

Executive summary

Family Hubs Pregnancy Grant pilot: Interim report and early lessons

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Camden Council is currently piloting the Family Hubs Pregnancy Grant, a programme designed to provide timely financial and practical support to low-income families during pregnancy.

The programme consists of a £500 grant and proactive outreach from a Family Navigator.

This pilot, which began in April 2025 and is scheduled to run through late 2026, is a collaboration between Camden Council, the NHS, and Nesta. This interim report presents early insights into the programme's implementation and the experience of participants so far.

The £500 grant

The delivery of the £500 cash grant has been largely successful, with the vast majority of parents reporting a smooth or very smooth process for receiving the funds. While the grant is unconditional, parents predominantly report spending the money on "big ticket" baby equipment, such as travel systems, and smaller essentials for their babies, like nappies and clothes.

To date, emerging findings from the grant include:

- **Implementation:** Camden Council has successfully established a process to administer the grant in a way that feels smooth for the vast majority of recipients. Most recipients are automated into the process through linked administrative data, though an increasing share have self-referred through the simple online application form.

- **Acceptability:** Parents have expressed surprise and appreciation for the ease of the process.
- **Meaningful relief:** Although £500 does not eliminate financial stress, parents describe it as a significant "burden lifted" and a source of emotional relief during a high-pressure period.
- **Broader impacts:** We know from [extensive academic research](#) that maternal stress in pregnancy poses risks to babies' health and development. We therefore think it is likely that the grant will improve infant health by reducing maternal stress, though we are unable to measure health outcomes in our evaluation.

Outreach from Family Navigators

For half of the pilot recipients, the grant is paired with proactive outreach from Family Navigators. These specially trained officers contact parents in late pregnancy (after they have received the grant) to offer information about the broader support services available through Camden's Family Hubs.

Early evidence on the navigator intervention suggests:

- **Implementation:** Family Navigators have spoken on the phone to just over half of the parents they have tried to call, and met about 15% in-person.
- **Acceptability:** Even parents who chose not to engage further with the service still viewed the offer of a personal phone call as valuable.
- **The power of personal outreach:** Preliminary findings indicate that proactive phone calls are a promising tool for building awareness of the Family Hub service.
- **Early signs of impact:** Of the parents who spoke to a Navigator, the vast majority found the call helpful. They expressed a greater intention to visit a Family Hub once their baby is born. We will need to wait until the final evaluation report to see to what extent parents follow through on these intentions.

Next steps

The evaluation is ongoing, with final results expected in 2028 after the full cohort of babies have reached their first birthday.