

Strategy and Impact Report 2025



If we solve
early years,
we don't just
solve one
of society's
problems,
we can solve
them all.

The first years last forever.

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Foreword

The earliest years of life shape everything that follows. Eighty per cent of a child's brain is developed by age three, and during these first years, the brain makes more than a million new connections every single second. It is an astonishing fact, and one that should guide how we think about every other social challenge. These connections, strengthened through simple "serve and return" interactions between young children and their parents or carers, lay the foundations for learning, resilience and wellbeing. When that foundation is missing, the effects last a lifetime. When it is strong, the benefits ripple outward: stronger families, healthier communities and a society better prepared to solve its greatest challenges.

We have known this for decades. John Bowlby's work on attachment showed how children's security depends on early relationships. Later research on Romanian orphans revealed, in the starkest way, what happens when babies are deprived of love and interaction: their brains quite literally fail to develop.

Modern neuroscience tells an equally extraordinary story. In the first three years, a baby's brain forms around a million billion synaptic connections - the raw wiring for learning, emotion and memory. But after this rapid growth comes an essential process known as pruning. Around age three, the brain begins to refine itself, keeping the most useful connections and trimming away the rest. The quality of a child's early environment - the talk, play, routines and relationships that surround them - determines which pathways are strengthened and which are lost. What is nurtured stays; what is neglected fades. That is why the first years matter so profoundly: they do not just build knowledge, they shape the architecture of the brain itself.

Yet modern life makes this harder. The phones in our pockets can steal time from children who need our attention, though those same devices can also be powerful tools for sharing ideas and support. New technologies, from generative AI to advances we cannot yet imagine, will shape the world our children inherit. To thrive in that world, they will need agency, confidence and curiosity. Those qualities begin in the earliest years, with secure attachments and opportunities to explore, while knowing they are safe and supported.

That is why Babyzone exists. Our codified model represents an exciting opportunity to change life trajectories at scale. We are now embedding that model within a broader, long-term strategy: a 2025-2030 vision built around the Babyzone Flywheel. This flywheel connects three engines: exemplary, capital-light hubs; always-on digital and open-access content; and an evidence-to-policy pipeline that shares what works. Each element strengthens the next - turning practice into knowledge, knowledge into confidence, and confidence into change.

Our ambition is bold because the need is urgent. In the next 24 months, we aim to reach 20 Babyzone hubs in the communities that need them most, supported by a digital arm that engages one to two million parents annually. Each hub will continue to act as a "living laboratory" - a place where programmes like Babyzone Everyday Maths and Babyzone NEST are tested, refined and shared freely so that others can benefit. As the flywheel turns, families become more confident and knowledgeable, partners become more effective, and data and insight strengthen the wider early-years system.

Our costs per family are among the lowest in the sector, and our impact among the highest. Parents tell us that Babyzone gives them ideas they can use at home - simple, evidence-based routines that build connection and confidence. Every visit strengthens a family's sense of agency. Every conversation contributes to our collective understanding of what works in the early years.

Our vision is practical and scalable: a national network of 20 hubs in the next 24 months, with digital pathways and open-source playbooks available to practitioners and parents globally. It is a model that grows stronger as it scales - because each hub and every piece of digital content shared contributes new learning to the whole.

On behalf of the Board of Trustees, I want to thank our staff, volunteers, partners and supporters. Your generosity and dedication fuel this work. Thank you to our funders for your belief in this mission. Together, we are building a movement to ensure every child gets the best start in life.

The challenge is big, but the answer is right in front of us. If we get early years right, we won't just solve one of society's problems, we can solve them all.

Charles Mindenhall

Co-Founder and Chair of the Board of Trustees, Babyzone



Our Strategy 2025–2030: Building the Babyzone Flywheel

Decades of research have shown that the earliest years shape everything that follows.

More than 80% of brain development happens before age three, when over a million new neural connections form every second - the raw wiring for learning, wellbeing and opportunity. After that, the brain begins to prune the pathways it uses least and strengthen the ones that are active, meaning early experiences quite literally sculpt a child's future. The returns on early years investment are among the greatest in social policy - delivering lasting gains in education, health, employment and community resilience.

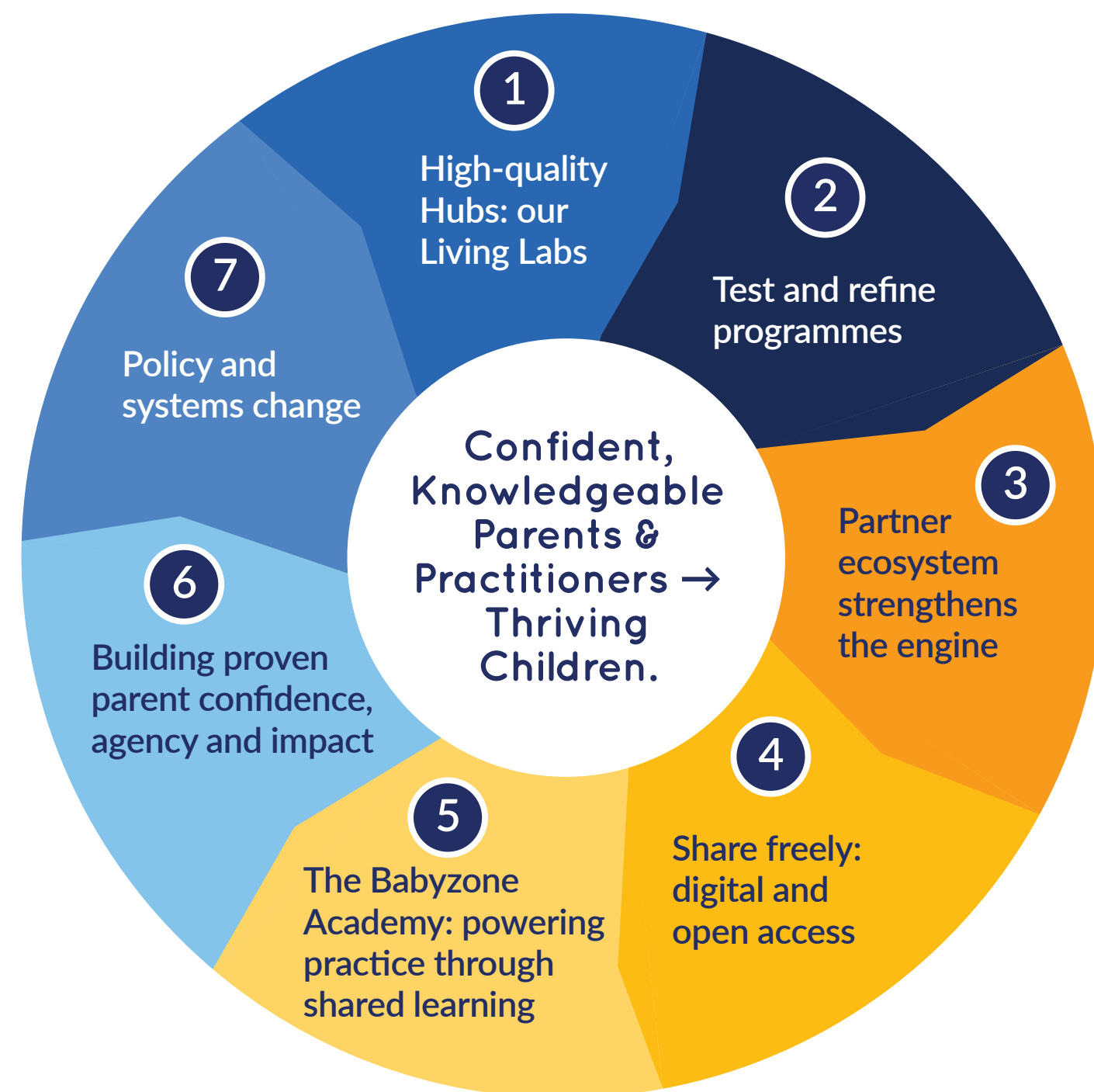
Yet for too many families, the early years offer is fragmented, under-resourced, and hard to access. Babyzone's strategy is built around one powerful idea: **practice creates knowledge, knowledge creates confidence and confidence creates change.**

Babyzone is building an ecosystem to transform outcomes at scale - bringing together families, practitioners and partners.

Our model works like a **flywheel**: a self-reinforcing system where every element strengthens the next - **high-quality hubs, evidence-led programmes, confident parents, shared learning and global influence.** The more it turns, the faster it accelerates.

BABYZONE FLYWHEEL

How early years change compounds



How the Babyzone Flywheel Works

1

High-quality Hubs: our Living Labs

Babyzone Hubs form the heart of our system and are our “proving ground.” These exemplary, capital-light spaces are free and designed to remove barriers to access for families in the most practical and welcoming way. Each Hub is a joyful, stigma-free environment where parents and children come to play, learn and connect, and where local health teams, councils, and charity partners deliver services together under one roof. Every Hub operates as a living laboratory, using evidence and data to guide everything we do: a real-world testbed where programmes are co-developed with families, evaluated rigorously, and continually improved to achieve lasting impact.

2

Test and refine programmes

Inside these hubs, Babyzone develops and iterates its own curricula - such as *Babyzone Everyday Maths* and *Babyzone NEST* - together with parents, practitioners and researchers. NEST - Name, Empathise, Self-regulate, Team-up - is our evidence-informed programme to build social and emotional skills.

Families’ feedback, observational data and evaluation cycles drive constant improvement, ensuring everything we do is practical, inclusive and evidence-based.

3

Partner ecosystem strengthens the engine

Every Babyzone hub also hosts a network of partners - health teams, local authority services, parenting workshops and programmes, and a great many others - who can test and refine their own interventions in Babyzone’s high quality environment. Babyzone as an organisation is driven, methodical, systematic and can support a whole-system improvement engine where health, social care and education meet families early and collaboratively.

Our partners’ programmes are tested, refined and scaled within Babyzone’s high-quality environment - feeding new learning back into the system.

4

Share freely: digital and open access

We then share our programmes widely and freely - through our website, social media, Baby Buddy app, WhatsApp communities and open-source materials. Parents, practitioners and other early years settings can access Babyzone curricula and content for free.

Proven content can become open-source micro-curricula with short, do-it-today guidance for every parent.

5

The Babyzone Academy: powering practice through shared learning

The **Babyzone Academy** is our digital engine for practitioner development. Built with Hive Learning, it turns proven Babyzone curricula, like *Everyday Maths* and *NEST*, into interactive learning experiences for early years practitioners everywhere. Through short, practical modules and a buzzing online community, practitioners share ideas, reflect on real-world practice, and build confidence together. This collective learning will strengthen every early years setting, creating a self-sustaining network of skilled, motivated professionals who help families thrive.

6

Building proven parent confidence, agency and impact

As parents and practitioners learn and develop new skills, they build confidence and agency, creating the conditions where children thrive. Families become more knowledgeable and confident about how to support their child’s learning, emotions and routines at home. Confidence and connection compound, creating peer-to-peer advocacy, where parents and practitioners share Babyzone tools with friends, schools, nurseries and online networks, multiplying reach and credibility. We measure this through our co-designed evaluation framework, Parent Confidence Index and Hub-to-Home data. We collaborate with other charities, health teams, local authorities and funders, sharing data and insight to reach more families.

7

Policy and systems change

Insights from Babyzone’s reach, data and partnerships are helping to shape a smarter early years system. By sharing evidence from tens of thousands of family interactions, we are highlighting what works - and where support systems fall short. We collaborate with researchers, funders and policymakers to influence early childhood priorities, strengthen local delivery and ensure that family voice and practical experience guide future policy decisions.

“Our goal is to make what works available to all – nationally and globally.”

At the Centre of the Flywheel Sits Our North Star

Confident, knowledgeable parents & practitioners → thriving children.

With each rotation, the engine gathers speed: families become more knowledgeable and more confident, partners become more effective and data becomes more insightful. The momentum compounds - building stronger early years systems for all.

Why this matters

Children's brains form over one million new connections per second in the first three years of life. What parents and carers do at home - talk, play, read, count, name feelings - is the single most powerful influence on development.

Yet many parents lack access to the ideas, peers or support that make those habits easy. Babyzone removes those barriers by blending **physical presence, digital reach and open learning** into one connected model. This is not just service delivery - it is **systems change**: from one-off provision to a continuous loop of practice, learning and policy improvement.

As the flywheel turns, every visit, every interaction, every insight add momentum to a movement where confident parents and thriving children become the norm, not the exception.

Who we support

At Babyzone, our focus is on families facing the greatest challenges, those for whom daily life is most complex and support is often hardest to access. Our ethos is simple but ambitious: to make early years support work in practice, for families in the toughest circumstances, all around the world. We design our programmes to meet families where they are, removing barriers, building confidence, and creating spaces where parents feel seen, capable and connected. While our hubs are deliberately located in disadvantaged areas, everything we do, from our curricula and training to our digital tools, is grounded in universal principles that benefit all families. Babyzone is for everyone, but with a clear and intentional focus on reaching those who need it most, ensuring that no family is left behind in the crucial early years.

Next steps: turning momentum into scale

In the next 24 months, Babyzone aims to operate **20 hubs**, reaching **tens of thousands of families** directly each year, while our digital platforms engage **1-2 million parents and practitioners annually, all around the world.**

We will publish open curricula, scale *Babyzone Everyday Maths* and *Babyzone NEST*, and build a robust learning network for replication.

Through the new Babyzone Academy, we will equip thousands of early years practitioners with Babyzone's evidence-based programmes and create a global movement for confident, high-quality practice.

Through **global expansion, including the US** and new philanthropic partnerships, we will extend giving and research collaborations internationally - building a bridge from UK excellence to global influence.

Our commitment is clear:

To make the early years matter everywhere, by helping every parent, practitioner and policymaker know what works - and feel confident doing it.



“If we solve early years, we don't just solve one of society's problems, we can solve them all.”

Charles Mindenhall
Co-Founder and
Chair, Babyzone

Executive Summary

WHY BABYZONE MATTERS

Decades of research confirm what families have always known: the earliest years shape everything that follows. More than 80 percent of brain development happens before age three, when over a million new neural connections form every second - the raw wiring for learning, wellbeing and opportunity. After that, the brain begins to **prune** the pathways it uses least and strengthen the ones that are active, meaning early experiences literally sculpt a child's future. The returns on early years investment are extraordinary and among the greatest in social policy - delivering lasting gains in education, health, employment and community resilience.

The first years last forever: Babyzone is building an ecosystem to power early years transformation.

2025 HIGHLIGHTS ACROSS THE BABYZONE FLYWHEEL:

1 High-quality hubs: our living labs

- **8 Babyzones open nationally**, including new hubs in **Blackburn and Wigan, with Grimsby about to open** - each showing rapid traction and strong civic backing.
- **61,737 visits** recorded.
- **70 % of families** came from the most disadvantaged parts of society.
- Each hub now operates as a *living laboratory*, embedding learning loops and community ownership.

2 Test and refine programmes

- Launch of **Babyzone Everyday Maths**, a 40-week pathway embedding early numeracy into daily routines.
- **Spotlight Visit:** *Rishi Sunak MP and Akshata Murty* visited Babyzone to see Everyday Maths in action, praising it as *"a wonderful example of families having fun with numbers."*
- **Babyzone NEST** in development, fostering emotional literacy, co-regulation and secure relationships.
- Over **4,416 evidence-informed sessions delivered**, building parent capability and practitioner insight.
- Surveys show **84 % of parents use Babyzone ideas at home**, extending learning well beyond the hub.

3 Partner ecosystem

- **260 + partner organisations** collaborated with Babyzone - including health services, Home-Start, Mind and local councils.
- New co-located services launched: infant-feeding clinics, Early Help checks, Dad Matters programmes, bereavement support and employment advice.
- **Summer Wellbeing Community Days** united more than **80 partners** nationwide, celebrating play, health and learning across hubs.

“There is an enormous opportunity for all of us right now. This is our time to take this agenda from something that is often seen as a ‘nice to have’, to something that’s seen as an urgent necessity and mission critical to our society.”

Christian Guy
Executive Director of The Royal Foundation's Centre for Early Childhood



4 Share freely: digital and open access

- **Baby Buddy app integrated into Babyzone**, ensuring 24/7 support: **41,701 new registrations**, **20,000 monthly active users**, **2.5 million pieces of content consumed**, and **4.9★ ratings**.
- **WhatsApp Communities** launched in every hub, now with **2000 members**, **42 % same-day poll engagement** and **300,000 interactions**.
- The **Global Awareness Campaign** reached **1.5 million impressions**.

7 Policy and systems change

- **Ministerial Visit:** *Stephen Morgan MP*, Parliamentary Under-Secretary at Department for Education, visited Babyzone Hammersmith & Fulham, calling it *"a lifeline for families with children aged 0-5."*
- Recognised by the Government as a model for the UK's Best Start in Life and Family Hubs agenda.
- **Four Babyzone Insights papers published**, bridging practice and policy.

Next steps:

In the next 24 months, Babyzone will operate **20 hubs**, with Swansea and Glasgow opening in early 2026.

- Scale *Everyday Maths* and *Babyzone NEST* across all hubs.
- Launch the **Babyzone Academy** to equip thousands of practitioners with evidence-based practice.
- Expand the partner network and deepen evaluation to measure outcomes for children and parents.
- Build new research, philanthropic and international partnerships to extend global reach and research collaboration.

5 The Babyzone Academy

- Partnership formalised with Hive Learning; Babyzone Academy development in progress and early tests completed.
- First course pathways developed for *Babyzone Everyday Maths* and *Babyzone NEST*.
- Positioned to train **hundreds of early years practitioners** through modular, mobile-first learning by 2026.

6 Building proven parent confidence, agency and impact

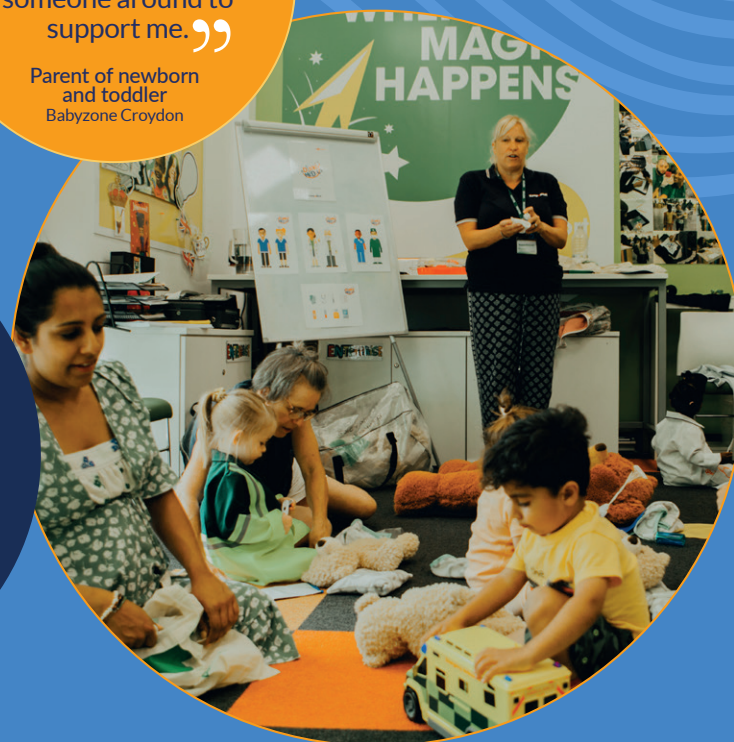
- **84 % of parents** use Babyzone ideas at home; **88 %** report new skills and stronger peer networks.
- Parents most often describe Babyzone as *"fun, safe, friendly and educational."*
- Case studies show parents moving from isolation to confidence, work and leadership roles in their communities.
- Practitioners trained in **The Royal Foundation Centre for Early Childhood's Explainer Series** framework.

“Thank you so much. This place has saved me... there has always been someone around to support me.”

Parent of newborn and toddler
Babyzone Croydon

“Babyzone is a safe place for families - it's access to services they wouldn't otherwise have.”

Department for Work and Pensions Croydon



Growing Reach and Impact

Our year in numbers

2025 was a breakthrough year for Babyzone - showing the scale, reach and trust that come when families have joyful, inclusive spaces to play, learn and connect, surrounded by strong partnerships and accessible digital support.

We welcomed 27,106 family visits, up 29% on last year's 21,066. Total visits (parents and children present) rose to 61,737 (+30%), with children's visits reaching 32,260 (+30%).

We supported 3,105 first-time family visits (+25%), powered by stronger outreach, clearer referral pathways and the opening of two new hubs. Engagement among fathers and male carers also grew, with 2,371 visits (+22%), reflecting the impact of creating visible, welcoming and dad-friendly spaces.

Our reach is deepening where it matters most. 70% of families came from the most disadvantaged parts of society, as our hyper-local approach, multilingual outreach, co-located services and Parent Ambassador networks made Babyzone hubs more familiar, accessible and stigma-free.

Inside our hubs, families took part in 4,416 evidence-informed classes (+42%), learning playful, developmentally rich activities they can use at home. Our network expanded from 5 to 8 active hubs, and our partner organisations almost doubled to 260, embedding Babyzone as a trusted platform for joined-up delivery across health, early learning and family support.

Our digital reach also expanded dramatically, extending Babyzone's impact beyond physical spaces. Families consumed over 2.5 million pieces of content on Baby Buddy, connecting with trusted early years information in their own time. WhatsApp community interactions topped 300,000, building networks of parent-to-parent support online. And our Global Awareness Campaign reached 1.5 million impressions, raising the profile of early years as a national and global priority.

Together, these results show how Babyzone's model - combining high-quality local hubs, evidence-informed programmes, digital reach and strong partnerships - is helping more parents feel confident, connected and capable, and giving more children the best possible start in life.

“It feels like it's therapy for parents. The kids are safe and free. The parents can take part with them and feel relaxed.”

Parent at Babyzone



“Thank you so much. This place has saved me... there has always been someone around to support me.”

Mother of newborn and toddler, Croydon

“This is very interesting! I feel like I'm learning more every week!”

Parent at Babyzone



Key Indicators

2024

Family Visits	21,066
Visits (total number of parents and children present)	47,430
New Family Visits	2,490
Children Visits	24,759
Male parent/ carer visits	1,940
Target demographic (ACORN categories 4-6)	54%
Evidence-informed classes run	3,100
Active Babyzone hubs	5
Partner organisations engaged	140+

2025

Family Visits	27,106
Visits (total number of parents and children present)	61,737
New Family Visits	3,105
Children Visits	32,260
Male parent/ carer visits	2,371
Target demographic (ACORN categories 4-6)	70%
Evidence-informed classes run	4,416
Active Babyzone hubs	8
Partner organisations engaged	260+
Pieces of content consumed on Baby Buddy	2.5 million
WhatsApp community interaction	300,000
Global Awareness Campaign impressions	1.5 million

Babyzone Hubs

Consolidating our model and growing to new communities

BLACKBURN:
rapid growth
from soft launch
to a thriving
weekly hub



Building on the success of our 2024 openings in Warrington and Hammersmith & Fulham, we expanded Babyzone's footprint again in 2025. Two new hubs, Babyzone Blackburn and Wigan opened in the Spring and Grimsby is set to open in the Autumn, expanding our reach into areas with significant unmet need.

Across the first 12 delivery days, Blackburn welcomed 766 visits from families, engaging 843 parents, 420 babies and 527 toddlers. Attendance is now consistently 100+ families per delivery day, with 60% of families coming from the most disadvantaged 30% of households. Our local Blackburn WhatsApp community has more than doubled since May to 340 members, strengthening direct communication with families and helping us to support families outside of delivery days.

More than 200 parents, carers, babies and toddlers attended our official launch event, alongside 30+ representatives from partner organisations. The Mayor Jacqueline Slater and Mayoress Lilian Salton cut the ribbon, joined by Cllrs Phil Riley and Julie Gunn, underlining strong civic support. Families sampled our evidence-informed activities and services - infant-feeding support, perinatal mental-health advice, sling-wearing demonstrations, kinship care guidance and on-the-spot referrals.

Babyzone Blackburn welcomed **766** visits from families, engaging **843** parents, **420** babies and **527** toddlers



Blackburn has built 40+ partner collaborations to date. Eight partners already attend regularly, anchoring a high-quality weekly offer: Infant Feeding team, Dad Matters, Perinatal Mental-Health group, Lancashire Mind, HENRY, ARC (Asylum & Refugee Community), PEEP sessions and Kinship. We have recruited two operations officers from the local community and established a regular volunteer team, embedding community ownership in day-to-day delivery.

“Babyzone ticks all the boxes for me... Thank you for bringing Babyzone to Blackburn.”

Parent A,
Babyzone Blackburn

Early comments and feedback consistently highlight the quality of the environment, the professionalism of session leaders (e.g., Reading Fairy, Toddler Sense and Little Kickers) and the value of having a clean, free, reliable space each week to play, learn and connect in Blackburn. We look forward to continuing to embed Blackburn into the community and reaching more families over the coming year.



Expanding Our Reach

WIGAN: strong early demand and wide civic backing

In just six delivery days, Babyzone Wigan supported 313 family visits, engaging 389 parents, 218 babies and 162 toddlers. Over 100 families are now attending each week, with 62% of families from the most disadvantaged 30% of households. A growing digital community (311 on WhatsApp) is helping us reach families quickly with timely updates and support, helping to extend the impact of Babyzone beyond the delivery day.

The official launch of Babyzone Wigan brought together 100 families and 117 children, the Mayor Cllr Jenny Bullen and Consort, Cllr Andrew Bullen, local MP, NHS midwifery teams, Public Health and Family Hubs. Babyzone Wigan was well received, with the Mayor noting they were “very impressed with Babyzone.” The event showcased our premium offering and holistic support for families in the community.

Within such a short space of time since launching, we are really pleased to have confirmed many local partners for our Wigan hub. These include Wrightington, Wigan and Leigh NHS Foundation Trust (Health Visitors and Midwifery), Wigan Council and Wigan and Leigh Family Hubs. Additional clinics and partnerships are in active discussion: Home-Start (Trafford, Salford & Wigan), Wigan Council Public Health, and Wigan Athletic. We have two locally recruited operations officers in post, one regular volunteer and we are actively recruiting more to provide the best support for families in Wigan.

Babyzone Wigan supported 313 family visits, engaging 389 parents, 218 babies and 162 toddlers.



Why this is working and what next

The rapid early success in Blackburn and Wigan is the result of our codified launch programme, which carefully balances local consultation and integration with national relationships and standardisation.

This structured approach is now paving the way for our next phase of growth. Over the next 12 months, We will apply the same playbook to new locations including Grimsby, Swansea, Glasgow - extending our partnership-powered, community-led model so that more families can access trusted, one-stop support close to home.

“ I feel like my parenting has gotten a million times better! ”

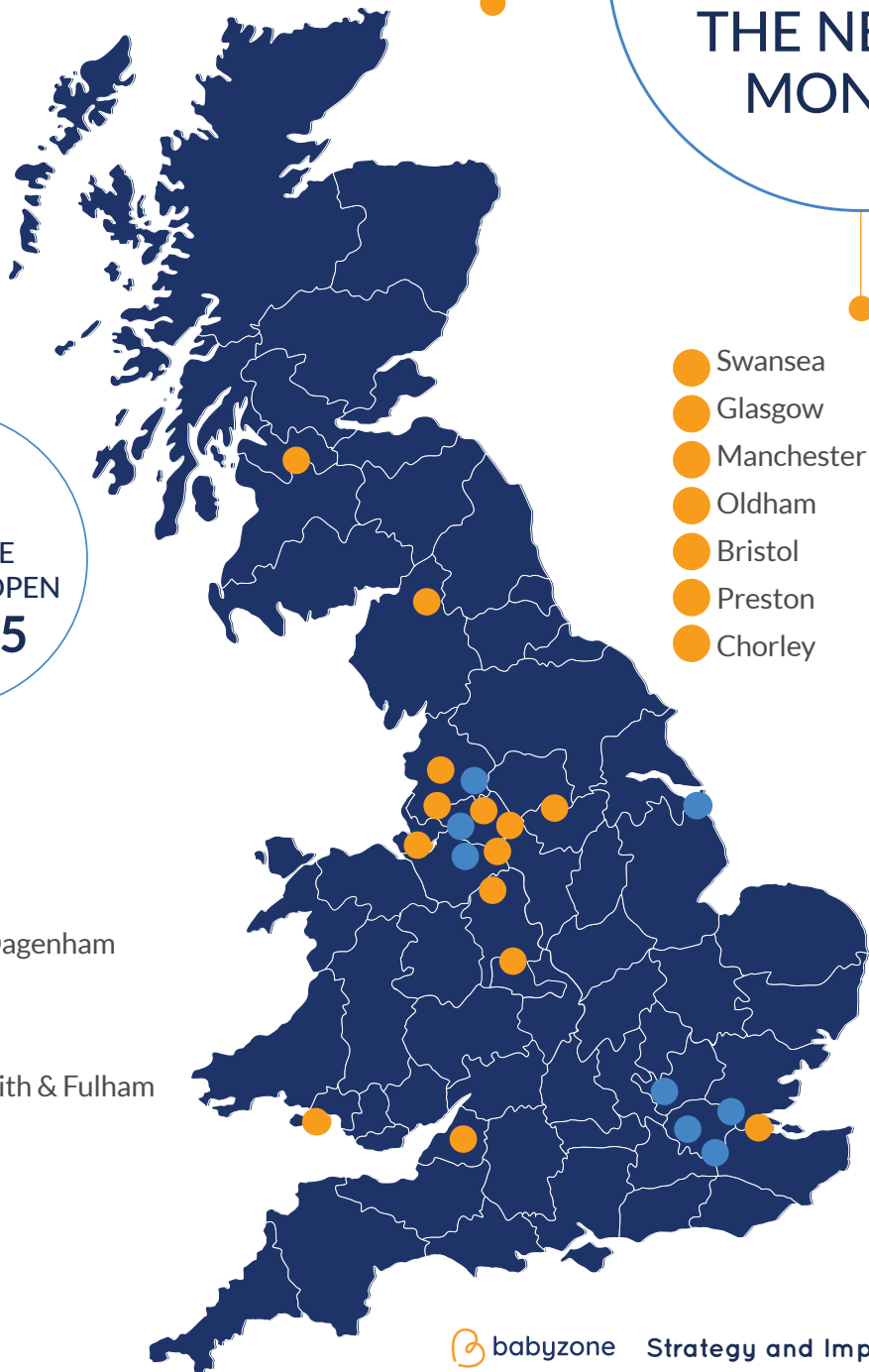
Parent, Babyzone Croydon

20
BABYZONE
HUBS IN
THE NEXT 24
MONTHS

8
BABYZONE
LOCATIONS OPEN
IN 2025

- Barnet
- Barking & Dagenham
- Blackburn
- Croydon
- Hammersmith & Fulham
- Warrington
- Wigan
- Grimsby

- Swansea
- Glasgow
- Manchester
- Oldham
- Bristol
- Preston
- Chorley
- Barnsley
- Carlisle
- Crewe
- Wolverhampton
- Bolton
- Wirral
- Thurrock



Financial and Capital Efficiency of the Hubs



CAPITAL-LIGHT BY DESIGN

Babyzone is deliberately built on existing community assets. We host hubs in high-quality venues such as OnSide Youth Zones and other trusted local sites, avoiding capital build-out while still offering premium, welcoming environments for families. This approach keeps fixed costs low and puts resources into delivery.

LEAN CORE; SPEND FOCUSED ON FAMILIES

Each Babyzone costs an average of £130,000 per year. Blenheim Chalcot support amplifies every pound. Many central functions including finance, legal, HR, management and administration, are provided to Babyzone in-kind by Blenheim Chalcot. As a result, philanthropic income flows directly to families and delivery rather than overhead.

PARTNERSHIPS THAT MULTIPLY VALUE

Babyzones convene the local early years system: NHS teams, councils and specialist charities under one roof. This reduces access barriers for families, builds partner capacity and increases partners' reach to parents they might otherwise miss, easing pressure on statutory services. In 2025, more than 260 organisations collaborated with Babyzone, demonstrating the scale of this system's effect.

The combination of a capital-light model, in-kind core support and partnership delivery translated into competitive unit economics

These figures evidence a high-quality, holistic offer delivered at low average cost, creating significant net value for communities while strengthening the capacity and effectiveness of our partners. By leveraging premium community venues, gift-in-kind core services, and a wide partnership network, Babyzone directs the vast majority of spend to direct support.

£130,000
COST PER
BABYZONE
PER YEAR

£8
COST PER
PERSON VISIT

£213
ANNUAL COST
TO SUPPORT
A FAMILY

Community Days at Babyzone

Community Days take place multiple times a year, designed to galvanise partnerships and celebrate collaboration across Babyzone hubs. They provide a chance for families to see the breadth of support available, while also strengthening the networks of organisations working together locally.

In July 2025, Babyzones nationwide hosted a week of Summer Wellbeing Community Days, each shaped by the needs and strengths of its community. Families joined drumming workshops in Croydon, first aid training in Barnet, mental health sessions in Barking & Dagenham, and oral health and creative play in Blackburn. These diverse programmes reflected the everyday Babyzone offer – play, learning, health and wellbeing woven seamlessly together.

LASTING IMPACT

Above all, the Summer Wellbeing Community Days celebrated what defines Babyzone: community, trust, and a shared commitment to giving children the best start. Families left with new knowledge, stronger connections and a deeper sense of belonging.



Oral health and creative play in Blackburn

First aid training in Barnet



Mental health sessions in Barking & Dagenham



PARTNERSHIPS AND REACH

The Summer Wellbeing days were powered by collaboration with more than 80 partner organisations, including NHS teams, Barnardo's, Mind, BookTrust, Home-Start UK, local authorities, police, and fire services. This illustrated Babyzone's role as a trusted convenor where statutory services, charities and grassroots groups unite for families.

Families joined drumming workshops in Croydon



“ If we play our part, join forces, share our resources and our ideas, we might just look back in five or ten years and say we did something special ”

Christian Guy
Executive Director, The Royal Foundation Centre for Early Childhood

Babyzone Programmes

Parents are the first and most important educators. Each Babyzone hub delivers a mix of evidence-informed sessions and flagship programmes designed to strengthen early learning, wellbeing and confidence - at home and in the community.



Our flagship programmes

1

Babyzone Everyday Maths

Everyday Maths is a 40-week pathway that makes maths visible in everyday routines. Activities follow a clear content spine across early maths domains, including number, shape and space, measurement, data and patterns. Sessions like Super Shape Explorers and the Maths Corner turn play into learning, then travel home via cue cards, online resources, WhatsApp nudges and Baby Buddy pathways.

WHY IT MATTERS

1. EARLY MATHS SHAPES THE DEVELOPING BRAIN

The human brain forms over a million new neural connections per second in early childhood. Early maths experiences stimulate the parietal cortex, the area responsible for spatial reasoning and numerical understanding, and strengthen the prefrontal cortex, which underpins executive function (memory, focus, problem-solving).

Studies at the University of London's Centre for Brain and Cognitive Development show that children exposed to early maths develop stronger neural pathways for reasoning and self-control. Harvard University's Centre on the Developing Child also confirms that early maths builds the brain's "architecture" for all future learning, not just numeracy.

2. MATHS BUILDS THE MENTAL TOOLS FOR LEARNING

Early maths supports the three pillars of executive function - working memory, cognitive flexibility, and inhibitory control.

- Working memory grows when a child counts objects, remembers patterns, or keeps track of turns in a game.
- Cognitive flexibility is strengthened as children switch between sorting shapes, counting in different ways, or solving simple problems.
- Inhibitory control develops as they focus on counting carefully or follow sorting rules.

These are the same skills children use to pay attention, plan and persist in school and in life.

3. EARLY MATHS PREDICTS LATER SUCCESS

A landmark study by Professor Greg Duncan (University of California, Irvine) found that early maths skills at age five are the strongest predictor of later academic achievement - even stronger than early literacy or attention skills. Children with solid early maths understanding are more likely to do well in reading, writing, and across subjects throughout school. Many other studies have shown similar results.

4. MATHS CONFIDENCE SUPPORTS SOCIAL MOBILITY AND EMPLOYMENT

Strong maths foundations are linked to higher lifetime earnings and greater career mobility. UK research from the Centre for Longitudinal Studies found that children with strong maths at age seven earned higher wages decades later. Conversely, low "number confidence" is one of the biggest barriers to adult employment and advancement (National Numeracy, 2023).

By giving parents the tools and language to make maths playful and familiar from infancy, Babyzone helps to break cycles of maths anxiety and build confidence that lasts across generations.

5. EVERYDAY MATHS IS EVERYWHERE

Babyzone helps families find maths moments in daily life:

- Counting the stairs on the way to bed.
- Sorting socks or toys by colour and size.
- Comparing the weights of fruit when cooking.
- Spotting patterns in clothing or on the pavement.
- Estimating time, distance or quantity while playing or tidying.

These simple, joyful routines help parents recognise themselves as capable educators - and children as natural problem-solvers. The result: stronger parent confidence, richer vocabulary, and children who are ready to learn.

“Early maths builds not just number sense, but brain architecture - the foundation for all future learning”

Harvard University
Centre on the Developing Child





2

Babyzone NEST

Babyzone NEST fosters the social and emotional development of babies and toddlers – as well as the adults who care for them. It helps adults and children Name, Empathise, Self-regulate and Team-up (NEST) through simple, repeatable routines. In Babyzone hubs, families engage with Emotion Compass check-ins, Feather Pause (a calm-down routine), a Cozy Corner for regulation, and the Bridge Plan for gentle conflict repair. These activities then travel home via cue cards, WhatsApp nudges and Baby Buddy.

WHY IT MATTERS

Emotional regulation and co-regulation are foundational for learning. Well-tested elements across early-years interventions - emotion labelling, predictable routines and adult coaching - strengthen self-regulation, language for feelings, prosocial behaviour and readiness to learn. By embedding short NEST cues in sessions and supporting practice at home, Babyzone helps families turn everyday moments into calm, connected learning.

EARLY PARENT FEEDBACK ON EVERYDAY MATHS

Parent survey findings show that the mechanism is working. Confidence, enjoyment and frequency of 'maths talk' move together, and parents across education levels prefer simple, playful ideas they can try at home. Working parents particularly value short, on-the-go prompts that keep practice alive between visits.

- Confidence rises with frequent maths talk in daily routines.
- Enjoyment strongly predicts confidence.
- Parents consistently ask for simple examples they can try at home or as part of play.
- Short, on-the-go prompts keep practice alive between visits.

Across every programme, Babyzone's goal is the same: to give parents and practitioners the knowledge, tools and confidence to turn everyday life into learning. By combining joyful in-person experiences with digital reinforcement, Babyzone creates a cycle of practice, reflection and growth that strengthens families, boosts child development and builds a foundation for lifelong learning.



Core classes that build brains, confidence and connections

At Babyzone we run a wide range of classes designed for parents and children to enjoy and learn together. This year alone, we have delivered more than 4,400 classes, reaching nearly 50,000 families across our sites.

“My child loved Mini Professors and even started recognising words. I’ve also appreciated meeting other parents and how welcoming it is for non-English speakers. I just wish Babyzone could run more than once a week – it’s so popular.”

E – Babyzone Parent

Babyzone hubs are free, drop-in centres with multiple evidence-informed sessions delivered by trusted partners. The core mix typically includes:

- **Baby Sensory:** multi-sensory play for bonding, attention and early communication.
- **Toddler Sense:** movement and exploratory play that builds gross motor skills and self-regulation.
- **Baby Massage:** touch routines that support attachment, soothing and sleep.
- **Mini Professors:** hands-on science for early inquiry skills and vocabulary.
- **Parent First Aid / Dinky Medics:** practical first-aid skills that build caregiver confidence.
- **Reading Fairy:** story, song and rhyme for language, phonological awareness and turn-taking.
- **Little Kickers:** football-based play for coordination, teamwork and persistence.
- **Hartbeeps:** imaginative, music-led multi-sensory classes for babies and toddlers.
- **Music House for Children:** music and storytelling to nurture creativity, confidence and communication.



“Babyzone has been the best thing for us. My child has learned to share, play and be more independent and even started building confidence and learning English. At home we now do activities like building blocks and football that were inspired by Babyzone. As a Romanian family, the support has been vital. We’ve loved the sensory classes, making friends and seeing other mums in the same boat.”

A, Parent, Babyzone Barnet



Reading Fairy
the early reading experts

“We started going to Reading Fairy because one of the Babyzone staff said it was a good class for making reading fun... Now J is saying the first sounds in words, asking me to read him books at home and making up his own stories.”

J's Mother, Babyzone
Hammersmith & Fulham

Little Kickers®

peep

Baby Sensory
Precious Early Learning for Babies
Hello Baby Massage

Mini Professors

Yoga Bunnies

Toddler Sense®
Life's an Adventure

Spotlight Visit: Rishi Sunak MP and Akshata Murty Champion Everyday Maths at Babyzone

Rishi Sunak MP and Akshata Murty visited a London Babyzone hub to see the Everyday Maths programme in action. Their visit highlighted how playful, family-centred approaches can build number confidence from the earliest years, and how Babyzone is helping to make maths feel joyful, inclusive and part of everyday life.



“The Richmond Project is about culture change - so that all of us use numbers in everyday life. Here at Babyzone, it's wonderful to see how families are coming together to have fun with numbers, and that will help bring about the cultural change we need.”

Akshata Murty



“Babyzone is a great example of a community organisation that's making a real difference. It's wonderful to see how the centre is helping parents. Akshata and I have loved learning about their Everyday Maths programme that's giving little ones new confidence and skills with numbers.”

Rishi Sunak - MP

A visit that shone a spotlight on Everyday Maths

During the visit, the Former Prime Minister and Mrs Murty joined families taking part in Babyzone's 40-week Everyday Maths pathway. They saw first-hand how number songs, shape hunts and small routines make maths visible for parents and children alike. Everyday activities - storytime, cooking, sorting toys - become opportunities for parents to talk about numbers, shapes and patterns.



“ Maths opened a life-changing opportunity for me. For my son, I want the same, so he can have a brighter future. ”

Babyzone Dad



“ I’m an accountant, so of course I’m excited about everyday maths - you need maths in everything. This helps children become more confident and familiar with numbers. ”

Babyzone Mum



“ Early maths activity builds executive function skills - planning, reasoning, problem-solving. Research shows how early exposure to maths links to better outcomes later in life. ”

Lara Mindenhall
Babyzone Co-Founder



Why It Matters

The visit underscored a vital truth: confidence with everyday numbers starts in family life. Around 80% of brain development happens by age three, making playful, everyday interactions the foundation for lifelong learning. Early maths readiness at age five is a stronger predictor of later academic success than early reading, highlighting the importance of starting early - and making it fun.

Partnerships that Multiply Impact

Babyzone is an engine for joined-up systems that prevent problems before they escalate. By convening statutory services, charities and community groups in trusted community spaces, we ensure families access support they might otherwise miss, and partners reach parents they might otherwise never meet. In 2025 alone, more than 260 organisations worked with us, turning each Babyzone hub into a community-powered one-stop shop for early years support.

“It’s the first time anyone spent time talking to me and gave me time to understand... Please thank her, she is amazing and so nice.”

Mother of five, Barnet

HEALTH AND NUTRITION

In Hammersmith & Fulham, we launched an infant feeding drop-in clinic with the Central London Community Healthcare NHS Trust.

In just one month since the drop-in began in June 2025 it supported 17 families. Parents receive free, approachable advice on breastfeeding, weaning and infant feeding in a relaxed space. The clinic has prompted cross-referrals with partners like Home-Start Westminster, showing how Babyzone makes services more connected and accessible.

EARLY HELP & DEVELOPMENTAL CHECKS

In Barnet, Babyzone partnered with Whittington Health NHS Community Nursing Team to deliver the borough’s first out-of-hospital Early Help Clinic. Running weekly since May 2025, families can access developmental reviews, baby weighing, check-ins and referrals in a trusted, community setting. By locating milestones in Babyzone, the partnership ensures concerns are spotted early and parents feel supported.



BEREAVEMENT SUPPORT

In Blackburn, Lancashire Mind’s Together After Loss programme has reached 20 families experiencing baby loss or miscarriage. Families receive one-to-one counselling, group sessions and peer support in a safe, trusted space - with onward links to specialist services such as the Perinatal Mental Health Team. Parents describe it as compassionate, timely support at one of life’s hardest moments.

FINANCIAL & EMPLOYMENT SUPPORT

Babyzone Croydon hosts regular visits from the Department for Work and Pensions, helping families access advice in a natural, welcoming environment. This year they supported 62 families - unlocking backdated benefits, providing self-employment advice and signposting to wider services. By meeting parents where they are, the DWP team can engage proactively and achieve outcomes that are harder in a Job Centre.

EARLY LEARNING ENVIRONMENT

In Croydon, the Family Hubs team joins Babyzone monthly with themed sessions that blend storytelling, crafts and play - from pirate adventures to beach-themed sensory days. These imaginative visits strengthen the home learning environment, spark children’s curiosity and reinforce parents’ role as their child’s first teacher.

“Babyzone is a safe place for a lot of families; it’s access to services that maybe they wouldn’t have otherwise... it’s very, very important in the community”

Gemma Edwards

Department for Work and Pensions, Croydon

“I grew up in Croydon but there was nothing like this, it’s amazing!”

Father, Croydon

FATHER & MALE CARER ENGAGEMENT

Dad Matters launched at Babyzone Blackburn in April 2025. Coordinators attend sessions regularly, offering trauma-informed advice to help dads bond with their babies and build confidence. Fathers who previously felt invisible now report feeling welcomed, included and supported.



Vulnerable parents support

At Babyzone Barnet, Happy Baby Community has supported 281 families across 16 sessions. The hub provides a safe, well-equipped environment where vulnerable mothers - many asylum seekers or experiencing significant challenges - can return each week. Mothers access welfare support, doula services and peer connection, building trust and resilience in a supportive community.

HAPPY BABY COMMUNITY

By serving as a community convenor in these ways, Babyzone effectively multiplies the impact of every partner. A midwife or social worker can meet families they might otherwise never reach, while parents can address multiple needs in one visit, perhaps discussing housing with a support worker right after a baby class.



This integrated model is directly aligned with the UK government's push for joined-up early years services, as set out in the Best Start Family Hubs and Best Start in Life programme. Babyzone is already demonstrating how those ambitions can be delivered in practice: trusted, community-based spaces where services work together, families are empowered, and prevention takes root. In many ways, our hubs are the Best Start Family Hubs model in action - embedded in neighbourhoods, designed with communities and driven by partnerships that break down silos.

Parents themselves recognise the value. As one mother described, the presence of many organisations in one place turned Babyzone into a positive, structured escape, a safe environment where she could enjoy time with her baby while also receiving advice from family support, or even energy-saving experts, all in the same visit.

“ I tell our families that from the first time they come [to Babyzone], they will want to come back every week because it is such an amazing, beautiful space ”

Anita
Happy Baby Community

In effect, Babyzone hubs are local one-stop shops for early years support. We help identify needs early, connect families to the right services, and reduce pressure on overstretched statutory systems by preventing problems from escalating. At the same time, we contribute to more connected, resilient local ecosystems: our presence has catalysed collaborations between health visitors and youth workers, libraries and baby banks, NHS staff and voluntary groups. These partnerships endure outside our walls, strengthening the wider system.

By empowering families and convening services, Babyzone is not just improving daily life for parents and children, it is helping to shape the future of early years provision in the UK. We are building embedded partnerships that deliver prevention at scale, demonstrating how community-rooted hubs can bring national policy to life, and setting a course for more resilient families, stronger systems and healthier futures.



“ That's why initiatives like Babyzone are so crucial. We're not actually waiting for a piece of policy... We're going out there and we're making this happen. ”

Joe Lane
Deputy Children's Commissioner

Our Partnerships Include



Our Partnerships Include



Global Awareness Campaign

Babyzone's Global Awareness Campaign is our umbrella communications effort to spotlight the critical importance of the earliest years - translating neuroscience into everyday language and practical actions families can use. It combines research-backed messages on brain development and early learning.



PURPOSE

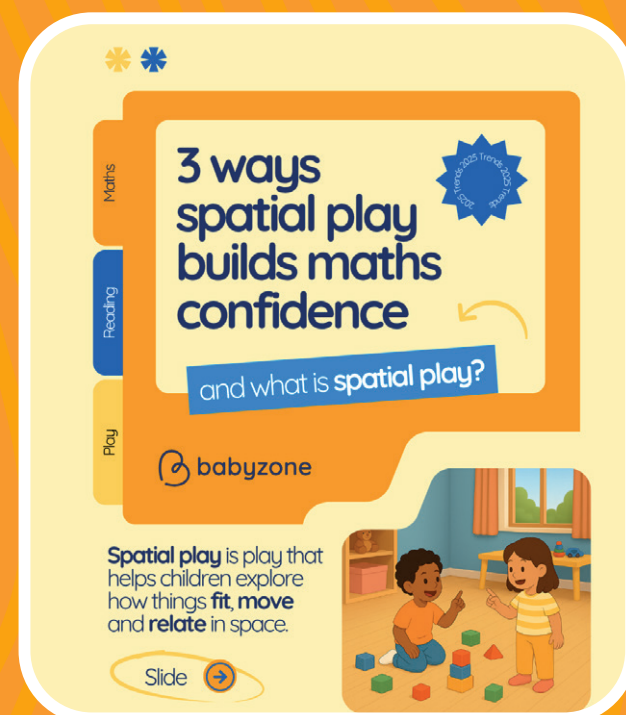
The campaign builds public understanding of **why the early years matter most**, translating evidence on early brain development into **simple, actionable behaviours**. It helps parents see how daily moments - counting steps, sorting toys, singing patterns - strengthen their child's brain and confidence.

WHAT WE DID THIS YEAR

- **Launched a clear public narrative** linking early brain development to lifelong outcomes, anchored in research and real family stories.
- **Embedded practical maths messages** across Babyzone channels and programmes, showing parents how to weave counting, sorting, shapes, and patterns into daily routines.
- **Expanded our advocacy footprint**, pairing community insights with scientific evidence and positioning Babyzone as a **neutral, stigma-free hub** that reaches families often missed by statutory services.

CORE MESSAGES

- 1 **The first years build the foundation of brain architecture.**
- 2 **Small, repeatable interactions compound over time.**
- 3 **Parents are the primary changemakers.**



CHANNELS AND TACTICS

- **Social and community content:** bite-sized, research-backed posts and reels that turn science into "do this today" prompts.
- **Programme-linked prompts:** weekly tips and challenges that nudge maths and playful learning during mealtimes, bath time, walks, and play.
- **Advocacy touchpoints:** partner briefings and policy assets connecting family insights to the wider early years system conversation.

CAMPAIGN REACH AND ENGAGEMENT

Our Global Awareness Campaign has reached over **1.5 million impressions** across **Meta, LinkedIn, TikTok, X, and partner platforms**, sharing practical, research-backed messages on early learning and brain development. These channels have helped bring our Everyday Maths content and family stories to a wide and diverse audience - where we aim to inspire parents, practitioners, and partners to turn small, daily interactions into lifelong impact.

NEXT YEAR: PRIORITIES

- **Scale practical prompts:** expand weekly tips and in-centre prompts, tracking parental uptake.
- **Evidence and advocacy:** publish a concise What Works in the Early Years brief for partners and local systems.
- **Behaviour and outcomes:** track shifts in parental confidence and home learning behaviours over time through light-touch surveys and qualitative insights.



The Baby Buddy App

Extending our reach through digital support

In February 2025, Babyzone integrated Baby Buddy, ensuring families could continue accessing trusted digital guidance alongside our hubs.



WHAT BABY BUDDY IS

Baby Buddy is a free, clinically informed parenting app that supports families from pregnancy to age two. Written at a reading age of nine and available in multiple formats (short articles, videos, interactive tools), the app is:

- Personalised: daily tips tailored for mums, dads and co-parents.
- Inclusive: content for LGBTQ+ families and diverse parenting journeys.
- Accessible: offline, data-light, and featuring a 24/7 crisis text messenger for mental health support.

REACH AND ENGAGEMENT IN 2025

Baby Buddy grew steadily during the reporting year and remained highly rated by users:

INDICATOR	RESULT
People engaged for 30 minutes	107,000
New registrations	41,701
New registrations in Babyzone localities	1,955
Registrations via localised healthcare pathways	14,903
Average monthly active users	20,000
Pieces of content consumed	2.5 million
App store ratings	4.9/5 (Google Play); 4.8 (App Store)

The user base is broad and diverse: 82% mums; 16% dads, with significant uptake among lower-income households and families where English is a second language, underlining its accessibility across communities.

99%

App is easy to use and understand

92%

helped them prepare for and get more out of healthcare appointments

85%

more confident caring for their baby.

86%

strengthened their relationship with their partner

75%

supported their mental health

WHAT BABY BUDDY IS

User feedback demonstrates strong outcomes for parental confidence, knowledge and wellbeing:

- 99%: app is easy to use and understand.
- 92%: helped them prepare for and get more out of healthcare appointments.
- 85%: more confident caring for their baby.
- 86%: strengthened their relationship with their partner.
- 75%: supported their mental health.



EMBEDDED IN LOCAL SYSTEMS

Baby Buddy worked closely with maternity and early years services in 2025 - from NHS North East London and Surrey Heartlands ICB, to GPs, infant-feeding teams and local authorities in Southwark, Birmingham, Brent, Walsall and beyond.



Two notable content developments included:

- Women in the Workplace (with DHSC and Pregnant Then Screwed).
- LGBTQ+ inclusion resource suite, co-created with families and practitioners.

These partnerships strengthened the bridge between families and health systems, while ensuring representation and relevance.

WHAT THIS MEANS FOR BABYZONE

By bringing Baby Buddy into Babyzone, we have connected our physical hubs with a national, always-on digital offer. Early signs of synergy are promising: nearly 2,000 new registrations in Babyzone localities in the reporting period, showing that families value having consistent, stigma-free support that extends beyond hub visits.

LOOKING AHEAD

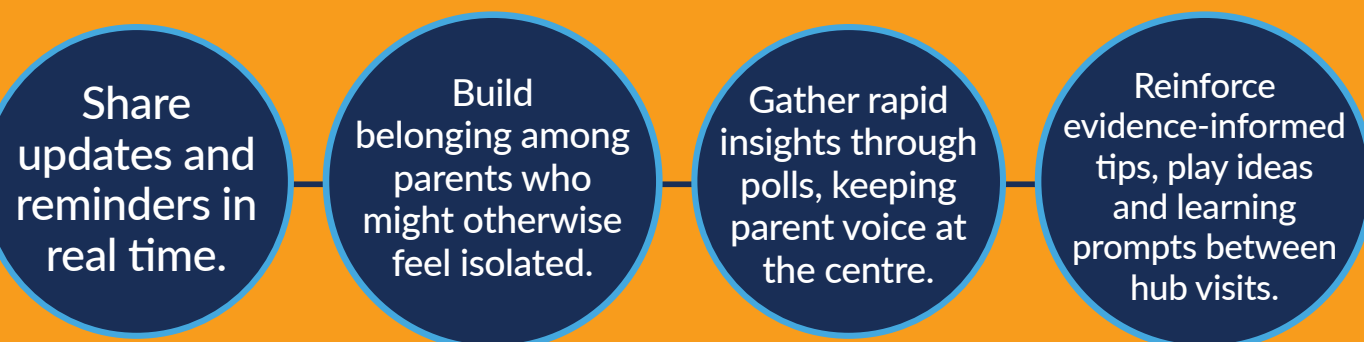
With the transition complete, Baby Buddy is positioned as part of Babyzone's digital arm. In 2025/26 we will focus on deepening local partnerships, amplifying partner reach, and ensuring every parent - whether or not they can attend a hub in person - has access to timely, evidence-based support whenever they need it.



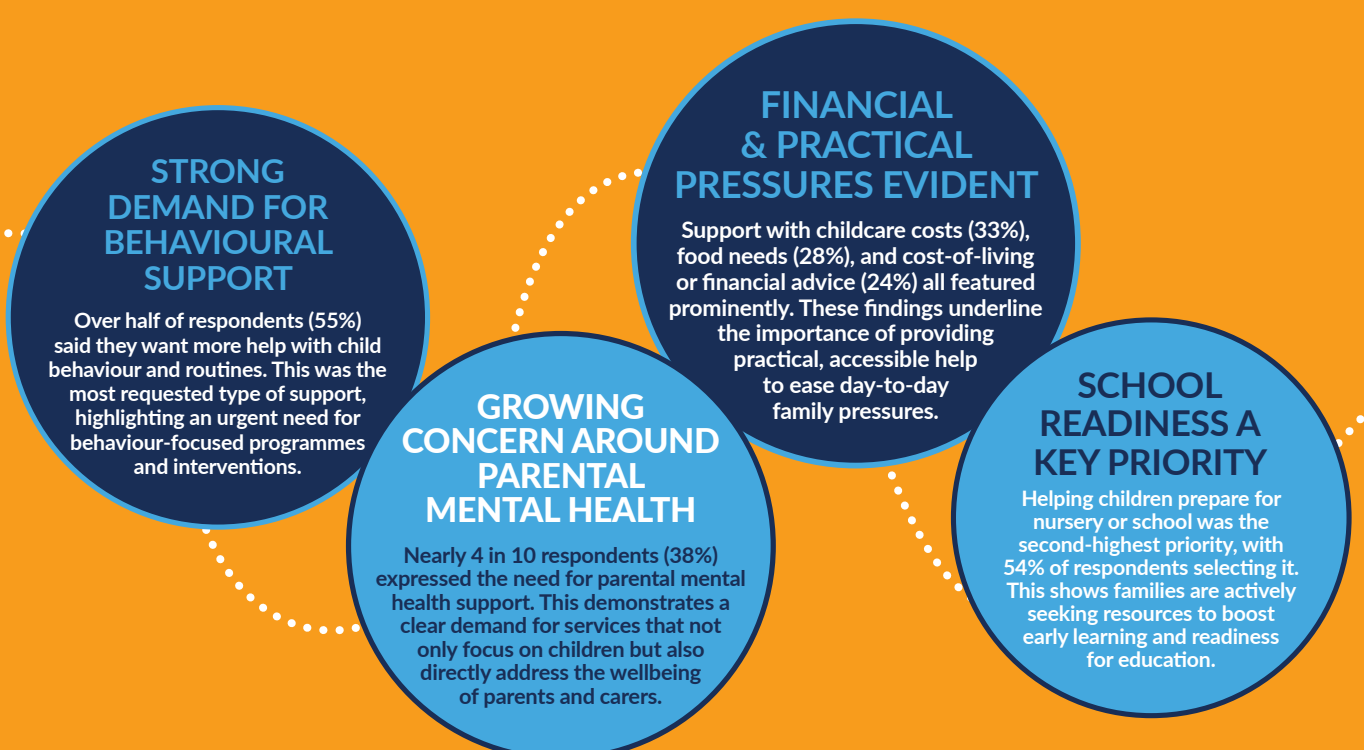
WhatsApp Communities Supporting Families Beyond Babyzone

A core principle of Babyzone is that our support should not stop when families leave the hub. In 2025 we launched Babyzone WhatsApp Communities, extending our impact into homes and daily routines. Using a free, familiar platform ensures support is accessible and inclusive - especially for families less likely to engage with email, apps or websites.

THESE GROUPS ALLOW US TO:



We asked our Babyzone communities via WhatsApp what support they would like to see more of in their local Babyzone. Responses showed that the highest need was for support on child behaviour, school readiness, and parental mental health support.



EARLY RESULTS

In the first six months, 2000 members joined our communities - creating a growing national network of connected families.

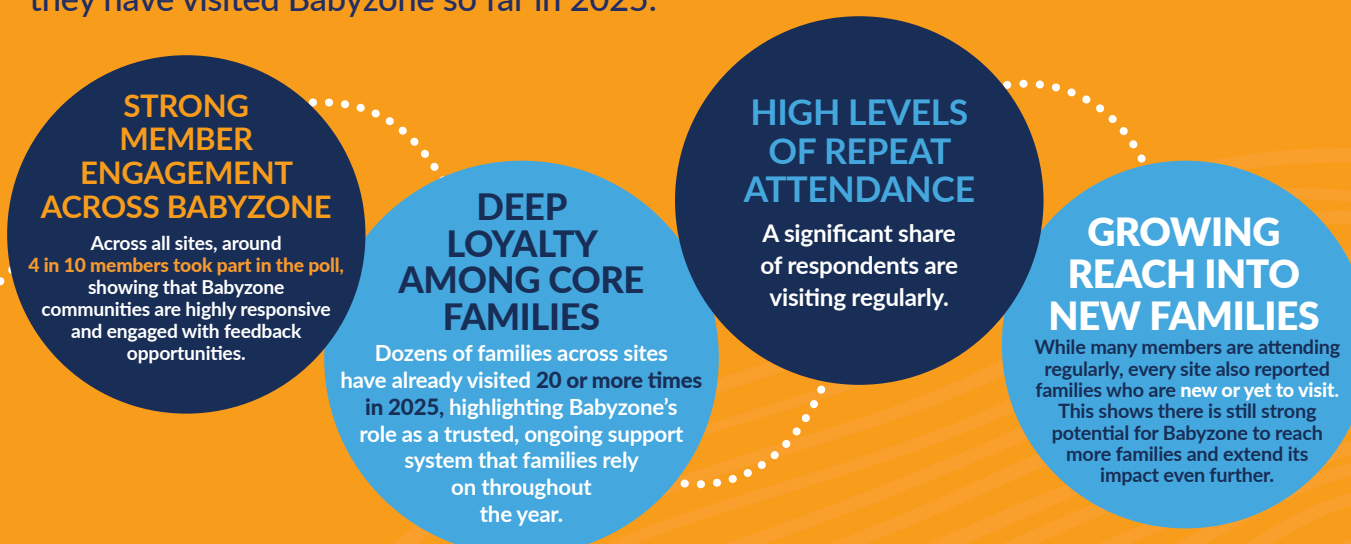
A poll on 21 July saw a 42% response rate within hours, giving instant feedback on attendance and helping us adjust timetables in real time.

A 6 May poll with 200+ parent responses highlighted top priorities:

- Child behaviour and routines
- Preparing children for school
- Parental mental health

These insights are already shaping session content, signposting and partner workshops.

In a further WhatsApp poll we asked our Babyzone communities how many times they have visited Babyzone so far in 2025.



WHY THIS MATTERS

WHATSAPP COMMUNITIES OFFER:

- Accessibility & inclusivity: low-barrier, low-data communication, ideal for families with limited digital literacy.
- Community & belonging: parents see they're part of something bigger than a weekly visit.
- Parent voice & empowerment: families shape provision, surface needs, and even step into leadership roles as Parent Ambassadors.
- Efficiency for staff: central and local groups cut duplication while keeping communication consistent.
- Evidence for funders: a low-cost, scalable model for reaching thousands of families between hub visits.
- Admin-only posting ensures safeguarding, structure and trust.



WhatsApp Communities Supporting Families Beyond Babyzone

SCHOOL READINESS: BUILDING STRONG FOUNDATIONS

One of the clearest needs parents identified via a WhatsApp poll was school readiness. Many had heard the term but didn't know what it meant in practice.

In response, Babyzone ran a six-week programme across WhatsApp, e-newsletters and in-hub support. Parents' questions guided the content, and our Ask the Experts strand featured advice from teachers, health visitors and family support workers. Practical topics included becoming independent in using the toilet, practising routines at home, and knowing what to expect from schools.

On site, Babyzone reinforced this with workshops, expert visits and end-of-term mini-graduations - celebrating children's confidence and resilience as they prepared for Reception.



Kindred²

This work responds to a national challenge. The Kindred² School Readiness Survey (2025) found that one in three children are not school ready, with teachers losing 2.4 hours per day supporting those who start behind. Crucially, 41% of parents had never heard the term until their child began Reception, exactly what our poll confirmed.

And the stakes are long-term. In 2025, around 40% of pupils did not pass English and Maths GCSEs. Research shows that this story begins well before age five, not at age 16. Our mission is to address the challenge at its root, in the early years.

Building on this work, we are now focusing on one of the most critical - and often feared elements of school readiness: early maths. Through our new Everyday Maths programme launching in Autumn 2025, we are helping families nurture the building blocks of mathematical thinking: pattern recognition, problem-solving, spatial awareness and number confidence, through play, stories and daily routines. Alongside this, we continue to embed early language and literacy across everything we do, recognising that strong communication skills are inseparable from school readiness.

Our impact extends well beyond the Babyzone hubs. Families take home practical maths activities and prompts that make learning part of daily life. We also share tips and ideas via WhatsApp groups and social media, ensuring parents feel supported with fresh, simple ways to explore maths at home.

By supporting parents as their child's first teacher, Babyzone reduces fear around maths and English and creates everyday opportunities for learning. In doing so, we lay the essential foundations so that every child can start school ready to thrive and go on to succeed in later education.

We believe the early years is where transformation begins: strengthening the roots of school readiness and ensuring tomorrow's mathematicians, coders and big thinkers gain the confidence they need in the first five years of life.

THE BIGGER PICTURE

By embedding WhatsApp Communities into our model, Babyzone is:

- Extending support 24/7, not just session time.
- Meeting parents where they are with practical, responsive advice.
- Tackling systemic issues like school readiness through everyday play, routines and parent confidence.

In doing so, we show how digital, low-cost tools can strengthen community connection, amplify parent voice, and help ensure that every child starts school with the strongest possible foundations.



“The majority of parents tell us they feel quite lonely and isolated... We have to build environments where parents don't feel ashamed to ask for help”

Vivien Waterfield CBE
Interim Chief Executive Officer, Home-Start UK



The Babyzone Academy: Powering Practice Through Shared Learning

Extending our reach through digital support

To deepen our impact and scale practitioner excellence, we are launching the Babyzone Academy - a digital learning network for everyone working with children in the early years. Built in partnership with Hive Learning, the award-winning social learning platform, the Babyzone Academy will deliver Babyzone's own curricula, including Everyday Maths and Babyzone NEST (Name, Empathise, Self-Regulate, Team-up), alongside leading partner programmes from across the sector.

The result is a single, stimulating learning environment where early years practitioners can explore the best ideas from Babyzone, and important early years organisations, such as The Royal Foundation Centre for Early Childhood (and their Explainer Series), and other evidence-based initiatives - all within one engaging, mobile-first space.

FROM KNOWLEDGE TO ACTION

At the heart of the Babyzone Academy lies the same belief that drives the Babyzone flywheel: practice creates knowledge, knowledge creates confidence, and confidence creates change.

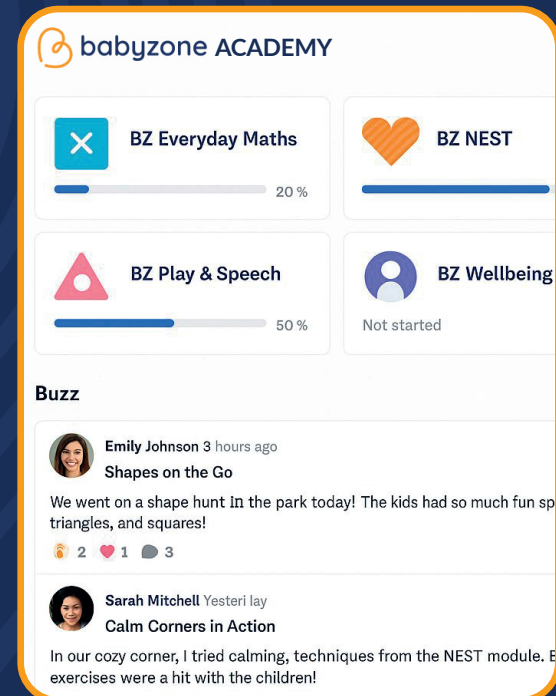
Practitioners - whether in Babyzone hubs, nurseries, Family Hubs, or community settings - access short, practical courses designed for immediate use:

- Babyzone Everyday Maths: modules such as Counting Everywhere, Number Talk at Snack Time, and Shapes on the Go build early numeracy through play, routines and real-world context.
- Babyzone NEST: lessons like Naming Feelings Together, Team-Up Moments, and Calm Corners in Action give practitioners hands-on tools to nurture children's emotional literacy and co-regulation.
- The Royal Foundation Explainer Series: short video-led modules distil the science of early brain development, attachment, and responsive interaction - turning key research into accessible, shareable learning.
- Other programmes from partner organisations who offer structured sessions focused on language, early learning, and parental engagement - adapted for practitioners to model effective parent-child interaction in early years settings.

THE "BUZZ" OF COLLECTIVE LEARNING

The Babyzone Academy's signature "Buzz" features make learning social, joyful, and continuous:

- Buzz Feeds: Practitioners post photos, insights, and reflections ("Here's our group trying the Shapes on the Go activity!") - creating a living gallery of practice.
- Peer-to-Peer Challenges: Weekly nudges prompt small but powerful actions ("Try the 'Name Three Feelings' game during circle time"), helping new habits spread rapidly.
- Instant Micro-Feedback: Quick reactions, emojis, and polls let practitioners see what resonates across the network.
- Learning Journeys: Coherent, themed pathways blend Everyday Maths, NEST, The Royal Foundation and other partner content - connecting cognitive, emotional, and social learning into one professional growth framework.
- Facilitator Dashboards: Hub leads can monitor engagement, highlight local champions and celebrate progress across teams and settings.



“It's like having the Babyzone team - and the best of the early years world - in your pocket, cheering you on and helping you turn learning into action.”

CONNECTING HUBS AND THE WIDER SECTOR

Every Babyzone hub acts as a learning laboratory and launchpad for the Academy. Practitioners test modules in-hub, feed back through the Academy's Buzz tools, and co-create improvements with the Babyzone programme team.

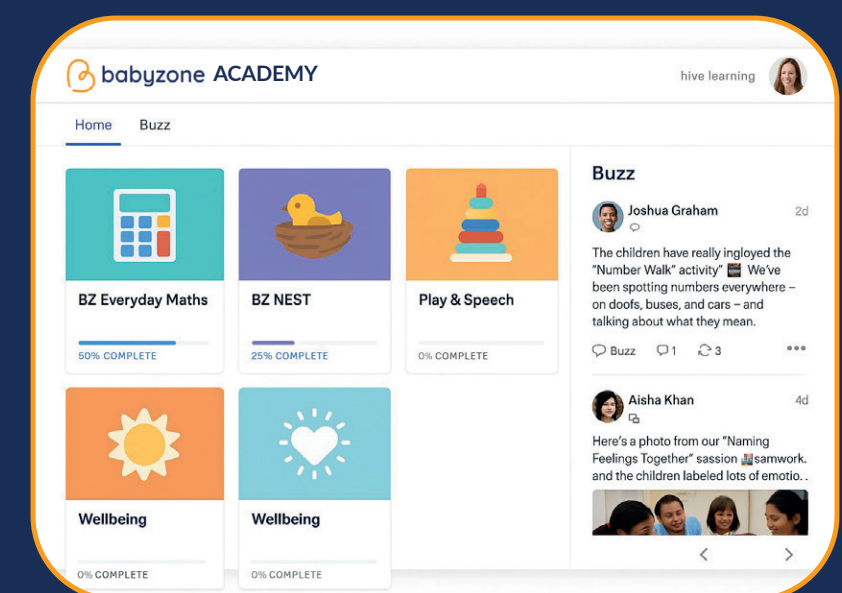
Nurseries, local authorities, and early years charities can join the same network, adapting modules for their practitioners while sharing insights and evidence back into the Babyzone ecosystem.

WHY IT MATTERS

By embedding our own and our partners' best curricula in a single, connected platform, the Babyzone Academy ensures that great ideas spread fast - from national partners to local playrooms.

It enables every practitioner - from a volunteer in Birmingham, England to a nursery lead in Birmingham, Alabama - to learn, share, and grow together, building collective confidence day by day.

Together, the Babyzone Academy and Hive Learning make the Babyzone flywheel spin faster - fuelling confident practice, joyful learning, and thriving children everywhere.



Building Proven Parent Confidence, Agency and Impact

Parents and practitioners build proven confidence and agency, measured through our NPC-designed evaluation framework, Parent Confidence Index and Hub-to-Home data. We use trusted, low-burden methods to demonstrate real improvement in confidence, home learning and family wellbeing. Charities, health teams, local authorities and funders collaborate in hubs, sharing data and insight to reach more families. With tens of thousands of family engagements each year, we capture a mix of quantitative, behavioural and qualitative data and we prioritise trust and inclusion in how we collect it.

1 Reach and demographics

On entry, we collect family postcodes and cross-reference them with the UK Indices of Multiple Deprivation and CACI Acorn segmentation. This shows us income levels, ethnicity, household composition and language, so we can focus on families facing the greatest deprivation. Geographic mapping informs outreach and site selection, for example locating Babyzones in boroughs where most residents live in the lowest deciles of deprivation.

2 Survey data

NPC designed our parent surveys using validated four-point scales and open questions. With more than 200 responses to date, these surveys track changes in parental confidence, child development and the use of Babyzone learning at home. Surveys are offered in multiple languages, online and in person, to maximise participation.

3 Behavioural and attendance data

We maintain a large behavioural dataset across classes and hubs. This shows what families value, how often they return and how they progress through activities. Insights guide timetables and programme design and highlight which interventions best support retention and engagement.

4 Qualitative case studies

Numbers alone cannot capture Babyzone's impact. We document family journeys through case studies, from parents overcoming isolation, to fathers becoming more engaged, to children building confidence through play. These stories show the cumulative effect of multiple interventions on family wellbeing and early childhood development.

5 Partner reporting

We gather data from Babyzone partners such as Happy Baby Community, NHS health visitors, Midaye, local authorities and food banks on how many families they support in our hubs. We collect case studies, testimonials and we regularly request feedback to understand the benefits of Babyzone for partners and families, and how we can continuously improve our services and support.

6 Digital support and engagement

The Baby Buddy app and Babyzone WhatsApp Communities extend impact beyond physical hubs. Over 2,000 parents engaged with early years resources via WhatsApp groups, generating around 300,000 interactions in total, and more than 800 parents shared real-time feedback with us via polls. The Baby Buddy app is downloaded more than 4,000 times per month, with about 20,000 monthly active users. Usage data and parent feedback inform local public-health decisions and strengthen our engagement approach.

7 Continuous improvement and low-burden data collection

We minimise mandatory data so families are not deterred from attending. We rely on voluntary surveys, observational data and anonymised behaviour metrics. Feedback is ingested, processed and incorporated to refine programmes, improve outreach and strengthen partner coordination.

By measuring outcomes across the five Common Outcome domains - Engaged, Learning, Happy, Healthy and Safe - Babyzone ensures we deliver inclusive, high-quality early years support. Just as importantly, our low-burden, evidence-led approach builds trust with families while generating the insights needed for national advocacy. This positions Babyzone not only as a community hub, but as a credible, data-driven model for expanding early years infrastructure in line with government priorities.

What is New for 2026: Research and Impact Agenda

Parent Confidence Index at the centre

In 2026 the Parent Confidence Index (PCI) becomes the organising measure for our impact. Each Babyzone hub will act as a Living Lab where we run quick, low-burden cycles to support confidence growth and increased home learning. We will mirror this digitally for families who never visit a hub. The PCI is a short checklist that shows how confident parents feel doing everyday learning at home, whether confidence improves within weeks and how confidence links to more home learning and early outcomes. We will keep the PCI short, useful and easy to use in many languages. Findings will feed the wider Babyzone flywheel: test and refine programmes, share openly, build parent and practitioner confidence, strengthen the partner ecosystem and inform policy and system change.

Hub-to-Home measurement

We will extend measurement beyond the hub to what happens at home. Parents will receive brief check-ins by WhatsApp and social media that capture weekly talk, play, reading, singing, counting and use of calm routines. With consent, these data will link to attendance and session metadata so we can see what translates from hub to home and where extra support is warranted.

Open sharing and system effects

What works will be turned into open play-cards, short videos and micro-courses in the Babyzone Academy. We will share freely with early-years organisations and invite co-design so PCI can become a simple shared measure across other services.

What success will look like in 2026

In 2025 we proved that low-burden, trusted data collection can drive real improvement across our hubs, with strong reach, rich behavioural insight and authentic stories from families and partners. In 2026 we will go further by putting the Parent Confidence Index at the centre, extending measurement from hub-to-home and partnering with academic institutions to strengthen methods and transparency. We will share what works openly so others can adopt it. Success will mean confidence rising within weeks, more learning at home and credible evidence that informs local delivery and national policy.



“Confidence is the foundation for everything else. By measuring it, we can prove - and continually improve - how Babyzone strengthens families and futures.”

Lara Mindenhall
Co-Founder, Babyzone



Babyzone is Changing What Happens in the Everyday Lives of Families

Family survey

Over the past year, we conducted a survey (designed by New Philanthropy Capital) to understand how Babyzone is working for the families we serve.

Babyzone is trusted, approachable and impactful. Parents are more confident, more connected and more engaged in their child's early development, and they associate that change directly with Babyzone.

“It's clearly a national movement now... the greatest impact is knowing [Babyzone] are actually trying to address systemic failings that have become accepted in our society.”

Leon Crosby
Chief Executive Officer, Blackburn & Darwen Youth Zone



BABYZONE LEARNING EXTENDS BEYONDS THE HUBS AND SUPPORTS HOME LEARNING

84%

of parents report using Babyzone ideas at home “a lot/very often” or “quite often.”



This shows Babyzone classes aren't just “nice sessions” - they are influencing daily family life. Parents are actively taking what they learn and embedding it into their routines, which means Babyzone's effect multiplies outside the walls of the hubs. Babyzone is building capacity in parents to support their child's learning and wellbeing long after a session ends.

BABYZONE STRENGTHENS PEER NETWORKS AND PRACTICAL PARENTING SKILLS

88%

of parents strongly agree that they met other parents and learnt useful tips



Based on the feedback from parents, we can see that Babyzone is valued by parents as a strong connector and a practical resource. Parents are leaving with stronger support networks and concrete skills. Babyzone reduces isolation and builds resilience in families, which are critical protective factors in early childhood development.

BABYZONE OFFERS A SAFE, TRUSTED, AND ENJOYABLE SPACE



Parents most often describe Babyzone as “fun,” “educational,” “friendly,” and “safe.”

This combination is powerful, families see Babyzone as both a safe haven and a place of joy and growth.

How we mapped Babyzone's interventions against the Common Outcomes Framework

In 2025, Purposeful Ventures independently reviewed Babyzone's classes and services against the For Baby's Sake Common Outcomes framework. This framework groups short- and long-term early childhood outcomes into five domains:

Each domain includes outcomes for children, parents and families, with indicators ranging from social networks and home-learning environments to vaccination and secure housing.



- Engaged (feeling part of a community)
- Learning (cognitive and creative development)
- Happy (social, emotional and personal wellbeing)
- Healthy (physical wellbeing)
- Safe (personal security)

UNIVERSAL ENGAGEMENT

The review found that every Babyzone class or service delivers "Engaged" interventions, creating safe, welcoming spaces where families build relationships and feel they belong. From Reading Fairy to Baby Sensory, Dinky Medics, Mini Professors, Toddler Sense and Hello Baby, sessions foster social interaction and community connection. Parents gain confidence and build networks, while children learn cooperative play.



LEARNING AND HEALTH OUTCOMES

Babyzone addresses Learning outcomes through evidence-based early education:

- Reading Fairy develops vocabulary and phonics.
- PEEP sessions help parents model low-cost home-learning activities.
- Mini Professors and Dinky Medics spark curiosity about science.
- Story & Rhyme Time with BookTrust promotes early literacy.
- Mini Athletics supports movement skills, coordination and teamwork.

Healthy outcomes also feature strongly:

- Baby Massage and Baby Yoga promote bonding and relaxation.
- Infant feeding clinics and Henry Healthy Lifestyles workshops address nutrition, breastfeeding and exercise.
- NHS vaccination teams bring immunisation advice directly into hubs.
- Parents access oral-health sessions, choking/weight-gain support, and food-bank vouchers to meet immediate needs.

SOCIAL AND EMOTIONAL WELLBEING

The happy domain is addressed by tackling isolation and supporting parental mental health:

- Mums Matter and Dads Matter (with Mind) provide stigma-free spaces for discussing mental health.
- Home-Start playgroups and HENRY workshops strengthen resilience and positive parenting.
- Activities such as the Voice Foundation choir and community-police visits help children build confidence and social skills.

SAFETY AND SECURITY

While primarily a community hub, Babyzone also contributes to the safe domain:

- Partnership activities with local police, fire services and domestic-violence specialists raise awareness and offer access to help.
- Immunisation clinics protect against preventable disease.
- Home-Start and family-navigator services identify families at risk of homelessness or abuse and connect them to housing or social care.

The mapping demonstrates that Babyzone's integrated model delivers measurable benefits across all five domains of the Common Outcomes Framework. This not only validates the breadth and depth of our approach but also shows that Babyzone aligns closely with national frameworks for early childhood support. In practice, this means Babyzone is already delivering the outcomes policymakers and funders want to see: stronger families, healthier children, and more connected communities.

Using The Royal Foundation's *Shaping Us* Framework

In 2025, Babyzone began embedding the Royal Foundation Centre for Early Childhood's *Shaping Us* framework into our programming and evaluation. Championed by Her Royal Highness The Princess of Wales, the framework provides an accessible way to understand and prioritise the 30 social and emotional skills that matter most in early childhood and beyond. These skills are grouped into six clusters - such as **Know Ourselves, Manage Our Emotions, and Nurture Our Relationships** - which together underpin healthy development for life.



By adopting the *Shaping Us* framework, Babyzone is strengthening its evidence-informed approach in two main ways:

1. DESIGNING AND TRACKING CLASSES

Each Babyzone class is now mapped to relevant *Shaping Us* skill areas to ensure we are deliberately fostering these capacities. For example:

- Baby Massage supports Communicate with Others and Nurture Our Relationships, strengthening parent-child bonding and nonverbal communication.
- Mini Professors builds skills in Explore the World and Focus Our Thoughts, encouraging curiosity, problem-solving and concentration.

This mapping ensures that learning outcomes are clear, measurable, and aligned with nationally recognised priorities.

2. EMBEDDING THE FRAMEWORK IN DAILY PRACTICE

We have trained our staff and Parent Ambassadors in the *Shaping Us* framework, giving them a shared language to use with families. By consciously highlighting the six clusters in conversations and activities, our team helps parents recognise and nurture social-emotional development at home - reinforcing Babyzone's ethos of empowering parents as their child's first and most important teacher.

By integrating the *Shaping Us* framework, Babyzone is not only enriching everyday classes but also aligning grassroots practice with a high-profile national agenda. This positions Babyzone at the forefront of translating evidence and policy into lived family experience ensuring that the children we serve today develop the social and emotional skills they need to thrive throughout life.

“Her understanding of routine, hand movements and speech is a direct impact of what she has learnt every Wednesday at Babyzone”

Ameena
Barking & Dagenham

Family stories - what change looks like

Behind the numbers and frameworks, the true impact of Babyzone is best seen in the journeys of parents and children who come through our doors. These short case studies from 2025 highlight the diverse challenges families face and the meaningful changes Babyzone has helped bring about in their lives.

Carly (Barking & Dagenham)

Carly first came to Babyzone nearly three years ago, looking for a fun play outlet for her toddler. What she found was transformative. Her daughter flourished through classes like Reading Fairy, developing phonics skills and a love of books, while Carly connected with other parents and the Babyzone team.

“My daughter waits at the door on a Babyzone day - very eager to get out of the house... Reading Fairy has had a massive impact on her reading journey. Babyzone is, and always will be, our Wednesday routine, our favourite day of the week.”

As Babyzone became a fixture in her life, Carly's own confidence grew. In 2025, she joined the Babyzone team as Operations Officer at Barking & Dagenham, helping coordinate classes and even running a second-hand coat and clothing exchange for local families. Carly's journey - from participant to staff member - shows Babyzone's deeper impact: empowering parents to become leaders in their community.

Andy (Barking & Dagenham)

Andy's story highlights the often unseen struggles of fathers. A trained childcare professional turned full-time carer, he felt isolated and depressed. Most parent groups were attended only by mums, and he felt unwelcome. Then he discovered Babyzone. From the first visit, staff made him feel included, and his daughter gained a safe space to play and interact.

“Looking back now, I honestly feel Babyzone saved my sanity. For a parent to be isolated with no support is scary - let alone as a male. Babyzone allowed me to become whole again... it made it OK for dads to attend as well.”

Babyzone reaffirmed Andy's confidence as a parent. Staff even gave him brief moments of respite, and friendships grew with other parents. Over time, he found the courage to lead a storytime session for children - proving that dads belong in early years spaces too.

Shakira (Croydon)

Before finding Babyzone, Shakira struggled with severe anxiety and postnatal depression. Encouraged by a friend, she tentatively visited Babyzone Croydon in late 2024. Over time, it became a safe haven for her and her baby boy. She enjoyed bonding activities like Baby Yoga, joined workshops such as the HENRY healthy eating course, and, most importantly, formed supportive friendships.

“Babyzone is my time with [my son] on my day off where I actually have energy to play... I wish you were open every day!”

Shakira now feels “brave enough” to seek support, even engaging with onsite partners such as a family support worker and an energy advice volunteer - something she never would have done before. Her story shows how a welcoming community space can reduce loneliness, ease anxiety and give parents the confidence to thrive again.

Shakira's recovery from isolation, Carly's journey from participant to leader, and Andy's transformation as a father all illustrate the same truth: Babyzone changes lives by providing safe, welcoming spaces where parents grow in confidence, children flourish, and families connect to wider support. These personal journeys bring to life what the data demonstrates - that Babyzone is not only strengthening early development but also building resilient families and communities.

“Hundreds of studies have shown that creating a stimulating environment correlates with extremely good outcomes... We don't need more studies to tell us how important early years are. The evidence is clear.”

Charles Mindenhall
Chair, Babyzone

Policy and Systems Change

What we learn daily from families is shaping wider early years thinking. In 2025 we launched Babyzone Insights - short, evidence-led papers that turn lessons from thousands of family visits, 260+ frontline partnerships, and the latest research into practical guidance for practitioners, funders and policy leads. Each paper grounds our on-the-ground experience in the best available evidence, showing what works in barrier-free, place-based early years support.

EMBEDDING INSIGHTS INTO PRACTICE

We are sharing these papers across our partner network and embedding the learning directly into day-to-day delivery: shaping class content, guiding conversations with families, and hosting integrated support in stigma-free environments. In doing so, Babyzone is helping to close the gap between research and practice.

Through Babyzone Insights, we are not only improving our own work but also contributing to the national evidence base that early years is essential infrastructure - as fundamental to society as schools, hospitals and transport. By combining lived family experience, frontline delivery, and robust evidence, Babyzone is helping to influence how early years policy is understood and prioritised at a national level.

“I love Babyzone’s mission... the way Babyzone delivers services to parents who need it most is really extraordinary”

Sarah Hesz
The Royal Foundation



WHAT WE PUBLISHED THIS YEAR

Putting Evidence into Practice:

Babyzone as an Intervention (Apr 2025)

Mapped the Babyzone model to the *Better Purpose* early childhood evidence review, showing why holistic hubs, strong parent-child relationships and coordinated local partnerships drive impact.



Raising Agents, Not Just Thinkers (Mar 2025)

Made the case for agency, initiative, decision-making and persistence as critical early years outcomes - offering strategies for parents and implications for system design.

The Shaping Us Framework and Babyzone (Feb 2025)

Aligned Babyzone practice with The Royal Foundation’s new social-emotional skills framework, showing how free, no-booking hubs and evidence-informed classes nurture self-awareness, communication, co-regulation and relationships.



A Foundational Imperative: The Crucial Role of Early Mathematics Education (Sep 2025)

Beyond neurobiological data, a substantial body of empirical evidence confirms the profound and long-lasting impact of early maths proficiency. Early maths is the strongest predictor of future academic success.

Ministerial Visit Stephen Morgan MP

In 2025 we were delighted to welcome Stephen Morgan MP, Parliamentary Under-Secretary at the Department for Education, to Babyzone Hammersmith & Fulham. The visit gave him the opportunity to meet families, hear from frontline partners, and see our barrier-free early years model in action.

On the day, Mr Morgan spoke with a range of partners working alongside Babyzone under one roof, from Hammersmith & Fulham Council's Healthy Homes Team to Kinship Carers UK, Midaye Somali Development Network, and clinicians from Central London Community Healthcare NHS Trust (speech and language therapy, oral health, infant feeding). Their presence demonstrated how Babyzone reduces stigma and makes it easier for families to access the right support at the right time.

Mr Morgan described Babyzone as “a lifeline for families with children aged 0–5,” adding that our joined-up, community-led model “embodies the vision this Government wants to achieve... through our Best Start in Life strategy.” Since 2019, families have made over 70,000 attendances across our seven centres, and 97% of parents report positive changes to their parenting experience.

Building on this foundation, Babyzone stands ready to share our proven grassroots model with the Government's Best Start Family Hubs roll-out - contributing practical learning on what works, and helping scale integrated early years services where need is greatest.

“When you look at the joy and happiness on people's faces when they talk about Babyzone, it makes you truly believe change is happening, change is possible.”

Sir Alan Wood
What Works Centre



Policy and Systems Change

Convening the Early Years Movement

On 18 June at The July Hotel we brought together more than 100 leaders from across early childhood policy, research, delivery, philanthropy and frontline practice to focus on moving early years from “nice to have” to national necessity. In the room were national voices from the Royal Foundation’s Centre for Early Childhood, the Children’s Commissioner’s Office and NESTA, and sector leaders such as Sir Alan Wood, Grant Gordon OBE and Sarah McMullen. Frontline partners and key delivery charities such as OnSide Youth Zones, Thrive at Five, Peeple, Home-Start UK and Little Village were present too.

Across contributions the message was consistent: the science is settled, belonging and connection are decisive for families, and collaboration beats silos. There was broad agreement that now is the time to move early years to an urgent national priority by joining forces and scaling what works. Sir Alan Wood underlined the system pressures and why Babyzone’s practical model creates a way forward, concentrating effort on the children who most need it. Partners from Youth Zones described rapid demand for Babyzone and the impact of removing access barriers for families, while Babyzone heads shared first-hand stories of parents feeling safe and supported from week one.

“It is not childcare. It is connection. Babyzone brings parents and children together for shared experiences. That is where change happens.”

Paddy Radcliffe
Trustee, Babyzone

What we set out to do

- Create a rare cross-sector space where funders, policymakers, researchers and practitioners could speak plainly about what is working and what is blocking progress.
- Build a shared case for urgency, collaboration and scale, rooted in science and lived experience.
- Strengthen practical partnerships that carry benefits back to families immediately.



“Parents tell us they feel lonely. The most powerful thing we can do is create spaces where that is okay, where trust is built and parents feel held for the long haul.”

Vivien Waterfield CBE
Deputy Chief Executive,
Home-Start UK

“This is our time to take this agenda from something that is often seen as a ‘nice to have’, to something that’s seen as an urgent necessity and mission critical to our society.”

Christian Guy
Executive Director of The Royal
Foundation Centre for Early Childhood



Why this matters for systems change

- **Scientific imperative:** The first three years are crucial - where **one million neural connections occur every second**, setting long-term trajectories for health, education and economic participation. Policy cannot treat early years as an afterthought.
- **Practice proof:** Partners showed tangible models that reduce stigma, cut costs for families and accelerate access to essentials and support.
- **Movement logic:** Convening the ecosystem builds shared language and joint accountability so we can scale what already works rather than waiting for policy change.

Immediate takeaways we are carrying forward

- **Grow place-based coalitions** around each Babyzone, formalising referral and support loops with other organisations - baby banks, health visitors and local authorities.
- **Equip parents with “serve and return” tools** at scale, and keep the science plain-spoken and practical in sessions and digital channels.
- **Use our convening power to keep policy**, funding, research and delivery in the same conversation, reducing duplication and driving shared metrics for impact.

“Even if a baby is young, early book-sharing matters. It introduces vocabulary and language structures that everyday life does not.”

Dr Kaili Clackson
Researcher, University of Cambridge.



“We talk about early years like it’s urgent. But policy treats it like an afterthought.”

Joe Lane
Deputy Director,
Children’s Commissioner



“When you look at the joy and happiness on people’s faces when they talk about Babyzone... you believe change is possible”

Sir Alan Wood
Director of Children’s Services,
London Borough of Hackney

Thank You to Our Supporters

The impact described in this report is a collective achievement that extends far beyond the Babyzone team. We are deeply grateful to all those who make our work possible. Together, we are proving that investing in the earliest years transforms not just families, but society.

- Funding Partners:** To our funders, from major foundations to individual donors: thank you. Your investment drives our strategy to scale where need is greatest, raise quality in every hub and secure lasting change. It enables us to open new sites, strengthen existing hubs so they deliver consistently excellent outcomes and invest in the data, people and partnerships that sustain impact. Every pound improves families' lives. We steward your contributions with transparency, value for money and care.
- Delivery Partners and Community Organisations:** More than 260 partner organisations worked with us this year - from local authorities and NHS teams (midwives, health visitors, immunisation and oral health specialists) to charities such as Home-Start, baby banks and refugee support groups. By bringing your expertise into Babyzone, you've amplified our reach and enriched the support families receive. These partnerships are at the heart of Babyzone's model, and we look forward to growing them further.
- OnSide Youth Zones and Host Venues:** Our host venues provide a safe, welcoming space where families feel at home. The synergy between Youth Zone activities for older children and Babyzone for younger children shows the power of a truly cradle-to-career environment. We are grateful for your collaboration and shared mission.
- Volunteers and Parent Ambassadors:** To our volunteers and Parent Ambassadors: you are the heart of Babyzone's community spirit. From welcoming new families and leading songs to tidying up after messy play or simply offering a listening ear, you make our hubs warm and welcoming. This year's launch of the Parent Ambassador programme has been inspiring, parents giving their time and energy to support others and spread the word. Babyzone thrives because of neighbours helping neighbours, and we are humbled by your commitment.
- Our Families:** Above all, thank you to the families who choose Babyzone. You are why we exist. Thank you for trusting us with your children, for coming week after week, and for sharing your feedback and stories. Every smile, every new friendship, every developmental milestone achieved - these are the rewards that drive us. To the mums, dads, grandparents, carers, and of course the babies and toddlers: thank you for being part of the Babyzone family and inspiring us with your strength and love.

Babyzone's impact is a shared achievement. It belongs to funders, partners, volunteers, and families alike. Together, we have seen what happens when communities rally around their youngest members: parents grow in confidence, children grow curious and ready to learn, and neighbourhoods grow stronger.

Thank you for being part of this movement. With your continued support, we will keep working toward a future where every child gets the best start in life. Here's to another year of making a difference - together.

Conclusion

The story of Babyzone this year is one of thousands of small moments adding up to something profound. Parents who arrive anxious leave more confident. Children who begin shy grow curious and ready to thrive. Families who once felt alone discover they belong. These changes may look small in isolation, but together they are transforming communities, and in time, society itself.

The truth is simple. Getting the early years right is not one challenge among many. It is the foundation for solving them all. Babyzone is proving, every day, that this vision can be lived out in practice.

With your support, we can carry this movement forward. We can build a future where every child has the best possible start, and every family has the opportunities they deserve. We can show that early years are the key to solving society's greatest challenges. The first years last forever, let's make them count.

“There is an extraordinary social return from investing early - improving lives today and reducing future costs across education, health and social care. Through the Babyzone Flywheel, families gain the knowledge and confidence to support their children's development. Confident parents raise thriving children and thriving children build stronger societies.”

Lara Mindenhall
Co-Founder, Babyzone





Babyzone is a registered charity in England and Wales (1198316).
Registered office: Scale Space, 58 Wood Lane, London, W12 7RZ.
Website: www.babyzone.org.uk | Email: hello@babyzone.org.uk