

Theory of Change



vision

A country where all children reach their full potential, regardless of their background or circumstances.
To see every family in the UK in an environment where they have the opportunity to reach their full potential.

mission

To empower parents in the UK to enable their children to thrive between the ages of 0 and 5.
To increase access to early years learning opportunities where parent and child grow together.

impact

All parents have the ability, confidence, and support to raise happy and healthy children.

outcome 1

Parents from underserved areas have the knowledge and confidence to support their children.

activities

- Offer accessible, free, evidence-based development classes for parents and children.
- Provide access to information about early years development and parenting.

outcome 2

Parents (families) from underserved areas have access to a mutually supporting community.

activities

- Create a welcoming and inclusive environment where parents feel comfortable to connect with each other and build relationships.
- Organise regular social events and activities for parents and children.

outcome 3

Early years provisions in underserved areas have a focal point from which to reach those who need their service most.

activities

- Invite local authority and charitable early years and parental support services to participate in delivery days.
- Provide opportunities for early years providers to connect with parents and learn about their needs.
- Collaborate with early years providers to develop and deliver joint initiatives.

enabling activities

outreach & engagement

- Conduct outreach to families in underserved areas to raise awareness of Babyzone services.
- Partner with local relevant organisations to reach and engage families.

advocacy & policy change

- Advocate for policies and programs that support early years development and parental support.
- Build partnerships with policymakers and other stakeholders to promote change.

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