SuperPenguin

YEAR 1 SUMMARY

Digital speech and language support for families in south-east Essex

SuperPenguin's first year with Essex Partnership University NHS Foundation Trust (EPUT), November 2025 to October 2026

What is SuperPenguin? A mobile app for parents and carers. It teaches practical ways to support a child's speech, language and communication at home. **Children do not use the app.**

Why EPUT introduced it. Funding cuts had led to the decommissioning of the service's universal offer, and it wanted stronger, more accessible advice for families. In its own words: "Our universal offer needed to be more robust."

1 Clinician time

EPUT's service lead reports that clinicians now spend **less time per family**. Some advice previously given by staff is delivered through SuperPenguin, and following clinical review some families had fewer planned contacts.

> **"The advice given in the app aligns to the advice we give but the big difference is that this is delivered in small bite sized pieces at the pace that parents/carers can control at home."**
>
> EPUT principal speech and language therapist

What that could be worth

If each of the 317 accounts that completed a topic needed one clinical contact fewer:

317	about 710	about £41,100
clinical contacts freed	clinician hours	value of that time

How this is worked out. 317 × £162 × 80% = £41,083, and 317 × 2.81 hours × 80% = 713 hours. £162 is the NHS national average cost of a children's speech and language therapy contact. The 20% allows for time that cannot be reused.

The lead's view is an estimate from cases they know, not a measurement. The figures are an illustration of capacity for other children, not a cash saving.

2 Parents moving towards their own goals

16 of 27

parents who rated the same goal again felt closer to it

In the app, a parent writes down what they most hope for and rates how close they feel to it, from 1 to 10. The average rose from **2.78 to 4.37**. Three parents gave the same rating and eight gave a lower one.

A small group of parents who chose to rate their goal again. It is a parent's own view of progress, not a clinical measure of a child's communication.

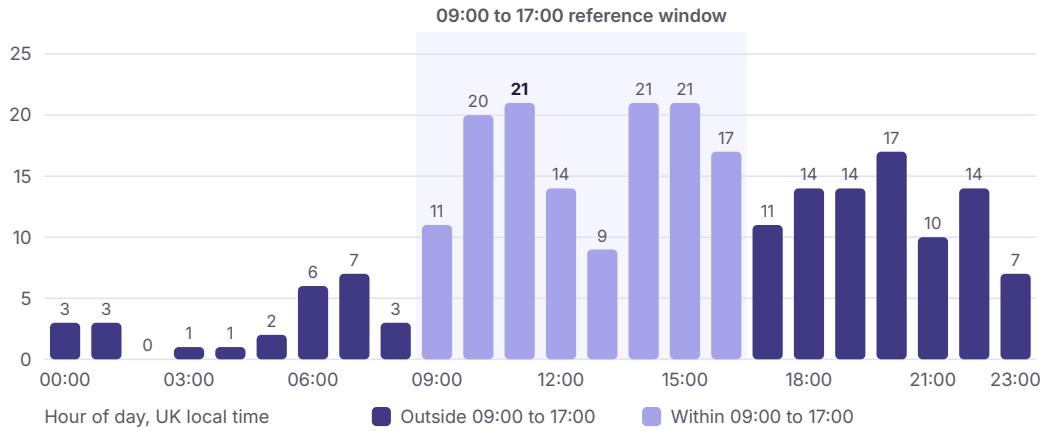
3 Support when families have time

55%

of accounts completed a topic outside 09:00 to 17:00 (75 of 136)

A professional recommendation stays useful after the appointment ends. Parents return to the guidance when they have time.

Three-month sample, 01/07/2026 to 30/09/2026. It shows access to guidance, not clinician availability.



> **"I want to be able to help him more so he hopefully becomes less frustrated and feels like he's heard rather than a guessing game when it comes to things he would like"**
>
> A parent's goal, written in the app, July 2026

The first year in numbers

451
app accounts recorded activity

1,734
learning topics completed, by 317 accounts

4.3 / 5
average topic rating, from 295 ratings

1,532
health visitor signposts across six reported months

What made it work

Offered as standard
EPUT offers the app to every new preschool referral, so families have advice to follow while the referral is considered. Staff do not need a separate process for each family.

Offered early
The first offer usually came the same day after community or direct service contact, and within 1 to 7 days of a formal referral.

Sent directly
Topic completions averaged 78 a month from December to March. From April, when EPUT began sending a text message with each new referral, they averaged 200 a month.

What is new. Autism support, developed in collaboration with the National Autistic Society, and social communication support. With PathwayPlus, a family's answers to the opening questions can open additional support areas.

Read the full case study for sources, methods and limits. Prepared by SuperPenguin from EPUT records, EPUT feedback and app data. It has not been independently evaluated. superpenguin.com