

Cardiff Parent Power

A partnership between The Brilliant Club and the University of Cardiff.

About Parent Power

Through advice and guidance on accessing higher education, and developing skills in community organising, Parent Power, in partnership with the University of Cardiff, empowers parents and carers in Cardiff to make change in their children's future.



Cardiff Parent Power in Numbers

72

Parents/Carers

89

Relational 121s with parents/carers

25

Families visited Jesus College, University of Oxford, for a bespoke open day in February 2023

Cardiff Parent Power Activities

1. University Strategy

The group have given their views via focus groups as part of the University of Cardiff's consultation process for their new strategy.

2. Work Experience Campaign

Parents/carers in Cardiff identified a lack of appropriate work experience provision as a barrier to their children's successes. They secured a meeting with Vaughan Gething MS, then Minister for the Welsh Economy, to ensure their views were heard by policy makers. They also secured a bespoke work experience event at the BBC.

Zekeria's Story

A year ago, my son didn't have that motivation or ambition for his education or...career. Whenever I asked him what he wanted to do...he would always respond, 'I don't know.' We were lucky enough to visit Jesus College at the University of Oxford with Parent Power Cardiff.

One thing that happened that day that was very important was hearing from students from the college who had a similar background to us and hearing about their experience. This opened my sons' eyes to what he can do in the future and [showed him] that it might be possible for him to attend a prestigious university. My son's perspective changed completely as a result and he's now more motivated for his education and is now thinking about a career in finance. When we went on a family trip to London, my son wanted to visit Canary Wharf to see the top four accounting firms. As we were looking around, he would ask me to take his picture alongside the building of the accounting firms. When I asked him why he wanted these pictures he said, 'When I interview at these firms, I can show them the ambition I had to join them.'

