

MEET CIRCULUS

Family Voice Framework

Amity
welcome to the
relationship revolution

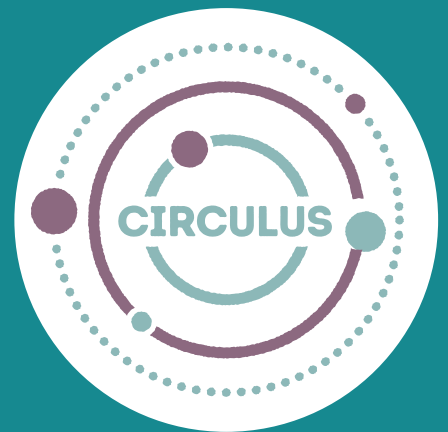
We know Local Authorities need to hear the views of families about their experience.

This vital information helps you invest in the services that are showing impact, save costs and takes a continuous learning approach to service improvement. However, we know that capturing meaningful family voice at scale is challenging. Traditional feedback methods in Children's Services such as phone calls, interviews and paper surveys are slow, outdated, expensive and ineffective. We also recognise from our research and experience with almost 70 local authorities, that gaining feedback from families is just one part of a complex jigsaw. It's also about transforming feedback into insights, cost saving and service improvement.

Circulus is the solution.

It provides a wrap-around supported framework that includes real time SMS/WhatsApp communications, training, consultancy, and effortless integration that places the 'family voice' at the heart of your work. Most of the parents and carers you support have a mobile phone so why not use it to build an ongoing dialogue?

Read on to find out more.



How it works



Practitioners provide support to families around a specific challenge (relationships, parenting, mental health, substance misuse etc)



Families then engage in automated text/WhatsApp dialogue about their experience and if it was helpful (wording and feedback is completely tailored)



Families feedback how helpful they found the support and what other support they feel they need to prevent things getting worse



This dialogue is not limited to families. Practitioners, Team Around the Family (TAF) members, and other professionals can also share their experiences.

Drive smarter decision-making and create long-term impact.

Now is the time for local authorities to bridge the technology gap and shape the future of service delivery, maximising impact while doing more with less in an era of tighter budgets and workforce pressures.

BENEFITS OF CIRCULUS:

- **Real-time insights:** Families & professionals can share their feedback instantly via SMS/WhatsApp
- **Data-driven action:** Responses are analysed to highlight key trends, training need and service design improvements.
- **Design services by need:** Local authorities can refine their offer and provide the right services families say they need much earlier than ever before based on instant feedback.

THEORY OF CHANGE: CIRCULUS

A Theory of Change is a diagram that helps explain how and why a particular initiative, intervention, or program leads to desired change. It maps out the cause-and-effect, showing the steps needed to make meaningful change happen.

GOAL:

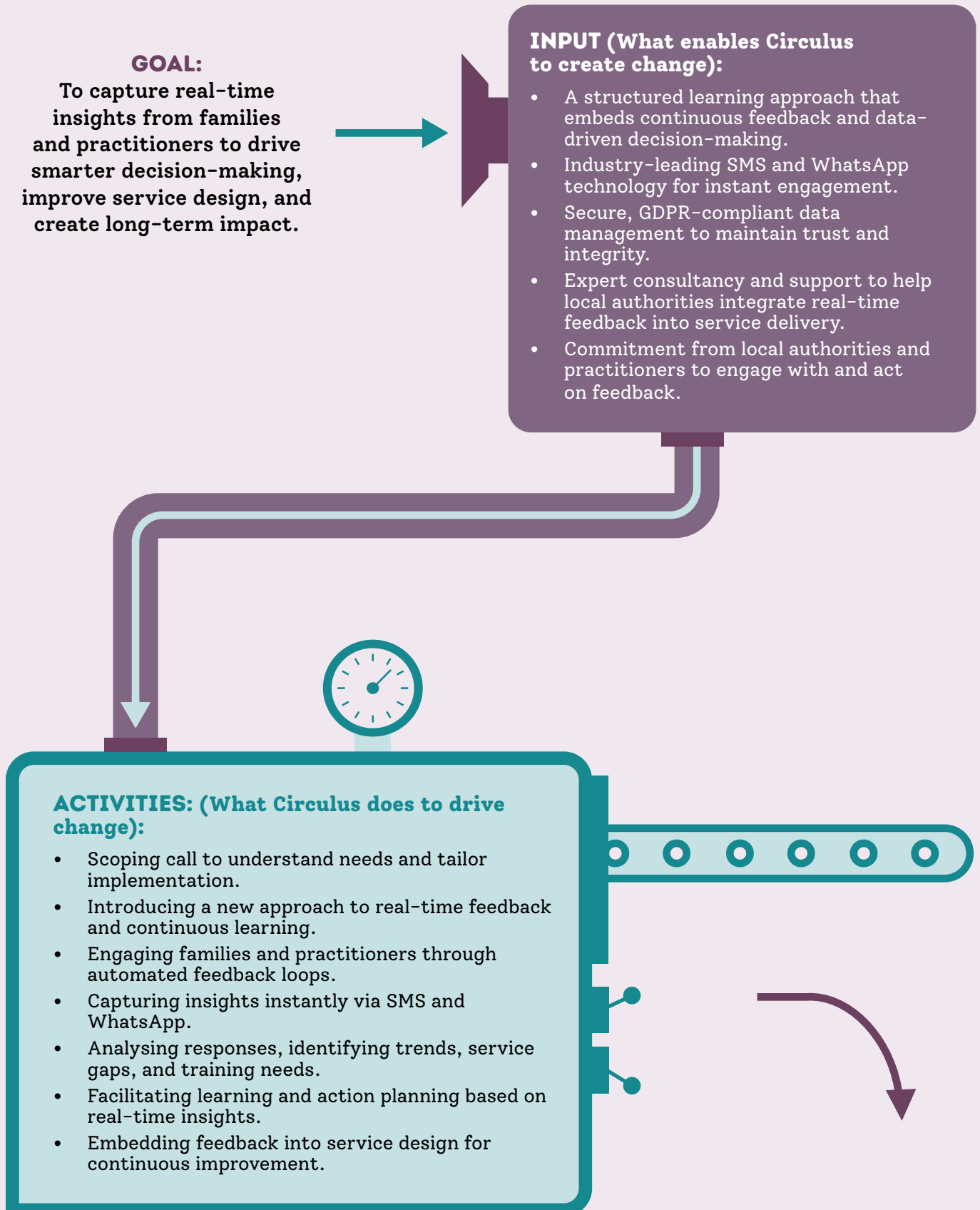
To capture real-time insights from families and practitioners to drive smarter decision-making, improve service design, and create long-term impact.

INPUT (What enables Circulus to create change):

- A structured learning approach that embeds continuous feedback and data-driven decision-making.
- Industry-leading SMS and WhatsApp technology for instant engagement.
- Secure, GDPR-compliant data management to maintain trust and integrity.
- Expert consultancy and support to help local authorities integrate real-time feedback into service delivery.
- Commitment from local authorities and practitioners to engage with and act on feedback.

ACTIVITIES: (What Circulus does to drive change):

- Scoping call to understand needs and tailor implementation.
- Introducing a new approach to real-time feedback and continuous learning.
- Engaging families and practitioners through automated feedback loops.
- Capturing insights instantly via SMS and WhatsApp.
- Analysing responses, identifying trends, service gaps, and training needs.
- Facilitating learning and action planning based on real-time insights.
- Embedding feedback into service design for continuous improvement.





OUTPUTS (What happens as a result from these activities?):

- Customised implementation plans aligned with local priorities.
- Increased engagement from families and professionals.
- Faster feedback cycles, enabling real-time responses to emerging needs.
- Clear, data-driven insights to inform service improvements.
- Stronger co-production, improving trust between families, practitioners, and decision-makers.

OUTCOMES (What changes in the short-to-medium term?):

- A shift towards continuous learning and adaptive service delivery.
- Practitioners make better-informed decisions, improving intervention quality.
- Services become more responsive and proactive, reducing crisis interventions.
- Families feel heard and valued, leading to greater trust and engagement.

LONG TERM IMPACT (The lasting change Circulus enables):

- Children's Services become more data-informed, person-centred, and effective.
- A sector-wide shift towards real-time, evidence-based decision-making.
- Smarter resource allocation, leading to long-term cost savings.
- Improved outcomes for children and families through more responsive services.

CIRCULUS FAQs



What is Circulus?

Circulus is an innovative SMS and WhatsApp-based feedback tool designed for Children's Services. It captures real-time insights from families and practitioners to enhance service delivery and decision-making.

Why choose Circulus over traditional survey software?

Unlike standard survey tools, Circulus is a complete package tailored for local authority services. It provides:

- Personalised, direct communication through SMS and WhatsApp for higher, immediate engagement.
- A bespoke solution designed specifically for local authorities.
- A closed-loop system ensuring feedback translates into action.
- Secure, GDPR-compliant data handling.
- Fixed-cost pricing for transparency.
- Best practices inspired by private sector leaders like Lloyds Banking Group.

How much does Circulus cost?

Pricing varies based on implementation scale, message volume, and support level. We offer a free scoping conversation to tailor the package to your needs, ensuring cost-effectiveness and value.

What does the scoping conversation include?

During the conversation, we'll discuss: Your priorities and challenges. How Circulus can support your goals. Implementation options and customisation. Pricing and next steps.

How do we measure ROI?

Circulus provides measurable benefits such as:

- Efficiency gains.
- Improved decision-making.
- Performance improvements and cost savings.
- Real-time opportunity cost insights. We also offer case studies demonstrating return on investment, including reduced family intervention costs.

What does the Circulus package include?

- Training and capacity building.
- Co-design and development of evaluation tools.
- Industry leading SMS / WhatsApp feedback platform
- Configurable dashboards and benchmarking tools.
- Learning and interpretation workshops.
- Integration with governance structures and Ofsted evidence frameworks.
- Ongoing consultancy, benchmarking forums, and workforce development links.



How long does it take to set up and see results?

Timelines vary, but typically involve:

1. Initial assessment and scoping.
2. System setup and staff training.
3. Tool launch and data collection.
4. Regular review sessions to refine insights. For precise timelines, a consultation is recommended.

Why is Circulus better than what we currently use?

It depends on your existing system, but Circulus offers:

- Specialist local authority focus.
- Bespoke customisation and future-ready technology.
- Enhanced analytics, benchmarking, and insights.
- Fixed costs and scalable support options.

What key metrics are benchmarked?

Benchmarking allows comparison against industry standards and peer organisations. Circulus can track essential performance indicators such as:

- Family satisfaction and service accessibility.
- Perceived service impact and effectiveness.
- Staff wellbeing and job satisfaction.
- Engagement and response rates.
- Repeat referral trends.

What is the Circulus Benchmarking Group?

Circulus offers anonymous benchmarking to help drive service improvements and raises overall standards against:

- Regional and national averages.
- CIPFA nearest neighbours and local authority peers.
- Private sector best practices.

Can we get a demo or trial?

Yes! We offer demo accounts or trial access so you can explore the platform. Once signed up, we work with you on branding and feature development to match your needs.

Can you send a product brochure?

Absolutely! Contact us for a PDF outlining the full Circulus offering, pricing, and implementation details. However, we recommend booking a scoping call so we can understand your specific needs, explore how Circulus can integrate into your existing services, and tailor an approach that delivers real impact.

Book a scoping call today to see how Circulus can help you!

