.

By doing so, we ensure that Pinpoint's support is not only widely available, but equitably accessible and consistently delivered, so that no parent carer's experience is dependent on where they live, who they are, or how confident they feel in navigating the system.




**Ethnicity of the children of those accessing sessions 2025-2026**

## INCLUSION IN OUT OF SCHOOL ACTIVITIES

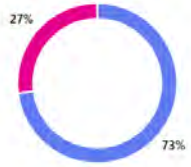
Recent feedback from parent carers highlights ongoing concerns about how well children and young people with SEND are able to participate in activities with their peers outside of school. Many families report that their children feel isolated and need additional support to feel included in social activities.

We asked parent carers what would need to be in place for their children and young people to join in and feel included. While needs vary between individuals, a consistent message emerged: many children cannot participate without appropriate support, or there are simply not activities available that meet their needs or interests.

Some parents also shared deeper concerns about the long-term impact of this lack of inclusion, with more than one parent carer expressing fears that their child may never experience a sense of belonging in community activities without greater support and more inclusive opportunities.




**Results from our mid-year and end-of-year surveys (blue denotes included and pink, not included.**




### *WHAT PARENT CARERS SAY ABOUT WHAT THEIR CHILREN NEED TO BE INCLUDED:*

*"1:1 support. Really wants to join in but then is overwhelmed and has to leave."*

*"My child has been out of school for a year and a half and the LA are simply not looking for a suitable place. She needs 1:1 co-regulation support for any activity."*

*"My child needs parental support to access out of school activities, most activities don't allow this. There aren't many activities that my child enjoys doings."*

*"Easier to access activities, more interest based rather than physical, with smaller groups and support to access."*

*"Being invited to join others to the park/for play dates."*

*"If school would put on any activities and include him"*

### WORKSHOP ATTENDEES SAY:

*"The information provided by guest speakers was really helpful in better understanding my child. I felt validated with how difficult it sometimes feels to manage behaviour at home. I've come away with helpful techniques to use at home to better support evenings after nursery and transition periods, which, up until now, have just been emotional for us all. The advice on support for reception and from the health visitors was helpful too."*

*"I found the session very informative. Having living examples was very helpful as illustrated what was being said used in real life situation. I'm extremely grateful for the opportunity to attend that the fact it was in the evening (I work during the day full time) and it was free made all the difference. Genuinely grateful."*

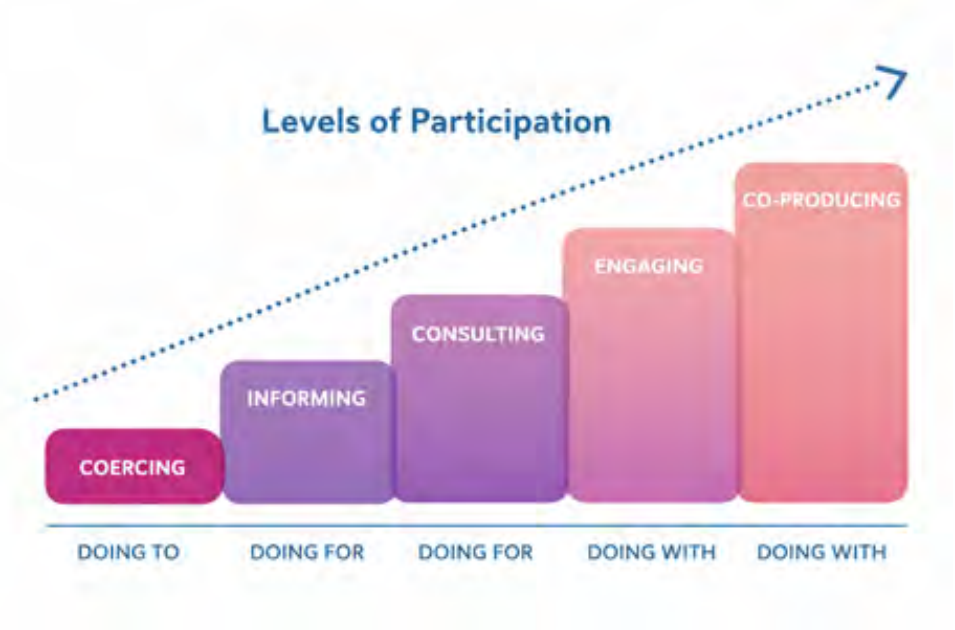
*"Very informative, lots of things I never knew."*

*"Identification with others is so important, as well as finding a safe space to share experiences and having the ability to increase knowledge and skills through webinars. Thank you Pinpoint, I always feel uplifted and less alone attending your sessions. I appreciate the opportunity to join online every time :)"*

*"Sharing with others made me feel less isolated and very supported."*

*"Feeling like I'm OK as a parent."*

# Our Aim: Creating opportunities to promote co-production and participation




Co-production is a process that shares decision-making power between those involved. In collaboration, the main decision-maker invites others to contribute to the process. Like consultation, collaboration aims to draw out the best ideas through discussion, questions and the sharing of good practice. In co-production, however, decisions are made collectively, with participants working together to determine the best way forward.

Co-production underpins the way we work with the Local Authority and Health partners. We promote co-production wherever possible, ensuring that families, professionals and services work together as equals. This means listening to each other, valuing different perspectives and focusing on the best outcomes for children and young people. Effective co-production also continues into implementation, and in Cambridgeshire this takes place through formal structures such as boards and working groups, as well as through ongoing collaboration with officers.

Pinpoint and the Local Authority (LA) have shared co-production Charter and Pinpoint has training material to support those new to co-production. The LA also has a tool kit for co-production it gives to newly commissioned services.




Co-production was embedded in the Cambridgeshire and Peterborough SEND Strategy and is also being embedded within the emerging Cambridgeshire Inclusion for All Strategy. The Cambridgeshire and Peterborough SEND Strategy and Pledge (2022–2027) was developed through co-production with parent carers, children and young people, and professionals. The strategy recognises a changing landscape, with increasing numbers of children and young people needing additional support. The latest data shows a significant rise in the number of children with Education, Health and Care Plans (EHCPs) in Cambridgeshire.

In addition to Pinpoint being an independent Parent Carer Forum, it is also funded by the Local Authority to provide additional capacity for co-production. Parent carers use their lived experience to design, improve and enhance services. Pinpoint assists in the collation of parent carer views on relevant and focused areas of activity in order to co-produce improved policies and services. Pinpoint also provides feedback to enable service commissioners to evaluate the services they commission and to consider how well services meet the needs and aspirations of the children, young people and families for whom they provide .



## Participation

We work to ensure parent carers are heard by those who commission (buy) services for Cambridgeshire children and young people – we do this through our Participation Toolkit (see below). We are proactive in seeking out participation opportunities and creating them where possible, but we also facilitate the work of others to get their voices heard by sharing ways to take part. We work to create opportunities for parent carers to bring us their issues and concerns so that we can ensure they are taken back to those making decisions about services. As we are committed to hearing all our parent carer voices, we also have a more detailed Seldom Heard Strategy to ensure that we take every opportunity to engage with all our parent carers.
We facilitate participation on behalf of the LA (education and social care) and Health, on behalf of local SEND organisations (e.g. Cambridge Children's Hospital), on behalf of the NNPCF and we share opportunities to participate in SEND research. The principle system for this is our social media channels.




### HOW OUR SESSIONS MAKE PARENT CARERS FEEL:

*"Thank you for today's session. It was so helpful. Other webinars (run elsewhere) have not been as useful as this. You've talked through practical useable tips that we can use based on your experiences. It was a valuable webinar and could listen to the speakers for hours. Thank you."*

*"All parents were sharing their experiences and supporting each other with tips, which made me feel like I am not alone in this journey as a parent of an autistic son. I felt like it's a safe space to share our feelings and thoughts about the challenges we face which is not very common for parents with neurodivergent children. Thank you to Pinpoint to keep this going. "*

*"Very informative! A great group of people and we will definitely return."*

*"Socially finding others in a similar situation."*

## WHAT CHAMPIONS TELL US:

*"Pinpoint has had a direct impact on my family by helping me access the right support, making me feel less alone, and giving me the confidence to advocate for my child's needs."*

*"Pinpoint helped me focus on myself as well as my child , this is important as carer burnout really does exist."*

*"Pinpoint is a place where you can go without judgement, other parents get it and the pinpoint staff are so supportive. They actually saved me and for that I am grateful for."*

*"Pinpoint work so hard to improve life for our youngsters. They provide brilliant sessions to help parents /carers. They have no idea how amazing they all are but Pinpoint is really needed , so they can keep doing what they do and that is to help all families."*




**A glimpse into some of this year's activities**

We are strengthening our work around preparing young people for adulthood. We have been working with the Cambridgeshire and Peterborough Combined Authority and the County Council to link up work to support young people aged 16 years plus. In April, we are hosting a session on getting your child ready for college, alongside input on the Youth Guarantee and wider opportunities for young people not in education, employment or training (NEET).

We have been building stronger links with regional colleges. Following a meeting with senior leaders in March, we will be developing this relationship further to improve support for families navigating transitions.

We have contributed to the development of the Combined Authority's strategy for young people not in education, employment or training. We shared parent carer experiences and evidence from our work and contributed to wider discussions to help shape future plans.

We have been invited to help shape new parenting courses (*we will be helping to find a better name for them!*) commissioned by the Local Authority. This is an opportunity to ensure future support reflects what parent carers say they need, with further discussions planned after Easter.

We are developing a closer working relationship with the paediatric eating disorder service. Following our recent conference, we are working together to improve support and engagement with families.

We have continued to co-produce key areas of SEND development. This includes the SEND maturity assessment, the SEND action plan and inclusion work with schools, ensuring parent carers are equal partners in shaping services.

We are supporting stronger links between families and schools. This work recognises that parent carers and schools are part of the same system and need to work together to improve outcomes.






Our conference saw us host 140+ parent carers and the same numbers of professionals, there to listen and offer advice. The workshops were welcomed by families and the key note speaker provided personal insights and an opportunity to both laugh and reflect.

We have taken part in wider system planning discussions. This includes how services can better align locally and how earlier support can be improved through better planning and use of data.

We continue to raise the issues that matter most to parent carers. This includes concerns about local school provision, children travelling out of area and ongoing transport pressures, ensuring these are heard at a system level.

We have contributed to discussions about workforce pressures across services. There is a shared understanding of the need for more flexible approaches to meet increasing demand.

We have strengthened our links with research partners. We have acted as a supporting research partner with Cambridge University in their work exploring the experiences of families whose children have complex needs, ensuring parent carer voices are central.

The staff team have received Fetal Alcohol Spectrum Disorder (FASD) training to improve how we support families and signpost them to information, help and support.

We are expanding our resources and information for families. A new Pinpoint website will launch in May/ June, alongside short videos and online content to improve access to support.

We have piloted new ways of delivering support in East Cambridgeshire. This includes community-based “appointment days” as part of a local pilot to help children and young people ‘wait well’ while on waiting lists for autism and ADHD assessments, offering support earlier and reducing pressure on families.

We continue to connect work across education, health and the Local Authority. Parent carer voices are not only being heard, but are actively shaping how services develop.

**FEEDBACK THAT MAKES US WANT TO DO MORE:**

"The biggest single thing keeping me informed and my morale high is Pinpoint and the support the team offer."

*"The sessions at Pinpoint do sometimes tell me things I already know, which sounds unhelpful. However it is so vital to have the important things brought to the front of my mind and I go away refocused on what I can achieve and the things that matter. This is so vital for SEND parents with their busy demanding lives. Not that I do know everything you teach by the way, I do learn new things, but refocusing on the old is just as important. Thank you."*

*"Feel relaxed and more confident that there is help and a light at the end of the tunnel and we are not alone."*

*"I got encouragement and complete guidance on how to approach school and how to complete a diary to record what I see at home to show the school what we see that's different."*

# Why participation matters to parent carers: what they tell us needs addressed:

*"Currently feeling very despondent about the level of services - we have been battling for a year to get him seen by occupational therapy (ended up going private) and in the EHCP process for over two years I am worried that existing support will be cut and that this will have an impact on his ability to attend school and my ability to work as he grows."*

*"Awful, dismissive, delaying and uncaring."*

*"I feel like the wait for an EHCP is ridiculous. My 4 year old started reception in September and is on a reduced timetable of 1 hour a day yet I've been told it's likely another 22 weeks before we even get an EP (applied in May). I've had to give up work and we are selling our house due to lack of support meaning I need to stay home as my child isn't in school."*

*"Different mental health services seem to look for reasons to discharge, with one team claiming needs are too complex for their service, and a different team claiming threshold is not met. Waits of up to 15 months in between each team, only to be discharged without any help, so years have been wasted without anything to show for it. Daughter seems to be a hot potato that nobody wants to be left holding!"*

Pinpoint is a key strategic partner across Cambridgeshire, using its position in system meetings to ensure that parent carer voices drive change. We bring direct, unfiltered feedback from families - identifying where the system is not working and challenging partners to respond. Crucially, we move beyond feedback, clearly setting out what needs to change to improve outcomes for children and young people.

**Some of the representation undertaken this year:**



# Our Aim: Influencing policy and practice in Cambridgeshire and beyond

**Cambridgeshire**

Influencing policy so that it reflects the needs and experiences of parent carers is central to creating meaningful change. This relies on strong relationships, co-production and honest, evidence-based insight - highlighting what works, identifying “better ifs” and being clear about gaps.

We contribute at all strategic levels across education, health and social care, including through our work with the Cambridgeshire and Peterborough Combined Authority on skills, employment and inclusion. Our role is to ensure parent carer voice informs decision-making and supports system improvement.

We also create opportunities for parent carers to engage directly with decision-makers. Hearing lived experience first-hand is powerful and regularly shapes partner understanding and responses, including through our termly Participation Group.

**Across the region**

We are active members of the Eastern Region Parent Carer Forum (ERPCF), using this platform to amplify the voices of Cambridgeshire families across the East of England and into national policy discussions. Through ERPCF, we contribute to regional networks including SEND, Preparing for Adulthood, Autism, Neuro-Developmental and Palliative Care, as well as the Regional SEND Forum.

We also play an active role in national engagement, including participation in the Department for Education (DfE) and NHS England (NHSE) regional and national work. This includes contributing to the national PINS visit led by Dame Christine Lenehan and DfE/NHSE teams, ensuring that the experiences of parent carers in Cambridgeshire are represented and influence system improvement at a wider level.

**National**

Ensuring that parent carer voices are heard at a national level remains a key priority. We contribute through the National Network of Parent Carer Forums and maintain links with the Department for Education to influence policy and share local insight.

This year, we have contributed to discussions on the emerging national Participation Tool, shaping how local areas will be assessed on engagement and co-production. We have also continued to raise concerns about SEND funding pressures and the impact on families, as well as the challenges facing young people post-18 - particularly where mental capacity and decision-making create additional risks.

We remain committed to ensuring that national policy reflects the realities faced by families and supports better outcomes for children and young people with SEND.

# Our Aim: Securing our financial future so we are here for you

Pinpoint has continued to strengthen its financial position, ensuring stability in an increasingly uncertain funding environment. We maintain appropriate reserves and have secured sufficient income to deliver our core work with confidence. Improved financial monitoring processes now provide the Board of Trustees with clear oversight, enabling regular review of income and expenditure across contracts, grants and other funding streams.

We are grateful for the continued support of our key funders and partners. The Local Authority remains committed to funding our parent participation and engagement work, with forward funding agreed. Our contract with the Cambridgeshire and Peterborough Integrated Care System enables us to deliver ASD/ADHD workshops, provide additional mental health support and contribute to the Key Worker Programme. We are also delighted to have secured National Lottery funding to support a five-year programme of engagement and growth from April 2025.

We would like to thank our wider supporters who have contributed this year, including St Ives Town Council, Huntingdon Freemen's Trust, the National Lottery Community Fund, Cambridgeshire Community Foundation (including Microsoft Research), Cambridgeshire County Council, Cambridgeshire & Peterborough Combined Authority, Cambridgeshire & Peterborough Integrated Care System, NHS Cambridgeshire and Peterborough, the Department for Education, UNITE, Marshall, and the Cambridgeshire ADHD & Autism Partnership.

*Thank you.*

Looking ahead, we recognise the need to diversify our income and secure additional funding to deliver key priorities, including face-to-face parent support groups and the development of webinars and training programmes.

To achieve this, we will identify and secure new funding opportunities to sustain our core work, support growth and broaden our income base. We will strengthen organisational capacity so we can respond quickly and effectively to emerging funding opportunities. We will also continue to develop our Board to support Pinpoint's ongoing growth and long-term sustainability.









**Pinpoint Annual Conference March 2026**























*With thanks to D&J Lloyd Community First Foundation and the Cambridge ADHD and Autism Centre*

***WHAT PARENT CARERS SAID ABOUT OUR CONFERENCES:***

*"Thank you for organising the conference, I came away with more than when I went- more knowledge, more information on services and also more confidence that I can actually go to events of these kind of events to help my children."*

*"Thank you - Dean Beadle was one of the best speakers I've ever heard!"*

*"Thanks again for organising, could really see the effort and enthusiasm that went into this event."*

*"Keep up the great work you are all doing. Thank you."*

*"It was a great event and I learned loads that will help me with my autistic son and ADHD self. I wish I had found it sooner. The speakers were great and the market stall fantastic."*

# OUR FIGURES

## INCOME

| | |
|---|---|
| **Donations and Legacies** | |
| **Government Grant Income** | |
| **Department for Education Grant** | **£17,500** |
| **Cambridgeshire County Council** | **£92,250** |
| **Cambridgeshire and Peterborough Combined Authority** | **£25,000** |
| **Other Grants** | |
| **Cambridgeshire Community Foundation, National Lottery** | **£38,960** |
| **Charitable activities** | **£38,450** |
| **Integrated Care ICS** | |
| **General Donations and other Charitable Activities** | **£7,984** |
| **TOTAL MONEY IN:** | **£220,144** |

## EXPENDITURE

| | |
|---|---|
| **Activity Costs** | **£19,174** |
| **Staff and associated costs** | **£144,749** |
| **IT and Communications** | **£42,958** |
| **Property and office costs** | **£18,749** |
| **Governance** | **£2,550** |
| **TOTAL MONEY OUT:** | **£228,180** |

# In 2025 - 2026
# You Said…We Did

**You said…** that the Statutory Assessment Team continues to cause concerns in terms of poor communication, timescales not being met, and a lack of knowledge of local schools and services among caseworkers. **We…**

- Held termly meetings, joined by SENDIASS, to raise issues and propose potential solutions.
- Regularly discussed the need for better communication with the Local Authority.
- Continue to attend the Local Authority's EHCP improvement plan steering group to ensure the parent carer voice is heard within this forum.
- Are working in partnership with the Local Authority to ensure the SEND Information Hub provides clear, accessible information, so that parent carers do not need to contact the Statutory Assessment Team directly. Information should be readily available.
- Continue to urge the Local Authority and health partners to provide more, earlier, and better support for children and young people with SEND in Cambridgeshire. This will be more cost-effective by meeting needs sooner and may prevent some children and young people from requiring high-needs support.
- Continue to offer termly education participation sessions for professionals and parent carers to network and openly discuss issues within the system.
- Ensured that the voice of parent carers is embedded within the Inclusion Strategy framework, which seeks to address wider issues identified through the joint area inspection, as well as other known challenges.
- Regularly raised these issues with the Local Authority when decisions were being made about priority areas within the new Inclusion for All strategy.
- Worked with the Local Authority to refresh the EHCNA (Education, Health and Care Needs Assessment) and EHCP paperwork, making it more user-friendly for parent carers.

**You said…** you are not happy with the timeliness or quality of the ongoing monitoring and assessment of your child's needs. **We…**

- Worked closely with the Statutory Assessment Team on their quality assurance processes.
- Asked the LA to address your concerns and to be honest about the issues they faced - they have done this throughout the year through Pinpoint sessions and at our Annual conference.
- Sought to ensure the LA put in place actions to chance this. They have found more resource and are redesigning their service.

**You said…** you do not feel adequately involved in processes surrounding your child and feel that your views are not sufficiently taken into account, even in statutory processes. We…

- Continue to hold termly participation sessions focused on early years, primary, secondary and post-16, with representatives from across the Local Area Partnership, to enable parent carers to understand what support is available and to enable professionals to hear directly from parent carers about what is working well, what is not working, and what needs to change.
- Are involved in the emerging SEND maturity assessment work to raise the voices of parent carers.
- Are involved in the post-Ofsted SEND action plan work to raise the voices of parent carers.
- Are involved in the Local Area Inclusion Strategy work to raise the voices of parent carers.
- Are involved in the Local Area reform plan to raise the voices of parent carers.
- Have produced video guides to the Schools White Paper and the SEND reforms. We have also run information-gathering sessions to hear your thoughts about the SEND reforms and produced an easy-to-use survey so that you can share your views, enabling us to submit a Cambridgeshire parent voice response to the government consultation.

You said… that health services are difficult to access, with little to no support while waiting, and that parents feel abandoned once their child is diagnosed. We…

- Kept our website updated so you can find the health and mental health information and services you need.
- Continued promoting our neurodiversity booklet to help parent carers find services and support if they think their child may be neurodivergent, and encouraged professionals to use and share it with families.
- Distributed hard copies of the booklet to all GP surgeries, children's centres and libraries in Cambridgeshire, with additional copies available for parent carers to purchase.
- Expanded our programme of health information sessions, using ongoing parent carer feedback to shape the topics.
- Worked with the county's SEND Information Hub to improve health information on its website.
- Continued developing termly health and mental health meetings where parent carers can meet professionals directly, with no appointment or diagnosis needed, for help, signposting and feedback.
- Maintained a regular group of health professionals at our participation events to help shape and improve services.
- Reshaped our participation sessions from September 2025 so they are organised by age group rather than sector, giving a more holistic view of issues and helping professionals understand the wider support available.
- Raised your voices at the boards we attend and followed up with individuals where needed.
- Regularly attended the ICB (Integrated Care Board) participation summit to represent your experiences.
- Supported ongoing co-production on the Keep Your Head website so that it better reflects the needs of parent carers and their SEND children and young people.
- Worked with health and the Local Authority to co-produce a support package for families waiting for diagnosis.
- Continued close partnership with the Health Alliance so parent carer influence remains part of local health services.
- Contributed to a pilot in East Cambridgeshire focused on earlier intervention, rather than waiting for diagnosis before support is offered.
- Helped design and attend the East Cambs pilot community appointment day, offering signposting and support to primary-aged children and families awaiting diagnostic assessment.
- Supported the development of a Cambridgeshire pathway for neurodiversity assessments for children and young people.
- Invited third-sector organisations to participation sessions so families stay informed about wider support.
- Encouraged stronger collaboration between health, education and social care around the All-Age Autism Strategy and the All-Age Learning Disability Strategy.
- Worked with dental health services to explain why SEND children and young people struggle to access the service; this has informed improvements and a practical information session for parent carers.
- Supported Younited as they develop a new "Parenting Your SEND Child" programme.
- Helped create a universal training day for schools on the health service support offer. After success through PINS, health services are now rolling this out annually across Cambridgeshire schools.
- Collaborated with Maximus, PEDS and local dietitians on the full range of eating difficulties experienced by young people, to help improve timely and appropriate support for families.

**You said…** the thresholds for mental health services are too high, and the waits are too long. This exacerbates poor school attendance for those who cannot attend due to poor mental health. **We…**

- Improved the information on our website to provide clearer signposting and support.
- Consistently highlighted the need for a “waiting well” offer so that families, children and young people are supported while waiting for services.
- Are working closely with health and the Local Authority on a pilot project in East Cambridgeshire that explores earlier intervention models, rather than waiting for a diagnosis before support is offered.
- Reshaped our participation sessions from September 2025 so that they are organised by age group rather than sector, allowing a more holistic view of the issues raised and helping professionals understand what support is available across the system.
- Encouraged the Local Authority to review its data on poor attendance and absence so that this can better inform services for children, young people and their families.
- Raised your concerns with those who commission and deliver mental health services and regularly fed back issues reflecting parent carer and service user experience.
- Continued to run and develop termly mental health-focused meetings where you can meet health professionals directly, with no appointment or diagnosis needed, for help and signposting. These sessions also give parent carers a direct route to share their experiences with those who commission or deliver services.
- Represented your voices at the boards we attend and followed up with individuals where needed.
- Ensured that Younited regularly attends our participation sessions to hear parent carer voices and respond to the issues raised.
- Provided regular sessions through our partner organisation Nessie on mental health for SEND children and mental health for parent carers.
- Maintained a strong focus in our sessions on the needs of SEND children experiencing poor mental health, including topics such as ADHD and mental health, selective mutism, and autism and mental health.
- Worked directly with the Mental Health team to develop the Keep Your Head website and improve the information available for SEND parent carers.
- Collaborated with integrated neighbourhood teams across the county to explore how the system can work more effectively to deliver place-based services that meet the holistic needs of children, young people and their families.
- Used parent carer feedback to shape the topics for our regular weekly information sessions, helping us provide the information you need in a timely way.

**You said…** emotionally based school avoidance is exacerbated by poor access to mental health services. **We…**

- Co-produced work with NHS Occupational Therapy to help develop a model for specialist and mainstream primary schools that makes sensory circuits more effective and adapts classroom environments so that children are “ready to learn”. This includes reducing triggers and building in regulation breaks throughout the day.
- Developed additional guidance with the Occupational Therapy team around their streamlined offer so that parents and carers can more clearly understand what support is available.

- Are strengthening our relationships with Integrated Neighbourhood Teams to support the development of local community services and to raise awareness of the needs of SEND children, young people and their families within universal healthcare services.
- Offer regular sessions to co-produce support for families.
- Continue to challenge the Local Authority, health services and the DfE to address the growing issue of school attendance for those who cannot attend, rather than those who simply will not attend.
- Worked closely with the Local Authority and health services to co-design and project-manage the second round of the PINS (Partnership for Inclusivity of Neurodiversity in Schools) programme. We are also working closely in schools to deliver workshops for parent carers and encourage schools to hear directly from them and work more collaboratively.
- Created and delivered a training programme for school staff involved in PINS on the parent carer perspective, and developed further training on co-production with families. Both are now being delivered as part of PINS 2.
- Are working closely with the Education Access and Inclusion team to consider how the Local Authority's alternative provision strategy can be used more proactively to support children and young people in the early stages of EBSA.
- Are working with Educational Psychologists in Cambridgeshire to help them understand what you have told us about the difficulties in transition between primary and secondary schools. They are using this information to develop guidance on what would help, which will then come back to parent carers for co-production and feedback.
- Worked alongside the Local Authority to co-produce guidance for schools and families on how to support children and young people experiencing EBSA.

**You said**… there is a lack of services post-16. **We…**

- Supported colleagues to deliver a dedicated Preparing for Adulthood conference where you could access information and services and find out what is available, as in some cases support exists but is not widely known.
- Worked closely with the Local Authority to develop a Preparing for Adulthood conference so that parent carers know what is available and can provide feedback on the offer.
- Are working with the Cambridgeshire and Peterborough Combined Authority and Cambridgeshire County Council to help them link up and better support those who may move into employment.
- Expanded the information on our website to provide more signposting and support on the Preparing for Adulthood and health pages.
- Refocused termly meetings so they are Preparing for Adulthood-specific. At these sessions, you can meet health professionals directly, with no appointment or diagnosis needed, for help and signposting, while also feeding back your experiences to those who commission or deliver services.
- Raised your voices at the boards we attend and followed up where needed.
  Allocated additional Pinpoint staff time to support the development of the new Preparing for Adulthood statement.
- Brought your voices into Preparing for Adulthood meetings where commissioners and service providers come together around employment and training.
- Repeatedly highlighted concerns about post-16 education provision, including availability, quality, accessibility, funding and continuity of courses. We have also continued to press for social and employment options for those over 16 who may be NEET.
- Worked with commissioners to influence the Local Authority's All-Age Carers Strategy so that more support is available to those whose children are aged 16 and over.
- Continue to seek opportunities with services that support families whose children are over 25, including Caring Together and Adult Social Care within the Local Authority.
- Are updating a Preparing for Adulthood parents' guide so that all key information is in one accessible place.

- Are developing a parent-to-parent guide for Preparing for Adulthood.
- Invited the Preparing for Adulthood lead for Cambridgeshire County Council to attend every participation session with us so that parent concerns are heard directly and Preparing for Adulthood is embedded across all areas of work.
- Support the Local Authority to strengthen its communication with parent carers about what is available.
- Created a programme of workshops to support families, including Preparing for Adulthood Plans in Mainstream Secondary Schools, Banks, Wills, Money, Capacity to Manage Finances, and Being Responsible for Your Own Health Post-16.
- Are working with the Local Authority to ensure the Local Offer SEND Hub includes video clips explaining the things families need to know.
- Helped shape the direction of Preparing for Adulthood work with the Local Authority and health services, including what is available post-16, how families find out about it, what happens when an EHCP ends at age 25, and what day opportunities are available for young people who need a social care offer when school ends.
- Worked closely with health colleagues on the accessibility and quality of Continuing Healthcare assessments.
- Maintained a presence at school moving-on events to raise awareness of the support on offer.
- Are working closely with the Speak Out Council to bring a wider range of SEND young people's voices into the system.
- Requested that the Preparing for Adulthood lead at Cambridgeshire County Council holds coffee morning sessions in mainstream schools to help raise the voices of young people with SEND in those settings.
- Are working closely with Cambridgeshire County Council to ensure that a wide range of parent carer voices is reflected in the new Preparing for Adulthood and Post-16 Strategy they are developing.
- Are running parent carer information sessions on "when our child's needs grow in secondary school", as many children with SEND appear to cope in primary but experience increasing need in secondary because of overwhelm and higher expectations of independence.
- Have undertaken training to become Disability Confident employers and encouraged other organisations to do the same.
- Are working closely with Cambridge Regional College to offer sessions around preparing young people for college.
- Are working with the Cambridgeshire and Peterborough Combined Authority on developing and promoting their Youth Trailblazer Guarantee, ensuring SEND is central to the NEET strategy they have been asked to develop.
- Worked with the RSHE (Relationships and Sexual Health Education) curriculum lead to produce a handout and webinar on how to support this learning for primary-aged children.
- Are working with iCaSH to adapt their sexual health training offer specifically for SEND families so that it can be delivered to parent carers.
- Submitted a response to the DWP Call for Evidence to raise your voices about young people who do not move into employment and the support they need to do so.
- Are strengthening our links with local further education providers and connecting them with other local work affecting SEND families so that planning is more joined up across the system.

**You said…** that you feel professionals lack training, knowledge and understanding. This is particularly the case in schools, where the biggest concerns are around a lack of understanding of the needs of SEND children, masking, being considered "fine in school", and a lack of awareness of school-based trauma and absence. We…

- Are working closely with education partners to develop training and information for schools on these issues.
- Stay in contact with education and public health officers working on this area to ensure that parent carer voice shapes their work.
- Deliver sessions for heads, governors and others on neurodiversity alongside the Local Authority and health services.

- Attend SENCo briefings to bring parent carer voice into those discussions.
- Continue to raise these concerns at every opportunity within the education system in Cambridgeshire.
- Worked closely with the Local Authority and health services to co-design and project-manage the PINS programme, and have supported schools to hear directly from parent carers and work more collaboratively with them.
- Designed and delivered training for school staff involved in PINS on the parent carer perspective, and developed further training on co-production, now ready for delivery as part of PINS. Invite a wide range of professionals to our monthly thematic participation sessions, where they can hear directly from parents and carers and also network with each other, often feeding back that they learn a great deal.
- Are working alongside professionals to deliver a pilot programme on supporting neurodivergent children, with or without a diagnosis, at the earliest opportunity in schools, based on what matters to children, young people and their families.
- Are working with Cambridgeshire Occupational Therapists to adapt and extend the “Ready to Learn” schools training programme so that it can also be rolled out across early years settings.
- Helped develop a universal training day for schools on the health service support offer. This began through PINS and was so successful that health services now plan to roll it out annually across Cambridgeshire schools.
- Have been a key strategic and delivery partner within PINS, not only through parent coffee mornings in PINS schools but also by embedding parent carer voice within the wider school staff training offer. We are also developing further parent carer voice training to be delivered to PINS schools at an end-of-project celebration event.
- Are producing a series of webinars for schools and other settings to bring the voices of parent carers directly to professionals.
- Shared details of the keynote speaker from our 2026 annual conference so that he can be commissioned to speak to Cambridgeshire schools about the experience of being neurodivergent and the small positive changes schools can make.

**You said…** there remains an issue around compliance with SEND law and a lack of accountability in schools. **We…**

- Pressed for this to remain a priority for the Local Authority as it moves into the next phase of the SEND Strategy Action Plan.
- Raised parent carer concerns with the Local Authority and ensured these were shared with Pinpoint.
- Asked the Local Authority to review its tribunal cases to identify any missed opportunities, including around compliance and accountability.
- Continue to highlight parent carer concerns that academies cannot easily be held to account by the Local Authority or the Department for Education.
- Continue to provide legal information and signposting for parent carers through our website.
- Keep raising concerns with the Local Authority about school attendance and exclusions.
- Commissioned information sessions for parent carers on SEND legal processes, from reasonable adjustments to statutory assessments, EBSA and neurodiversity in schools.
- Are working with Educational Psychologists in Cambridgeshire to help them understand what you have told us about the difficulties in transition between primary and secondary schools. They are using this information to produce guidance on what would help, which will then come back to parent carers for co-production and feedback.

**You said…** that you know demand for services is high, but the system is complex and everything is a constant battle, with the onus being on parent carers**. We…**

- Regularly review our information sessions and adapt them to cover the topics you say are hardest to get help with.
- Submitted a report of evidence to the Education Select Committee, raising your voices. This was later discussed by the committee, with published minutes quoting your concerns directly.
- Hold regular solution-focused catch-ups with the Local Authority to help address parent carer concerns: weekly with Sarah Callaghan and termly with Martin Purbrick.
- Continue to raise your concerns with the Local Authority and health services and keep your voices central to the Local Area SEND inspection.
- Continue to raise your concerns with the Local Authority and health services and keep your voices central to the Inclusion for All framework.
- Updated our website content to reflect feedback from parent carers and provide the signposting and support you need.
- Are redesigning our website so that information is easier to find when you need it.
- Added a chatbot to our website to answer questions in real time, without families having to search for information.
- Continue to provide weekly lunchtime Tii Hubs for peer support and signposting, while also building confidence and helping parent carers advocate for their children and navigate the system.
- Hosted a face-to-face conference with education, social care and health services in attendance, offering bespoke advice, information, training and signposting, while also listening directly to your feedback.
- Are working with the Local Authority to ensure FAQs from different teams are available on the Local Offer.
- Run regular networking and participation sessions where parent carers can raise concerns directly with the Local Authority and health services.
- Worked closely with the Local Authority and health services to co-design and project-manage the PINS programme, and have supported workshops in schools that encourage parent carers and schools to work more collaboratively.
- Developed and delivered training for school staff involved in PINS on the parent carer perspective, and produced further training on co-production for delivery in PINS 2.
- Suggested that the Local Authority brings together a collaborative group from across the system to consider positive system-wide change, and now attend regularly to ensure parent carer voice is heard.
- Undertook IPSEA training as a whole team so that we can better help parent carers understand when processes do not sound right and signpost them to the correct support.

**You said…** you do not always get the support you need to understand and support your child's needs. **We…**

- Run regular online information sessions on the topics you tell us you need.
  Introduced regular in-person sessions across the county, bringing speakers on the topics you tell us matter most.
- Asked where you would like our in-person sessions to be held and used that feedback when planning locations.
- Are working with professionals to create short introductory videos about the support they can offer.
- Regularly review and update our website to make information easier to find.

- Regularly review and update our website to make information easier to find.
- Are redesigning our website so that content is easier to navigate.
- Introduced a chat-bot so that questions can be answered in real time.
- Added Pinpoint adverts to screens in health waiting areas so that more parent carers know about us.
- Distributed hard copies of our neurodiversity book to GP surgeries, libraries and children's centres across Cambridgeshire, and are working to get them into all Cambridgeshire schools.
- Printed hard copies of our neurodiversity book that are available to purchase.
- Are helping to plan and deliver a second round of PINS so that parent carer voice is heard more clearly within school settings.
- Are developing a series of short training and information courses that will be available to watch on demand on our website for a small fee, aimed at both parent carers and professionals.
- Are writing a parent-to-parent guide on Preparing for Adulthood.
- Are strengthening links with organisations embedded in local communities, including Ormiston Families, SENDIASS, Red Hen Project, Occupational Therapy, Speech and Language Therapy and many others, so that more families know about the support available.
- Invited Educational Psychologists to join some of our in-person Parent Connect Hubs to support parent carers directly.
- Arranged training for the Pinpoint team on Fetal Alcohol Spectrum Disorder to broaden our understanding.
- Are contributing to Local Authority thinking as they recommission their parenting course offer.
- Are developing and recording a series of information webinars based on what you have told us you want more information about, which will be available to view on demand for a small fee.

**You said**… access to social care services is difficult. **We…**

- Continue to raise your concerns with the Local Authority at every opportunity.
- Invite social care colleagues to attend our participation sessions so they can hear directly from parents and carers.
- Are working alongside the Families First team at Cambridgeshire County Council as they develop how they will work with SEND families, helping them hear directly from you about what you need.
- Continue to push for better joining up of childrens' and adults' services. Patrick Warren is due to join our termly solution-focused support sessions alongside Martin Purbrick.
- Are working with the adult social care transitions team to help them understand what you have told us about difficulties in accessing adult social care.

**You said**… your children are not included in out-of-school activities because of a lack of suitable options and available support. **We…**

- Continue to share information through our sessions, website and social media about what is available locally.
- Keep raising this issue with the Local Authority and asking them to improve the offer.









**You said…** there is a lack of joined-up thinking and working across services, meaning that parent carers have to tell their story multiple times and chase several services at once. **We…**

- Continue to encourage services to work in a more joined-up way and to attend our termly participation sessions to hear directly from parent carers about what helps.
- Changed the format of our termly participation sessions so they are now grouped by age, encouraging a wider range of professionals to attend and better identify opportunities for joint working around the holistic needs of children and young people.
- Worked closely with integrated neighbourhood teams across the county to explore how the system can work more effectively to deliver place-based services that meet the needs of children, young people and their families.
- Are working with the Local Authority to consider how teams might be redesigned to align more closely with the health neighbourhoods model, so that needs are met by local community teams who understand their area well.

**You said…** there is not enough support at an early stage, so families end up in crisis before support is offered. **We…**

- Shape our information sessions around your feedback.
- Continue adding to our website based on the questions you ask.
- Promote the latest information and sessions through our monthly newsletter and social media.
- Ask partners in education, social care, health and schools to tell parent carers about the support we offer.
- Ask at each Pinpoint session what topics you would like covered and plan our timetable around that feedback.
- Review feedback each month to inform how we deliver further support, information and signposting.
- Continue to design our programme around what you ask for — by parents, for parents.
- Asked Educational Psychologists whether they have material on trauma-informed models of practice that could be shared with parent carers, and secured a session with them on this topic for our next annual conference.
- Base the topics for our regular weekly information sessions on the issues parent carers say are hardest, helping us get information to you in a timely way.
- Are working closely with the Families First initiative at Cambridgeshire County Council to ensure your voices are raised.
- Are developing links with DASS (Director of Adult Social Services) so that families at risk of domestic abuse can access the support they need.
- Are working alongside academics at Cambridge University to support research into the lived experience of SEND families, with the aim of influencing policy and practice. This has included delivering a session on what it is like to be a parent carer and making joint research bids on areas such as the use of technology for children and the benefits of genetic testing for future planning.

**You said…** there is not enough easily accessible information. The SEND Information Hub (Local Offer) is not well known and is difficult to navigate. **We…**

- Continue to meet regularly with the officers responsible for the SEND Information Hub to share your feedback and suggest ways it could be made easier to navigate and better publicised.
- Hold termly meetings with SENDIASS to raise issues and propose solutions, including co-producing FAQs and letters with Educational Psychology and the Statutory Assessment Team.

- Use parent carer feedback to shape the topics for our weekly information sessions, helping us provide the information you need more quickly.
- Are redesigning our website, including a database to help us provide more relevant information for your family, and a membership offer that will allow access to extra webinars on demand. We are also reconfiguring the site so that information is easier to find.

**You said…** you can feel overwhelmed with caring responsibilities, and this leaves you with little time or energy for anything else. It can also weigh heavily on your own mental health and wellbeing. **We…**

- Are working closely with the Local Authority to embed parent carer voice within the All-Age Carers Strategy.
- Continue to provide a non-judgemental, safe space for parent carers to access support and information.
- Offer regular parent carer sessions to build confidence — because you are the expert.
- Provide regular sessions through our partner organisation Nessie on mental health for SEND children and mental health for parent carers.
- Expanded our in-person Tii Hubs to give parent carers a safe, non-judgemental space to meet others who “get it” and access support and signposting.
- Continue to run regular lunchtime sessions so that parents who work have more opportunities to participate.
- Have recruited someone to run twilight and school holiday sessions so that our support is available when you need it.
- Held our annual in-person conference so that parent carers could see the range of support and information available and provide system feedback.
- Are developing a training programme around parental wellbeing and resilience.
- Are creating a series of short videos for our website on how parent carers can support their own wellbeing as well as that of their children and young people.
- Worked with the NSPCC to produce materials for children, young people and their families on how to stay safe online.
- Have a team made up largely of people with lived experience of SEND family life, many of whom are parent carers themselves. We understand how hard it is, and we know it is not your child’s fault. That is why we continue to raise our voices together so that parent carers’ needs are recognised, validated and supported. You are not alone.
- Renewed our Carer Friendly Tick Award for the next two years.
- Are producing short videos to show what to expect at one of our in-person hubs and introduce the team, so attending for the first time feels less daunting.
- Secured funding to run sessions in the Huntingdon area for 2026–27, delivered in person, with breakfast provided and a free hard copy of our neurodiversity book while stocks last.
- Are raising your voices through the co-production of the All-Age Carers Strategy refresh so that decision-makers better understand the difficulties faced by parent carers.
- Worked alongside CPFT (Cambridgeshire Primary Foundation Trust) to represent the voices of SEND parent carers in co-production work to support families.
- Worked to get Pinpoint posters displayed on TV screens in every clinic so that more families know about us.
- Produced a “Who are Pinpoint?” training video that professionals can use to make sure their teams know about us and signpost families to us despite high staff turnover.
- Worked alongside the Carers Strategy team to adapt the carers website so that it is more accessible for parent carers and includes relevant information within its chatbot tool.


STRONGER TOGETHER
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for parents by parents
LISTENING TO FAMILIES. SHAPING BETTER SUPPORT