



Early Childhood and Family System

Our aims

The aim of Norfolk's early childhood and family system is to:

- Support children to achieve their developmental milestones.
- Prevent more children aged 0-5 from experiencing neglect or emotional harm.
- Increase social mobility.



Bringing Services Together

- Essential if we are to achieve the impact & outcomes we want for children and their families
- We have secured positive commitment from a wide range of partners
- Norfolk was one of five areas nationally selected to be part of a new **Early Years Transformation Academy**, working with the Early Intervention Foundation



What does the Early Childhood and Family service do?

We have commissioned Action for Children to deliver a service that:

1. Provides targeted support for vulnerable families with children aged 0-5.
2. Offers help so that all families can connect with local support and universal early childhood activities.
3. Operates from 15 early childhood and family bases and use a large range of other community venues.
4. Contributes to joint working and maintaining partnerships to secure a district early childhood offer.



How families are supported in their local area

Norfolk's Early Childhood and Family Service is for all parents and carers with children aged 0-5 years. How and where you get support will depend on what you need.



Everyone will be able to:

- Get help online.
- Chat on the phone or online from 1st October.
- Visit the local library to get information, weigh their baby or join in with Bounce and Rhyme sessions.



If you want help meeting other parents, or need someone to talk to:

- Come to a drop-in event at a community venue – this could be a library, community centre or café.
- Our team will attend community groups regularly, so you can come and chat.
- We can also help you to set up your own local groups and activities.
- We can give you a list of all the events and activities happening locally like baby massage, toddler groups and play sessions.



If you need extra help:

- We will offer support to you and your family through drop-ins and groups.
- We will also support you in your own home, or where you feel comfortable.
- We can put you in touch with other people who can help.

What is targeted support?

Working with families who need extra help.

One to one support in people's homes or in community venues

Families will be identified in a range of ways: contacting the service, ECFS staff visiting community groups, referral or drop-in.

This will include specific activities, such as parenting courses, baby massage...

Supporting other lead professionals, such as health visitors or social workers.

Group support – this might be open to everyone in areas of high need or might be for families who are referred in other areas.

Where are service be based

- There are 15 bases – two in Breckland, South Norfolk, Broadland, West Norfolk, Great Yarmouth and North Norfolk and three in Norwich.
- However, the service covers the whole county and will be delivered largely on an outreach basis.
- Services are taken to people’s homes, community groups, libraries, health centres and other suitable community venues – where Covid restrictions allow
- The 15 bases are used to coordinate services, as well as to provide joint spaces for services and organisations to work together.



What is the offer for everyone else?

- Providing information, advice and guidance when families initially ask for help. This might be online, face to face, or through staff attending local community led groups.
- Offering regular drop in sessions for families, wherever possible with other services.
- Helping families to build their own 'networks of support'.
- Enabling parents to support other parents as 'parent champions'.



Working together

The service:

- ✓ Works with other agencies and services to develop a district offer.
- ✓ Helps families access the support they need in their area – this will vary from family to family but could be speech and language therapy, support for their mental health, access to work and training or advice on caring for their child.
- ✓ For families needing extra help, the service works with partners to build a team around the family.
- ✓ Works with partners to monitor the impact of the service.

“Only by better working together as a whole system, will we achieve the impact and outcomes needed for families and children.”

In addition, Norfolk county council has:

**Investing £250,000 in
community development
that helps ensure there
are local networks of
support.**

**Enhancing the
current online and
digital information,
advice and guidance
available to families.**

Aims of the Community Fund

- Help children aged 0-5 to achieve their developmental milestones
- Ensure children and their parents or carers are not lonely or isolated
- Increase opportunities for parents and carers to come together and take part in fun activities, alongside their child
- Deliver local services for young children and their parents within their community

How the fund can be used to...

- Set up new community provision
- Expand the capacity of existing community provision
- Support to reopen following COVID 19
- Larger local projects



The fund will support activities/ groups that...

- Involve parents/ carers and children aged 0-5
- Are run by community members or community organisations
- Are run from local venues close to where parents live
- May be free or have a nominal charge
- Are open access



Further Support...

- Help completing the application form
- Help setting up your activity or group
- Training offer
- Finding other funding and wider advice



Getting in touch

- Early Childhood and Family Service – Targeted support offer

<https://www.norfolk.gov.uk/children-and-families/early-childhood-and-family-service>

ecfs-professionals@actionforchildren.org.uk

To make a referral – <https://www.norfolk.gov.uk/children-and-families/early-help-and-family-support/support-for-professionals/useful-resources>

- Early Childhood Community Funding – ecabs@norfolk.gov.uk

<https://www.norfolk.gov.uk/children-and-families/early-childhood-and-family-service/norfolk-early-childhood-community-fund>

carla.nichols@norfolk.gov.uk