

Family Hubs and Start for Life

Bradford district's programme overview for partners, practitioners and colleagues

We have had family hubs across the Bradford district since 2019.

Family Hubs and Start for Life is a specific government-funded initiative that increases the support available to families in the first 1,001 days of a child's life - from the moment a baby is conceived, during pregnancy and until their second birthday.

The plan is that services for the first 1,001 days will be provided in and around Family Hubs, which will also provide support to children, young people and their parents across all ages.

Bradford District's Family Hubs and Start for Life offer will be delivered in partnership across the district, and will link closely with existing service offers.

The Family Hubs and Start for Life programme funding runs until 31 March 2025. Central government agreed our delivery plan at the start of February 2023.



Family Hubs and Start for Life funding runs until:

31
March
2025

Our partnership vision

We want all our district's children to enjoy their childhood and adolescent years, and grow up to be responsible and fulfilled adults.

We will work seamlessly to ensure all families receive the information and support they need, as easily and as early as possible.

We will build on families' strengths and help them develop skills to build healthy relationships.

We will work together to reduce inequalities and identify every child, young person and family with additional needs, to ensure that they are supported at the right time, in the right place, by the right people.



Family Hubs

Our Family Hubs have welcomed families and offered support for every age and stage of family life since 2019.

Our four family hubs areas and main sites are:

- Bradford East – Barkerend Family Hub, BD3
- Bradford West – Farcliffe Family Hub, Toller Lane, BD8
- Bradford South – TFD Family Hub, Broadstone Way, BD4, and Reevy Hill Family Hub, Bedale Drive, BD6
- Shipley/Keighley – The Rainbow Centre, Braithwaite Grove, Keighley, BD22, and Strong Close Nursery School, Airedale Road, Keighley

Our Family Hubs provide access to health services, parenting support, activities for families with young children, youth support, specialist support including for SEND, and other services.

Family Hubs support families with babies, children and young people up to the age of 19 (or 25 if the young person has SEN (special educational need) and/or disabilities).

As well as the main hubs, services are offered from other places around the district including schools, nurseries, and community centres, all linked to a main Family Hub.



Bradford East
01274 437523

Bradford West
01274 436700

Bradford South
01274 434940

Shipley/Keighley
01535 618005



The first 1,001 days of a child's life are a critical time for their life-long health, wellbeing and development:



During pregnancy



Through birth and baby's first year



Up to the age of 2

What will our plan deliver?

The funded strands are our areas of focus through Family Hubs and Start for Life.



Funded strand	What the funding will cover	Funded strand	What the funding will cover
Parenting support particularly in the first 1,001 days	<ul style="list-style-type: none">• Expand the Baby Steps parenting programme beyond the Better Start Bradford areas.• Help more families access the HENRY programme.• Recruit more Perinatal Project Administrator (PPA) posts within maternity units to increase the capacity to support families early on.• Develop a new 'transition to parenthood' pathway to support the early identification of need, and link families to the right support at the right level of need.	Infant feeding support	<ul style="list-style-type: none">• Increase access to breastfeeding support• Implement a Breastfeeding Friendly scheme in Family Hubs and outreach premises, ensuring all staff are trained and up to date on infant feeding advice.• Dedicated Infant Feeding and Baby Friendly Lead.• Expand Breastfeed Together peer support to enable breastfeeding mothers to meet each other.• Increase support of the breastfeeding strategy to help families understand breastfeeding benefits.
Perinatal mental health and parent-infant relationship	<ul style="list-style-type: none">• Expand the capacity of the Little Minds Matter team and offer direct support to families across Bradford.• Expand Ready to Relate practitioner training to support parent-infant relationships.• Support the development of a perinatal mental health pathway to ensure interventions are tailored to the needs of the families.• Develop a pathway to also ensure families with higher needs are offered longer and more specialist support.	Parent and carer panels and co-designing services over time with parents and carers	<ul style="list-style-type: none">• Develop Parent and Carer Panels in each Hub area to shape Start for Life services locally, encouraging representation from fathers and co-parents.• Provide opportunities for families/carers to work collaboratively to design services for babies and their families.• Consult families in a variety of ways to shape plans and inform service delivery, particularly parents and carers who have different lived experiences.
Promoting early language in and around the home learning environment	<ul style="list-style-type: none">• Expand the Incredible Years Pre-School programme to families beyond the Better Start Bradford areas.• Increase training on home learning environments to enable practitioners to support families in the home.• Facilitate drop-in sessions for parents to access language focussed activities in hubs• Develop a speech and language pathway for families.• Embed All Aboard training within targeted settings to support early communication and language and improve school readiness	Publishing the offer both online and in key locations across the district	<ul style="list-style-type: none">• Bring together all Start for Life services in a single online space.• A printed copy of our Start for Life offer prior to birth.• Posters/leaflets in places parent and carers attend.• Family Hubs staff training, to increase signposting of parents and carers to the Start for Life offer.• Family Hubs and Start for Life logo and signage.• Family Navigator roles, face to face support to identify need, provide appropriate information and connect families to interventions.

Delivering the programme

Supporting babies and children to have a great start for life is everyone's business. We are drawing on the input, expertise and commitment of all our colleagues that support families in the first 1,001 days of a child's life and beyond, to support children and young people of all ages.

We have set up a Family Hubs and Start for Life steering group made up of partners including Bradford Children and Families Trust, Bradford Council, our district's NHS partners, and voluntary and community sectors.

Four key funded strands are in place, aligned with the government's 'The Best Start for Life: A Vision for the 1,001 Critical Days' report. These are: early language and the home learning environment; infant feeding; parenting support and perinatal mental health and parent infant relationships. Added to this are co-production with families, and publishing the offer.

We have a dedicated programme team, with a programme manager accountable for delivery, supported by a project manager, Family Hub practice lead, individual funded strand leads, data analyst, development officer and a marketing and communications officer.



Our partners

Family Hubs and Start for Life can only be a success with the collaboration and teamwork of our partners and colleagues across the Bradford district.



And our many commissioned partners delivering excellent services to families across our district.

Get involved and keep in touch

FYI (Families and Young Person's Information) website



The FYI website is the online home for Family Hubs and Start for Life.

<https://fyi.bradford.gov.uk/>

There's also an area dedicated to practitioners:

<https://fyi.bradford.gov.uk/practitioners>

SCAN ME



Please share links to the website with any families you work with.

If you run a service or organise an event you can add information to the FYI site through a self-service form. Just go to <https://fyi.bradford.gov.uk/> click on 'Services Directory' or 'What's On' then click 'Add a listing'.

Follow us on Facebook

You can follow the FYI service and all the Family Hubs on Facebook:



- **FYI:** <https://www.facebook.com/FYIBradfordDistrict>
- **Bradford East:** <https://www.facebook.com/BradfordEastFamilyHub>
- **Bradford West:** <https://www.facebook.com/BradfordWestFamilyHub>
- **Bradford South:** <https://www.facebook.com/BradfordSouthFamilyHub>
- **Shipley/Keighley:** <https://www.facebook.com/KeighleyandShipleyFamilyHub>

Please follow the pages, like and share the content. Get in touch with each page if you want them to share your information.

Stay Connected by email

We have dedicated email newsletter channels for each Family Hub. Join on the FYI website or on the council's Stay Connected page - <https://www.bradford.gov.uk/stayconnected>

Programme who's who

- Programme manager: Sharon Sanders
- Project manager/Steering Group Chair: Rachael Burdin - contact rachael.burdin@bradford.gov.uk
- Family Hubs practice lead: Janette Rayner
- FYI manager: Emma Richardson
- Marketing and communications: Josephine Graham

