



Family Learning Impact Report 2025

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At **Campaign for Learning**¹, we champion the power of family learning to transform lives. Our mission is simple but ambitious: to ensure family learning is prioritised on every agenda – from policy to practice – so that children and families have the best possible chances in life.

With more than **25 years of experience**, we've seen first-hand how family learning breaks down barriers, empowers parents, and opens opportunities for lifelong learning.

In this report, we'd like to share the richness and diversity of our family learning work and our reach and impact on families.

Miranda Baxter, Deputy Director (Families)
Juliette Collier, National Director
Campaign for Learning, November 2025

¹ Campaign for Learning is a division of the charity NCFE

Our reach
is growing



3,200+

practitioners receive our
monthly newsletter



4,000+

followers on
social media



3,105

average monthly users
visit our website



In 2023 we launched the **National Centre for Family Learning (NCFL)** to build partnerships, insight and knowledge and drive positive social change by enabling families to learn, grow, and thrive together.

The family learning sector is as diverse as the definition of 'family'. In this report we aim to show the impact family learning can have on life outcomes and our growing cross-sector reach.

"We have parents that go onto entry level teaching, or early years courses or they go and volunteer in school. Some become reading volunteers, and then go onto become a lunchtime supervisor. So it's sort of quite small steps."

What is family learning?



“Family learning is any learning that includes a child or young person and another generation of their family. It is sometimes called intergenerational learning.”

Family learning activities can include children and adults learning together, helping parents improve their own skills and understanding to enrich their child’s home learning environment, and supporting adults to develop their parenting skills.”

What is family learning?



"Family learning is a powerful method of engagement and learning which can foster positive attitudes towards lifelong learning, promote socio-economic resilience and challenge educational disadvantage"

(Family Learning Network, 2016)

"It's a community, but it's an inclusive community that welcomes other people in so that they can belong to it as well. So it feels a sense of belonging... I think the motivation to be there and the commitment to be there is part of how it feels."

Parent

Why does family learning matter?

It matters because it builds cultures of lifelong learning within families that support them to thrive.

"Success is different for every parent, it could be a parent that is very nervous of going into school but comes to one course and then they go and help on a school trip, or they turn up to parents evening and have never been to one before."

For children

Children only spend 20% of their waking hours in school and parental engagement in family learning has a large and measurable positive impact on children's learning, giving children greater confidence and self-belief.

Family learning and "effective parental engagement can lead to an average of 4-months' additional progress over a school year." (Education Endowment Foundation, 2021)

"Attainment gaps are rooted outside educational settings, with parents providing the majority of learning support. Evidence from the Education Policy Institute shows that disadvantaged 4-5-year-olds in England are, on average, 4.6 months behind their better-off peers by the end of early years/foundation stage education. By the end of primary school, this persistent disadvantage gap increases to 12.2 months behind."

"While schools account for 14% of the disadvantage gap between pupils from low socioeconomic background and their peers, parents and carers account for 49%" ¹ (IFS 2010)"

For adults

Family learning is a powerful motivation for adults to take their first steps back into learning. They want their children to be healthy and happy and family learning provides an opportunity to do things with and for their children to enrich their home learning environment. It builds parents' confidence and self-esteem, supports wellbeing and frequently leads to progression into further learning, volunteering and employment.'



The National Centre for Family Learning

Campaign for Learning leads the only cross-sector centre for family learning: **The National Centre for Family Learning (NCFL)**. We engage over **1,400** practitioners working with **262,000** families, with **1,106** average monthly users on our website and a combined social media following of over **2,400**.

Through this network we amplify our users’ voices, as well as provide news, resources, training opportunities and networking events that help professionals continue growing their practice.

Here’s what our members say they value most about NCFL:

- coming together and meeting up
- making new connections
- sharing ideas.

Our network



- Local Authority: 22.4%
- Other: 19.6%
- Adult and Community Education: 17.1%
- Museum, gallery, archive: 11.9%
- State schools/nurseries: 11%
- Charity: 10.3%
- Library: 4.7%
- University: 3%

Family Learning Festival



"Our family sessions and participation in the Family Learning Festival offer a unique opportunity for families to come together in a shared learning experience. They not only support language development but also foster a culture of curiosity, collaboration, and lifelong learning within families." *Bronya, Clubespanol*

The [Family Learning Festival](#) is a national celebration which marks and inspires a love of intergenerational learning in family life, with a wide reach across the UK. Strategically, we excel at bringing different family learning voices to the table to share practice and tackle social challenges. 80% of organisations do this by reaching new audiences, and by supporting people to continue to enjoy learning and learn new skills. Feedback from the 2024 Family Learning Festival showed:

- **100%** were satisfied or very satisfied with our resources, communications, and training
- **92%** enjoyed learning
- **69%** found out about a new service and/or learning opportunity
- **62%** learned a new skill.

In 2025, the festival received the Momentum in Montessori Award for dedication to family engagement and community action as part of the Montessori Global Awards.

Online reach



56,177

impressions from our Family Learning Festival social media campaign, reaching family learning practitioners



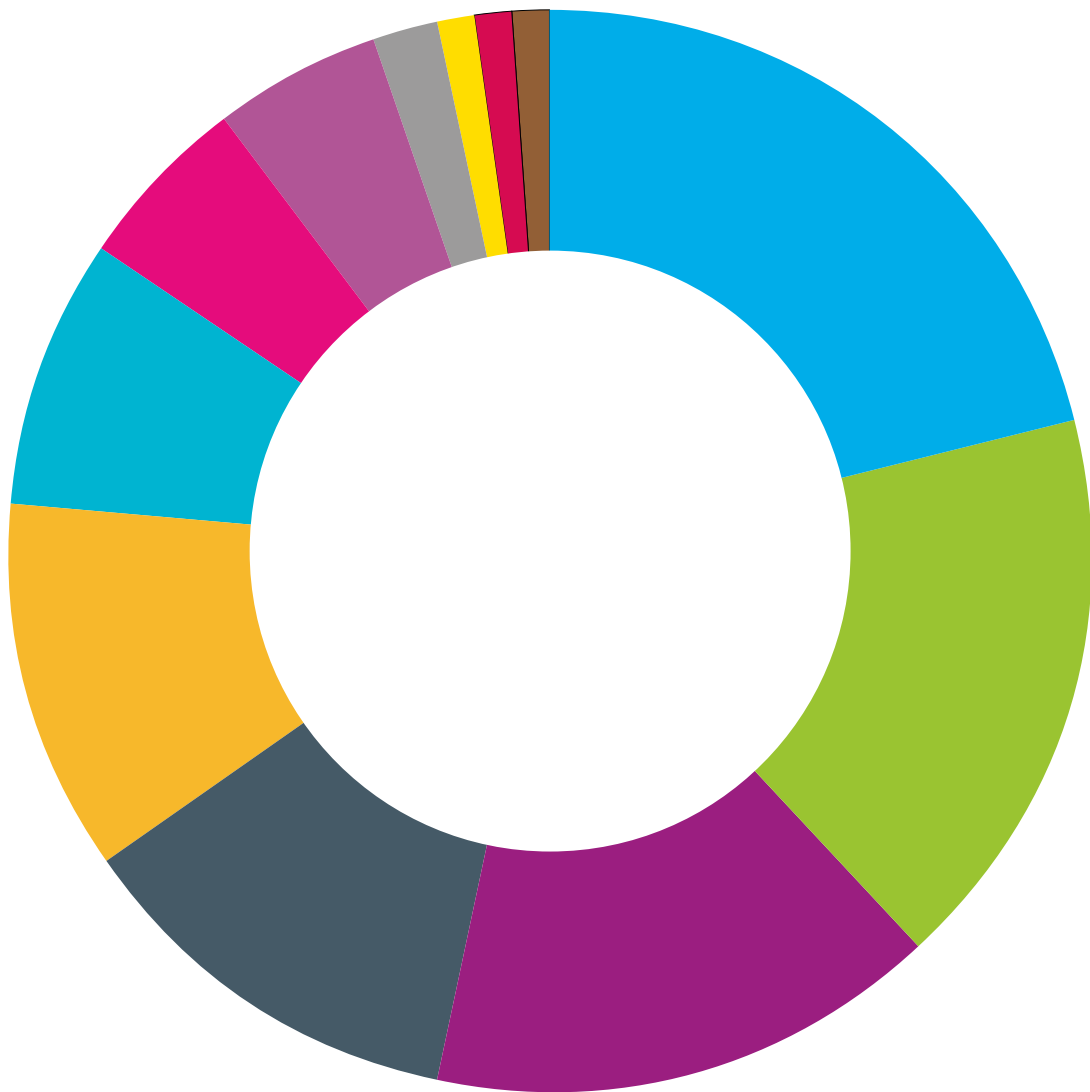
16,408

total website views in the lead up to and during the Festival in September and October 2024

Our reach



Geographical reach



- England – London: 20%
- Yorkshire & Humber: 16.2%
- Scotland: 14.3%
- England – South West: 11.4%
- England – South East: 10.5%
- West Midlands: 7.6%

- East of England: 4.8%
- East Midlands: 3%
- North West: 4.8%
- Wales: 1.9%
- North East: 1.9%
- Midlands: 1%

"Family learning should be included in every city, every locality within the UK."
NCFL member

Parent Powered Learning



Launched in October 2024, as part of the Family Learning Festival, the Parent Powered Learning campaign aims to raise awareness of the impact of parental and family engagement in learning. This campaign was supported by the prestigious Fair Education Alliance Innovation Award to close the education inequality gap.

New resources help parents and practitioners inspire parent powered learning, along with ‘It’s You’, a short film created by the Media Trust, highlighting the critical role that parents play in their children’s learning. In November 2024, the short film was nominated in the Smiley Charity Film Awards. In November 2025, the short film won an award in the children and welfare charity films category at the Big Syn International Film Festival to support delivery of the United Nations Sustainable Development Goals (SDGs).

Parent Powered Learning



Key messages from the campaign:

- parents are their children's first teachers and best coaches and making small changes will make a huge difference to their children
- it is what parents do and not who they are that helps children become brilliant learners
- children spend 80% of their waking hours outside of school. What parents and carers do makes a real difference.

Reach



3,741

total views on Parent Powered Learning landing pages

Over **3,000** people and practitioners have participated in this ongoing initiative



75,141

impressions from our social media campaign



78.3%

of parents strongly agreed or agreed that after the project they 'feel confident in supporting [their] children's learning'.



Family learning - five asks for government

In 2024, Campaign for Learning joined national organisations to call for a series of policies to create a system change for family learning. The five asks for government represent an agenda for change and a plan for long term reform of family learning.

- **100%** positive press sentiment, with an estimated potential reach of **140k**
- Organisations and individuals engaging with the report on social media by sharing and creating their own posts on social media using the resources provided, with an estimated potential reach of **115k**
- **941k** impressions from our social media campaign, reaching family learning organisations and practitioners

Family Learning Awards

The Family Learning Awards celebrate imaginative, innovative and inclusive ways of delivering learning opportunities to families in their communities. Previous winners include the University of Hertfordshire, Learning Unlimited and V&A Dundee.



2025 winners



Award for Family Learning in the Early Years, in partnership with CACHE Alumni -

The For Baby's Sake Trust and their 'For Baby's Sake' programme.



Award for Family Learning to Support Health and Wellbeing -

Rotherham Creative Learning and their 'The Living Planet' programme.



Award for Innovation in Family Learning -

Durham University and their partners for the 'Street Cosmos' project.



Award for Family Learning to Support STEM -

Cardiff and Vale College Family Learning Team and their 'Fizzy Fun' programme.

MaPS Love learning about money



Money and Pensions Service financial education grant programme

Campaign for Learning delivered the Love Learning About Money programme to practitioners working with children under the age of 7 with special educational needs and/or mental health difficulties. Training was delivered through online sessions to practitioners who could then implement financial education flexibly with families, adapting the resources and implementation to their particular needs.

Campaign for Learning was part of a cohort of six organisations awarded grants to deliver MaPS financial education programmes: Just Finance Foundation, National Literacy Trust, Campaign for Learning, Quaker Social Action, Young Enterprise and Young Enterprise Northern Ireland.

The programme took place between March 2023 and March 2024. Together, the projects:

- trained and supported over **2,400** teachers and school leaders and over **1,000** practitioners
- supported the onward delivery of financial education to over **54,000** children and young people
- engaged **580** schools.

Campaign for Learning trained 767 practitioners. 98% of participants said the knowledge, resources or processes gained from this workshop will help better support under resourced families or widen participation in lifelong learning. 98% said they would recommend this workshop to a colleague.



Live Well Together – intergenerational wellbeing toolkit



In partnership with The Open University, the Hallmark Foundation, and the University of Bedfordshire, Campaign for Learning developed a dynamic toolkit with practical resources to empower people of all ages to lead healthier, happier lives.

Through online training sessions, practitioners were equipped with the skills and confidence to deliver intergenerational activities that build meaningful connections and strengthen children and adults' motivation to live well together.

Live Well Together training

The Live Well Together intergenerational toolkit training made a measurable impact on practitioners' confidence in delivering intergenerational wellbeing programmes.

Practitioners reported increased confidence levels in delivering intergenerational wellbeing.



Pre-training

30% of participants marked their confidence between 6-10



Post-training

78% of participants marked their confidence between 6-10

Practitioners' confidence pre and post-training was measured on a scale of 1-10, in which 1 is low and 10 is high.

Family learning, conferences and training

Net Promoter Score (NPS) 66 from participants on Campaign for Learning's conference and training programmes. (An NPS higher than 50 is considered excellent)



National Story Power Conference

Each year, Campaign for Learning and NCFL host a conference to bring together professionals to network, inform and enrich family learning practice, activities and programmes.

"Finding ways to engage students and children in reading may be one of the most effective ways to leverage social change."

(OECD. 2002)

Stories, storytelling and reading are crucial to our identities and cultures, as well as our imaginations and ability to empathise.

Hosted by Campaign for Learning at Mercers' Hall in London on 3 July, the National Story Power Conference brought together 20 speakers and workshop leaders who shared insights and discussed the impact of using stories, storytelling and reading in family learning with 70 delegates.

Family learning, conferences and training

“98.3% of participants report that the knowledge and resources will help them to support under-resourced families or widen participation in lifelong learning.”



National Story Power Conference

The passion, enthusiasm and commitment to stories, storytelling and reading was clear to see, and the rich data, statistics, outcomes and connections shared on the day illustrate the power of stories, and why the need to foster opportunities to create reading and story-building cultures within families is urgent.

Speakers included: HarperCollins Children's Books and Farshore, Doorstep Library, The Story Museum and The Story Exchange, The British Library, BookTrust, The Story Project, Take A Part CIO, University of Sheffield, Fatherhood Institute, University of Southampton and Stories in the Dust, The Story Tent, Connection With Wonder, Thoughtful, Fitzwilliam Museum, Unplugged Tots and Tales Toolkit.

“I left the Story Power conference brimming with ideas and creative ways to share stories with children and parents. Storytelling is fundamental to being a human being and this conference celebrated it with the importance it deserves.”



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FAMILY LEARNING

Acknowledgements

Thank you to our partners and funders, and a huge thank you to the thousands of people and organisations who inspire and support families to learn together. And finally, thank you to all the families who inspire learning every day.



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Help us change lives
through learning