

ordinary Magic

Bloom & Grow

Evidence of Impact on Early Childhood Development Outcomes Report 2024 -2025 (May 2026)

About us



Supported by the

**HS2 Community &
Environment Fund**

Ordinary Magic's ethos is rooted in the belief that every child deserves the opportunity to thrive, and that strong, nurturing relationships are the foundation for positive lifelong outcomes.

We work alongside children and young people (0-25 with SEND needs), parents and communities to build resilience, confidence and emotional wellbeing, recognising that families are the experts in their own lives and that meaningful change happens through trusted relationships and strengths-based support.

Since 2019, Ordinary Magic has developed a strong reputation across Solihull and Birmingham for delivering high-quality, accessible and responsive support. We are now a well-trusted community organisation with deep local connections, enabling us to engage families who may not otherwise access support.

Our Early Years work

Working with expectant parents and those with children under 5 years old was made possible due to the generosity of the HS2 Community Fund. It gives us a unique understanding of the long-term impact that early relationships, emotional wellbeing, and parental confidence have on children's development and future outcomes.

Ordinary Magic focuses resources on communities for whom access to support is most challenging. As a result, over 75% of our beneficiaries are from North Solihull, an area of the West Midlands facing the most deprivation.

The following figures illustrate why our **targeted support in North Solihull is so important**. Children and families living in these communities face multiple and often overlapping challenges, including poverty, social isolation, poorer health outcomes and reduced access to opportunities. Investing in early intervention and community-based support is therefore critical to improving life chances and reducing long-term inequalities.

SOLIHULL: A PLACE OF CONTRASTS

Affluence on the surface. Deep inequality beneath.



Solihull is often seen as an affluent place, but this masks significant pockets of deprivation.



13%

of Solihull residents live in the most deprived 10% of neighbourhoods in England



4%

of Solihull residents live in the most deprived 5% of neighbourhoods in England



FOR A SMALL GROUP OF PEOPLE, CONCENTRATED IN NORTH SOLIHULL, INEQUALITY IS EXTREMELY STARK.



18 Solihull LSOAs fall within the 10% most deprived nationally, and they are all in the North Solihull regeneration area.

NORTH SOLIHULL REGENERATION AREA

All 18 LSOAs in the 10% most deprived nationally are in North Solihull

SOLIHULL

OUTSIDE NORTH SOLIHULL, ONLY 2 AREAS ARE IN THE 20% MOST DEPRIVED NATIONALLY

- Green Hill (Shirley East)
- Hobs Moat North (Lyndon)

For families living in the three Northern wards of Chelmsley Wood, Kingshurst & Fordbridge, and Smith's Wood, deprivation is a daily reality.



6 OUT OF 10

residents live in neighbourhoods that rank among the most deprived 10% in the country.



1 OUT OF 5

residents live in neighbourhoods that fall within the most deprived 5% in the country.



MEASURED AT A NATIONAL LEVEL

Extent of deprivation



Solihull ranks in the **FOURTH QUINTILE** for the extent of deprivation, indicating a significant proportion of neighbourhoods experiencing high levels of disadvantage.

Local concentration of deprivation



Solihull falls into the **LOWEST QUINTILE** for local concentration of deprivation, highlighting how deeply deprivation is clustered within particular communities.



The most deprived neighbourhood in Solihull ranks within the **BOTTOM 3%** nationally, demonstrating the severity of need experienced by some local residents.

BEHIND THE NUMBERS ARE REAL LIVES



For some families relocated to South Solihull (including many fleeing domestic violence),



the extent of inequality is extreme – they feel displaced and as outsiders to any support, even if they knew where to go to find it.



THIS IS WHY PLACE-BASED, COMMUNITY-ROOTED SUPPORT IN NORTH SOLIHULL MATTERS.

Targeted investment and local support can help break cycles of disadvantage and create brighter futures for children, families and communities.



TOGETHER, WE CAN REDUCE INEQUALITIES AND BUILD BETTER FUTURES FOR EVERYONE IN SOLIHULL.

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Our beneficiaries

We have worked with 255 families with children under 5 years old since 2023. In the last 12 months we have worked intensively with 138 of those families/additional families with newborns living in B36 and B37 postcodes, in and around our new base at the Three Trees Community Centre, Chelmsley Wood.

Families living near the Three Trees community centre, live in a place that is more deprived than most neighbourhoods in England (Only 4% of neighbourhoods in England are more deprived.) The worst of its deprivation is in relation to health and disability (only 1% of neighbourhoods in England are more deprived), income deprivation affecting children (IDACI), and employment and education and skills.

We have recruited staff from, or living within, the communities we serve. They bring first-hand understanding of the realities facing local families, including deprivation, financial pressures, social isolation, discrimination, barriers to accessing services and the wider challenges associated with raising young children in disadvantaged communities. This lived experience helps us build trust, engage families effectively and ensure that our support is culturally relevant, accessible, and responsive to community needs.

Our Bloom and Grow service

Triage and action-planning

After a 121 holistic assessment of each family, in which our Navigator identifies as many unmet needs as possible, we draw up an individualised action plan.



TOP 10 NEEDS REPORTED



This process identified that for parents of under 5s there were some commonly reported areas of need impacting the family.

1



More Early years support needed

2



More Parenting support needed

3



More Family support needed

4



Sleep concerns

5



Social opportunities needed

6



Sensory support needed

7



ASD needs being investigated

8



Emotional regulation needs

9



Behaviour support needs

10



Communication-SALT difficulties

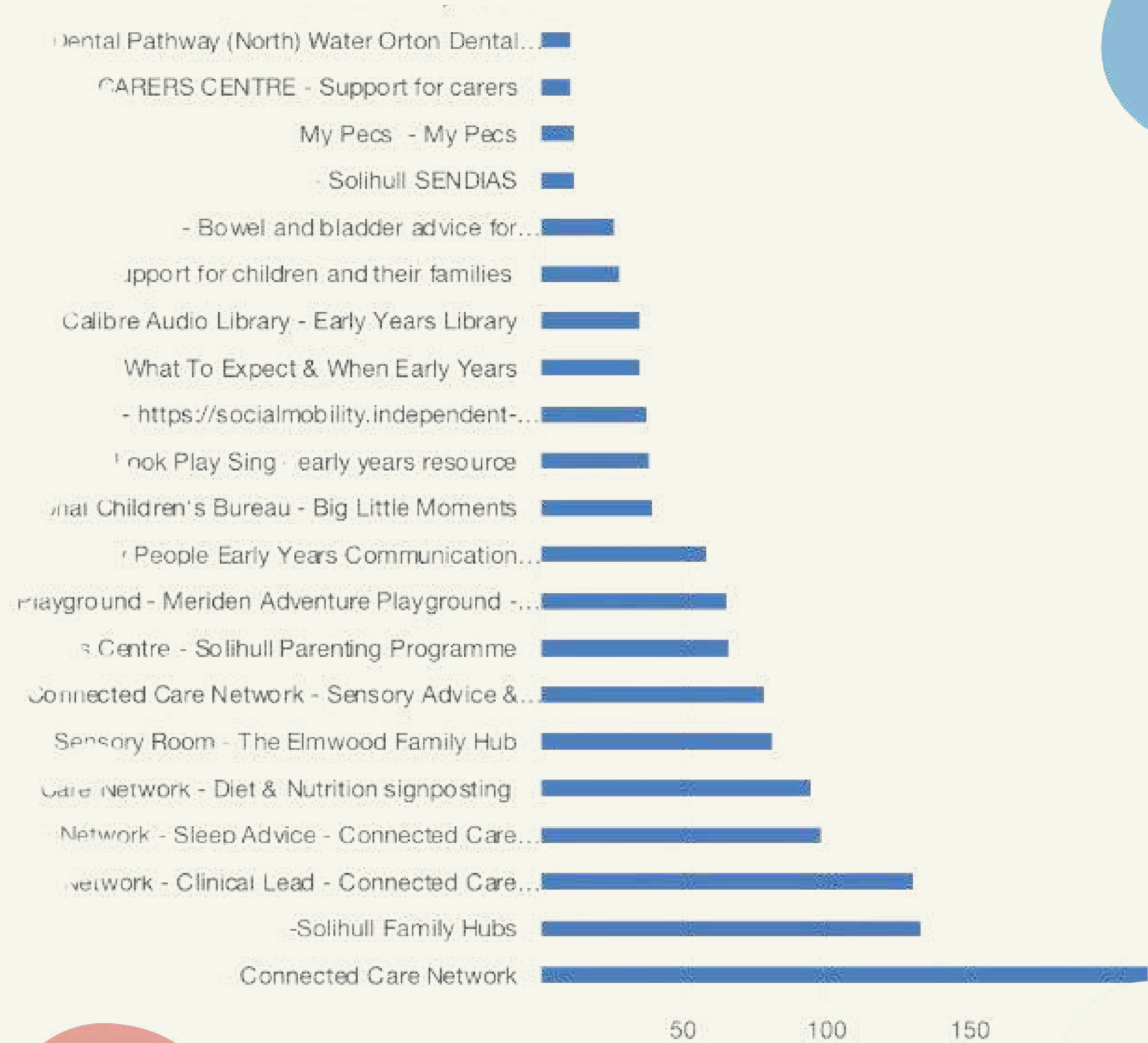


These needs highlight the wide range of challenges families face – and the importance of joined-up, responsive support for parents and young children.

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Onward referrals

As part of this plan, we signposted and referred families to a range of local expert services.



“LOVELY BONDING TIME
WITH MY BABY, REALLY
LOOKING FORWARD TO
CONTINUING THIS AT
HOME.”



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Our impact

Almost every family was referred to Ordinary Magic’s own direct delivery for support (see table above). Our role was to identify how we could support addressing as many of these needs as possible and enable the child and family to thrive. Once they enter that pathway they benefit from a tailored, holistic and integrated model of care via our connected care network. The results of these interventions are showcased via our indepednent report completed by Make and Impact CIC in November 2025: [REPORT](#)

We identified that our early years work contributed to improved physical, cognitive, social and emotional outcomes for children aged 0–5 through a combination of parenting support, parent-child activities and direct delivery with children.

Our approach recognised that children’s development is shaped by the quality of relationships around them and by opportunities to develop confidence, resilience, communication, movement, and emotional wellbeing before starting school.

In March 2025 we started working with expectant parents and carers of newborns in a more intensive structured way as part of our Bloom and Grow service. In that time, we delivered Baby Massage sessions to 88 babies and their parents across B36 and B37, delivered New Parent sessions reaching families with 138 children, provided workshops and webinars supporting over 75 new parents, delivered Baby Craft sessions to support early development and fine motor skills, and provided direct mental health, wellbeing and school readiness support to 264 children under five.

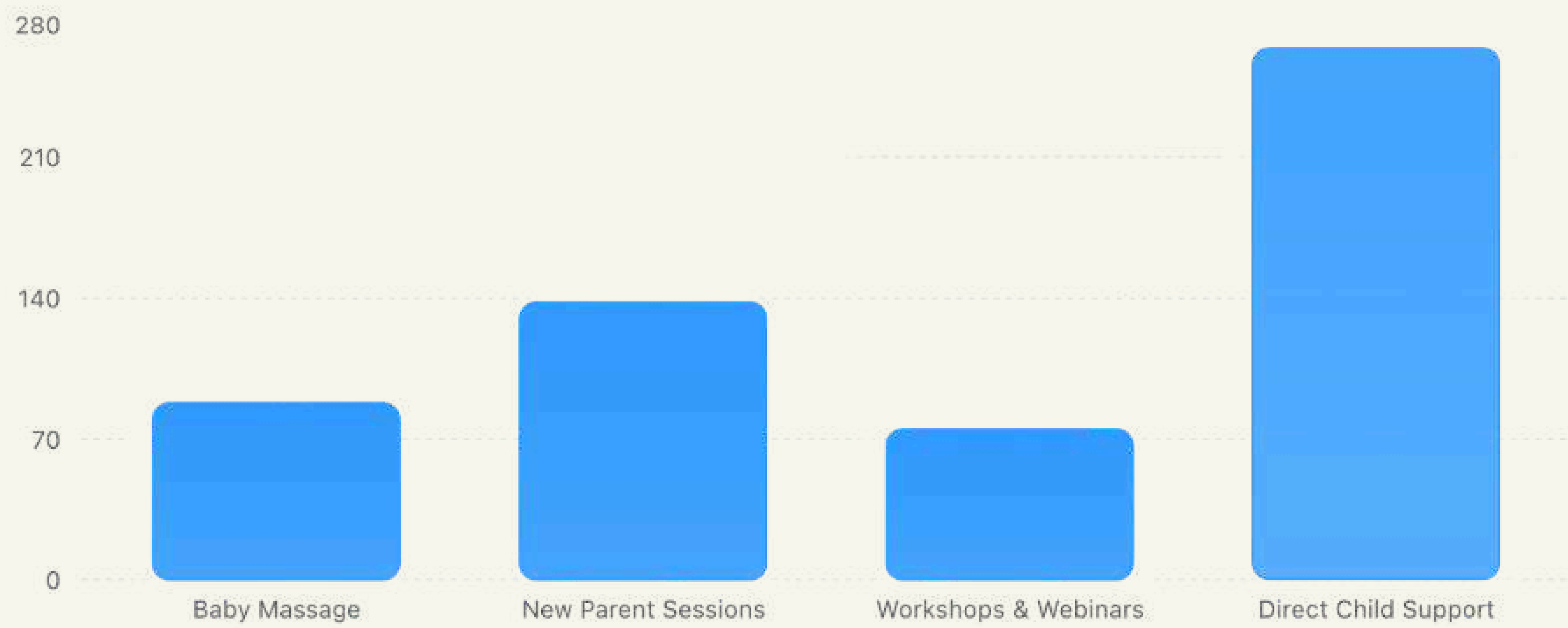
Activity	Participants Reached
Baby Massage	88 babies & parents
New Parent Sessions	138 children/families
Workshops & Webinars	75+ parents
Direct Mental Health, Wellbeing & School Readiness Support	264 children under 5

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1. Reach by activity

Participants reached by programme activity

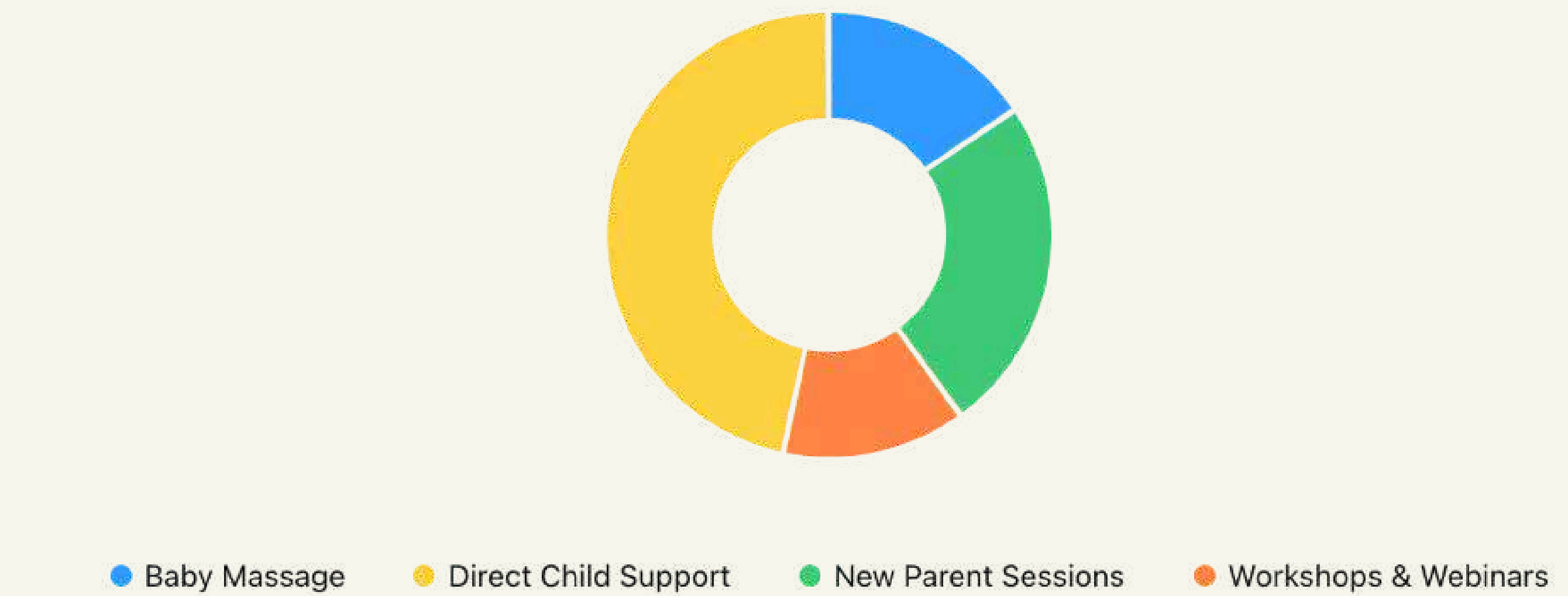
Number of participants reached across key early years activities.



2. Distribution of Reported Reach

Share of reported participant reach

Proportion of reported reach across activities with available participant counts.



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3.Outcomes Framework Mapping

Development Domain	Evidence of Impact	Supporting Activity
Personal, Social & Emotional Development	Improved bonding, emotional regulation, confidence, relationships, school readiness	Baby Massage, direct wellbeing support
Cognitive Development	Improved communication, curiosity, listening, attention, problem solving and learning engagement	New Parent Sessions, workshops, structured play
Physical Development	Improved fine motor skills, coordination, dexterity, sensory exploration and movement	Baby Craft, Baby Massage, play activities

4.Key Outcome Indicators

Indicator	Result
Parents reporting improved bond with baby after Baby Massage	100%
Babies & parents reached through Baby Massage	88
Children reached through New Parent Sessions	138
Parents reached through Workshops/Webinars	75+
Children under 5 receiving direct wellbeing and school readiness support	264

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5. Contribution to Early Childhood Development Outcomes

Outcome Area	Contribution Demonstrated
Secure Attachment	Improved parent-child bonding and responsiveness
Emotional Regulation	Children supported to recognise and express emotions
Positive Relationships	Increased confidence and relationship-building skills
Communication & Language	Parents encouraged to talk, sing, read and play
School Readiness	Confidence, transitions, engagement in learning
Fine Motor Development	Sensory activities, mark-making and manipulation tasks
Physical Development	Movement, body awareness and exploration

Personal, Social and Emotional Development

To date we have had the most impact on children’s personal, social and emotional development.

Baby Massage is an evidence-informed intervention that supports attachment, bonding, emotional regulation and secure parent-child relationships. Following participation, 100% of parents reported an improved bond with their baby. Parents also reported increased confidence in understanding and responding to their baby’s cues, supporting the development of secure attachment and positive early relationships.

Alongside parenting support, we delivered direct activities with 264 children under five to promote mental health, emotional wellbeing and school readiness. These activities supported children to recognise and express emotions, build confidence, develop positive relationships, manage transitions and engage successfully in learning environments. These skills are foundational for school readiness and align directly with the Early Childhood Development outcomes relating to emotional regulation, empathy, relationship building and positive social behaviours.

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Activity	Participants Reached	Area of Development Supported	Evidence of Contribution
Baby Massage	88 babies and parents	Personal, Social and Emotional Development; Physical Development	100% of parents reported an improved bond with their baby. Parents reported increased confidence in understanding and responding to their baby's cues, supporting attachment, emotional regulation and secure relationships.
New Parent Drop-In Sessions	Families with 138 children	Personal, Social and Emotional Development; Cognitive Development	Parents developed confidence, reduced feelings of isolation and increased understanding of child development, communication and responsive caregiving.
Parent Workshops and Webinars	75+ parents	Personal, Social and Emotional Development; Cognitive Development	Parents reported increased knowledge and confidence in supporting emotional wellbeing, communication, behaviour and school readiness.
Direct Mental Health and School Readiness Support	264 children under 5	Personal, Social and Emotional Development; Cognitive Development	Children developed confidence, emotional awareness, positive relationships and readiness for nursery and school.
Baby Craft Sessions	Families attending Baby Craft sessions	Physical Development; Cognitive Development	Creative and sensory activities supported fine motor skills, hand-eye coordination, curiosity, exploration and early learning.
Combined Early Years Reach	565+ engagements*	Physical, Cognitive, Social and Emotional Development	Relationship-based and evidence-informed support delivered in communities experiencing some of the highest levels of deprivation nationally.

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Cognitive Development

Through New Parent sessions, workshops and parent-child activities, parents were supported to engage in responsive communication, play and interaction with their children. Parents reported increased knowledge and confidence in supporting development through talking, singing, reading and play-based learning.

Our direct work with children further supported communication, curiosity, attention, listening skills and engagement in learning activities. Through structured play and creative activities, children were encouraged to explore, problem solve, make choices and develop confidence in learning, contributing positively to early cognitive development and school readiness.

Physical Development

Our Baby Craft sessions provided opportunities for babies and young children to develop fine motor skills through age-appropriate creative and sensory activities. Activities such as grasping, holding, manipulating materials, mark-making and sensory exploration supported hand strength, coordination and dexterity, all of which are important foundations for later writing and self-care skills.

Baby Massage also supports physical development through sensory stimulation, body awareness, movement and positive physical interaction between parent and child. Through our wider early years activities, children engaged in play experiences that



Annex

Evidence-Based Practice

Our programmes are delivered by trained practitioners using structured, evidence-informed approaches that combine parenting support, parent-child interaction and direct developmental activities for children.

We monitor the consistency and quality of interventions through:

- Staff training, supervision and reflective practice.
- Structured programme content and session plans.
- Consistent delivery of practice-based interventions including Baby Massage and Baby Craft.
- Monitoring attendance, participation and engagement.
- Collection of participant feedback, happiness scores and needs assessments.
- Delivery records demonstrating the completed interactions and frequency of support.
- Planned adaptations made only where necessary to improve accessibility, cultural relevance and responsiveness to family needs.

Our strong reputation within the communities we serve, combined with high levels of engagement, positive parent feedback and evidence of improved parent-child relationships, confidence and wellbeing, demonstrates that interventions were delivered consistently and effectively.

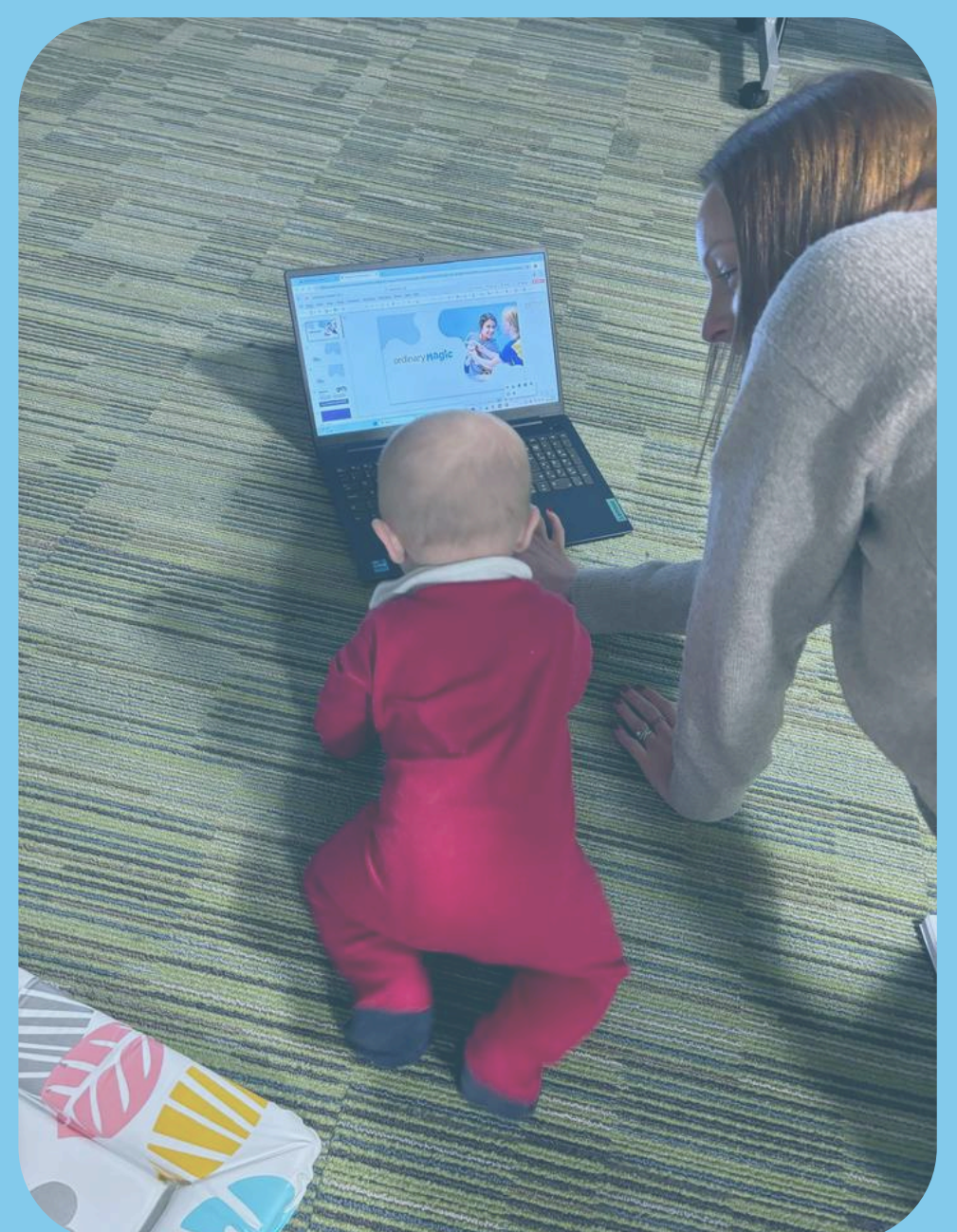
Together, these outcomes show a positive contribution to children's physical, cognitive, social and emotional development in communities experiencing some of the highest levels of deprivation nationally.

As a learning organisation, Ordinary Magic is committed not only to improving outcomes for individual children and families but also to contributing to wider understanding of what works in supporting children and parents in disadvantaged communities.

Programmes designed with best practice in mind

The EEF recommends that early years providers use multiple approaches to support children's personal, social and emotional development (PSED). In most of their evidence, programmes use multiple PSED approaches, meaning it isn't possible to establish which of the approaches improve children's outcomes. In addition, these PSED approaches appear to support each other and target similar skills; **they are mutually reinforcing.**

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We have designed our interactions with their evidence-based practice about seven key approaches in mind.

1. Teaching Awareness of Emotions and Feeling

Helping children to notice the connection between their physical reactions, feelings, and core emotions, and to express their emotions and feelings.

2. Teaching and Modelling Managing Emotions and Feeling

Working with children to teach and model different ways of managing strong emotions, considering impact on others and the environments children are in.

3. Teaching and Modelling Social Communication

Teaching children to notice body language, spoken words, and how to listen and respond in appropriate ways, including being a helper and help seeker.

4. Teaching Relationship Skills

Teaching children the value of connecting with others and the skills needed to build relationships over time.

5. Teaching How to Sustain Positive Relationships

Teaching appropriate behaviours and strategies for effective collaboration with others.

6. Promoting Self-care

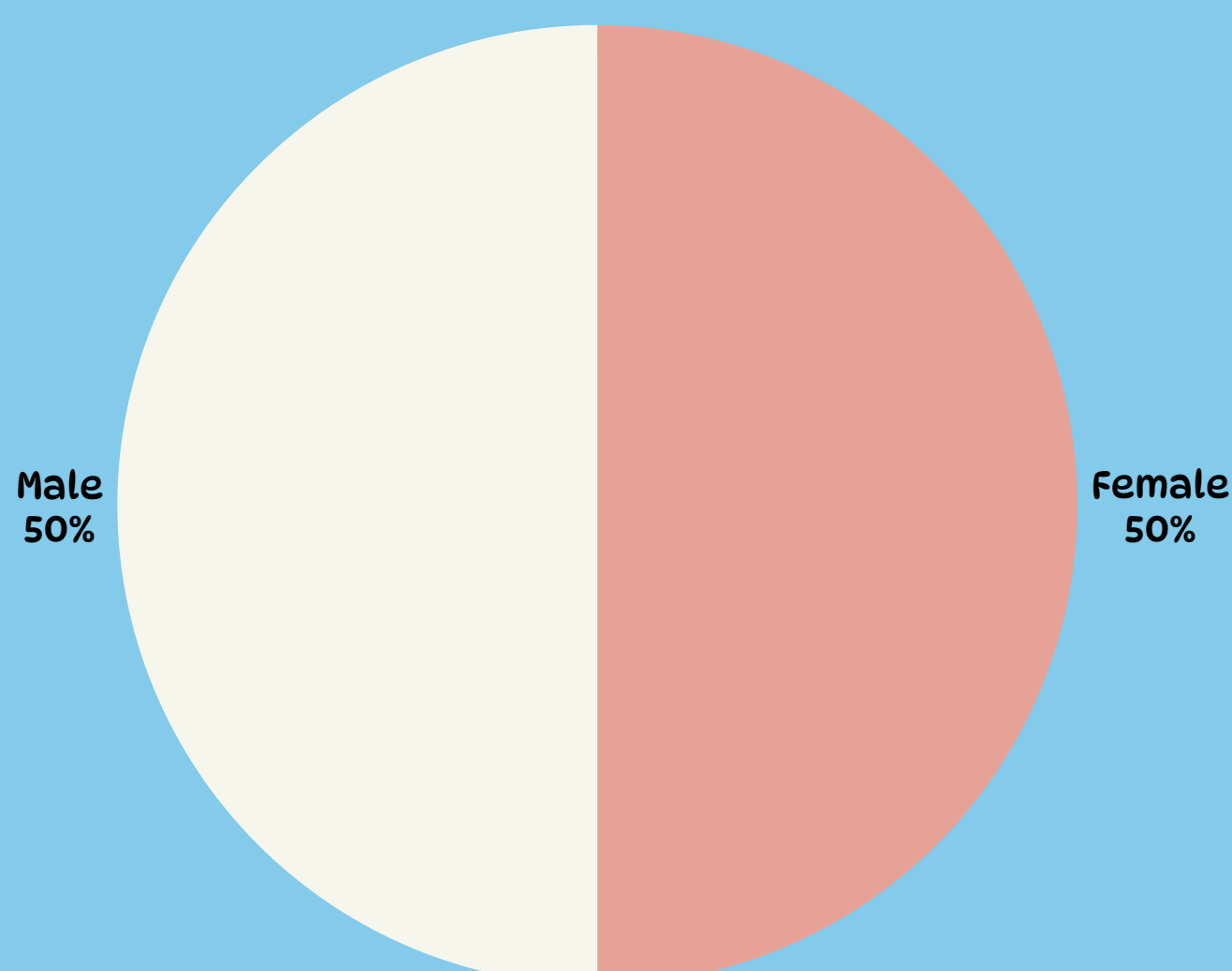
Supporting children's motivation to care for themselves. Children are taught to express their needs in relation to health and hygiene. They learn to risk assess and stay safe.

7. Developing Self-Regulation and Executive Function

Self-regulation involves a complex range of skills and abilities that enable children to monitor their emotions and thoughts and choose how to adapt their behaviour in different circumstances. Self-regulation supports children's executive function and the two are closely interrelated.

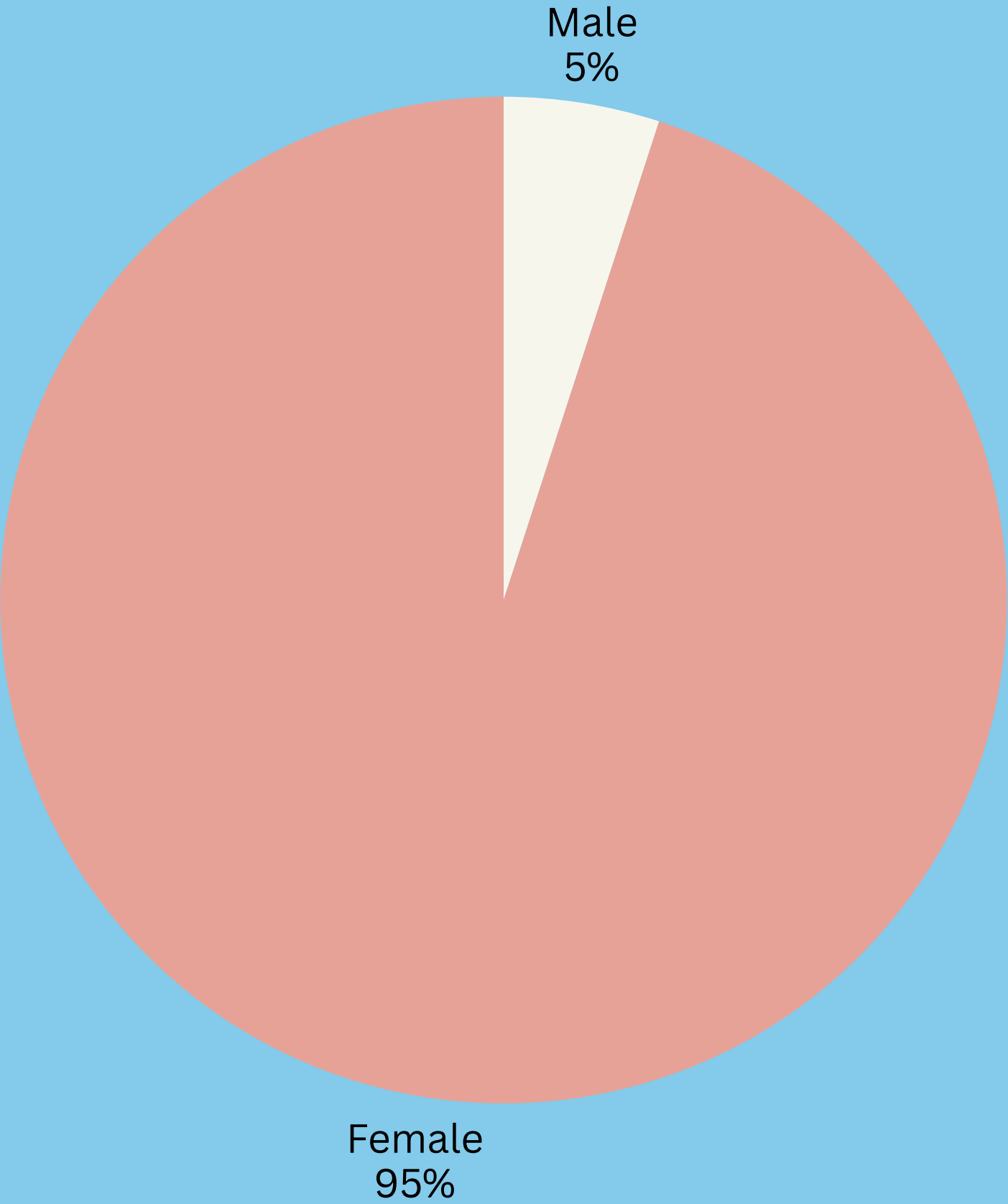
About the children and families

Gender - Children

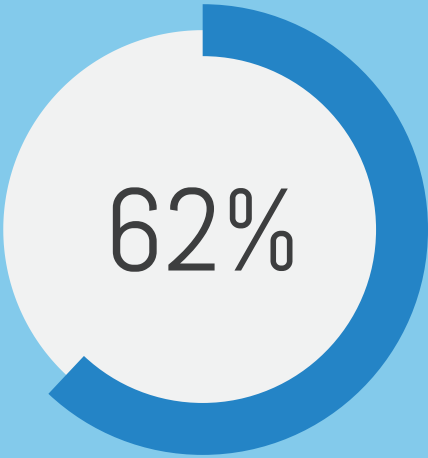


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Gender - Parents



Postcodes



B37 (including Chelmsley Wood, Marsten Green, Kingshurst and Fordbridge)



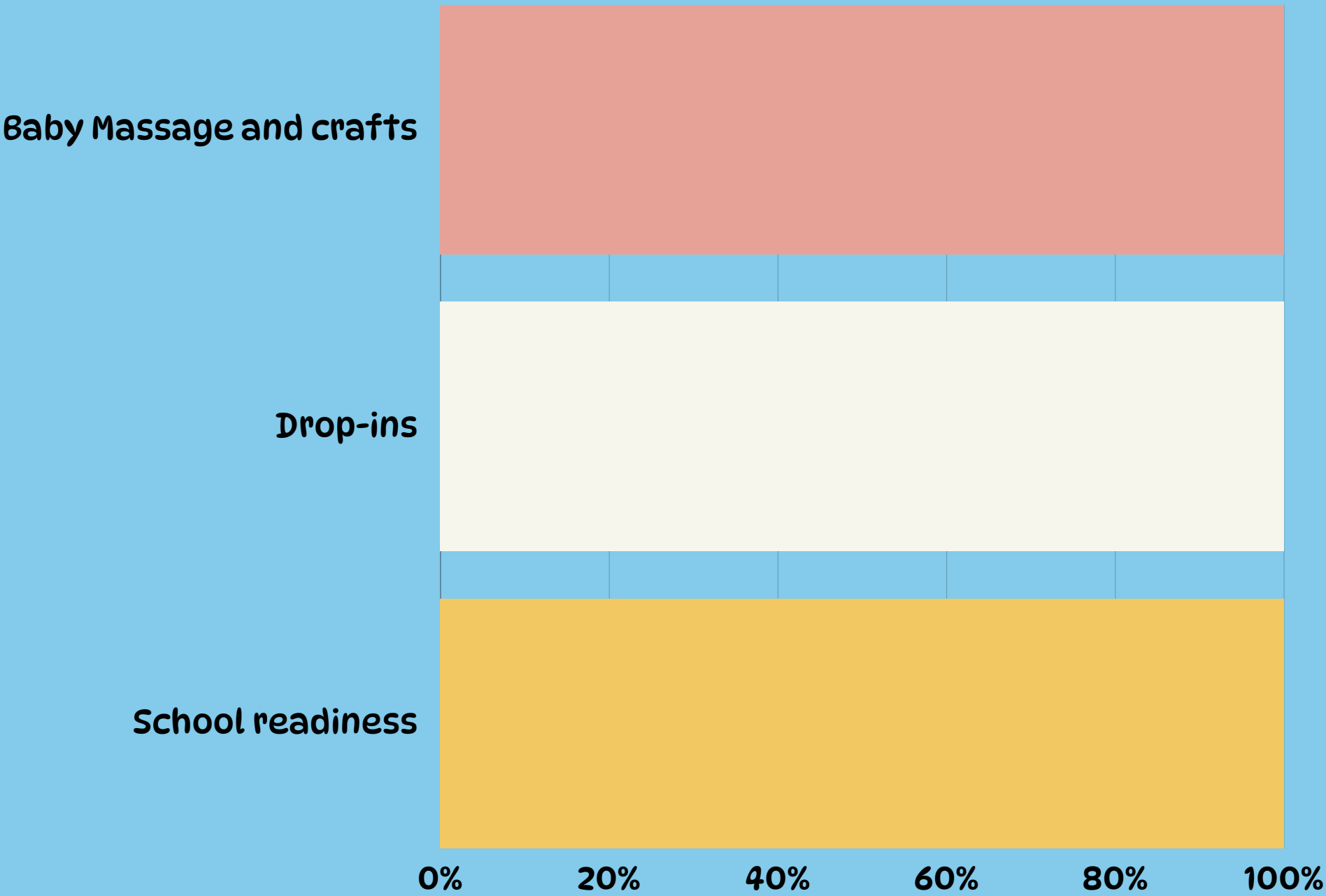
B36 (including Smiths Wood and Castle Bromwich)



B90 and 91 (including Shirley, Wythall and Dickens Heath)

Ages by activity

● Under 6 months ● 6mth - 3 yrs ● 3-5 years



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