

Improving Lives



Hidden
Treasure
Trust

Social Impact Report - March 2024

The Hideaway was established as a social enterprise for the benefit of our local community in 2018. Since then, it's grown exponentially; impacting thousands of lives and in 2022 became a full blown charity in its own right. This report shares a snapshot of our story from the past year.

To produce the report, we've collated some of our data, statistics, accounts, stories, comments and the results from a recent online survey conducted via social media to create a snapshot of the impact Hidden Treasure Trust has had over the past year.



Our Mission

To bring life-transforming *help, hope and joy* to families and vulnerable people through Education, Relationships and Resources.

By creating unique community hubs in areas of high deprivation, we bring together partners to create a thriving open-access, barrier- and stigma-free community for learning, playing, building relationships, and accessing all support needed in a central and welcoming 'third space'.



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Children & Youth



The Hideaway is our main 'front door' - a space for children to imagine, create, play, and learn in a unique educational environment. It's believed to be the only Pay What You Can play centre in the UK, making it fully accessible to children from all backgrounds and financial situations. Every week, an overall theme and teaching point are reinforced using songs, stories, crafts, and messy play, which means there's always something new.

"It makes parenting less lonely."



Over the last year, we saw over **42,000 children** visit The Hideaway from around **13,000 different families**.

Children visit The Hideaway an average of **3.5 times** per year!

From a social media survey in March 2024 we learned that:

1
89% of those surveyed said The Hideaway was **their favourite** or one of their favourite play centres

2
41% said The Hideaway helped their child socially or with **confidence**

3
Over half of parents said The Hideaway helped their child to try new things and **develop new skills**

"Pay What You Can opens up possibilities for us and gives my toddler opportunities he wouldn't otherwise have."

The Hideaway has helped thousands of children to develop physically and emotionally over the past year alone. **82%** of parents said that our pricing policy made visiting The Hideaway **affordable** for them.



"We have found The Hideaway to be such a valued part of our family life. My husband enjoys having quality time with our son at Who Let The Dads Out, I know that I can have meaningful play with our son." - Sophie

We currently support **13 local young people** who are school refusing or struggling to engage at their High School.

"It's really helped me be able to take out my twins (2) and son (4) somewhere fun and affordable. I feel comfortable coming there because it's safe and there's something for all of them to explore." - Hannah

OUR CLUB

SEND play session for kids

A weekly **SEND group** - Our Club - is attended on average by **45 children each week** with their carers. In 2023, we ran 59 sessions with a total attendance of **2655** across the year!

Parents & Carers



Last year, well **over 1000 parents** booked onto one of our groups or courses.

These courses are all provided on an optional donation basis, giving parents quality time with their children, chance to meet others for peer support, and safe spaces to learn, share, be encouraged, and gain valuable knowledge and confidence in parenting.

1 in 3 parents less isolated

During our recent survey we discovered that generally across all parents, **over 1/3** stated that The Hideaway helps them to **feel less isolated**.

Over **31,000** adults visit each year.

"This course really helped me gain my confidence and find new ways of navigating motherhood and sharing experiences with other mums who were also going through the same thing."

- Charlotte

Carer support is also provided at weekly Our Club sessions, and we work alongside the monthly Chatty Café where carers can meet with professionals from across the borough for advice and support.

A literal lifeline

Over the past 12 months, our Family Worker has met over **50** different struggling parents **820 times** for 1-1 sessions. This free intensive support has included writing numerous EHCP plans, sleep advice, behavioural support, mental health and wellbeing support, advocacy with school, referrals to specialist advisors, and so much more. For many, this has been a lifeline, while several have testified to this help literally saving their life.

"You're not judged or made to feel a certain way for needing/asking for the help"



"We feel so lucky to have such a fantastic centre so close to home!"

Our Community

Hope Centre

Hope Centre

The Hope Centre launched at the start of the Covid-19 pandemic in March 2022 and has continued to provide practical support for the wider community ever since.



611 households have been registered with the Hope Centre during the past twelve months.

Over the last year, the Hope Centre has provided around **£13,000** worth of practical help to people in need **every single month!**




£13,767
Energy & white goods


£12,610
New toys


£7,728
School uniform

This is made up of:


£121,025
Food

The Hope Centre provided **4841** bags of shopping to households **struggling against poverty** over the last year.

It's not just food!

On average, **96 people** contact the Hope Centre each month for information, advice and help *other than* their regular food shop. That's **1152 households** annually and almost **3000 people** supported indirectly!

192 households accessed our emergency support fund, receiving immediate energy top ups or white goods.

