

# Croydon Best Start Family Hubs Practitioner's Toolkit



Helping families get the right support, in the right place, at  
the right time

Download the digital version of the practitioners toolkit



Autumn 2026

# Contents

|                                                                      |           |
|----------------------------------------------------------------------|-----------|
| <b>Welcome</b>                                                       | <b>3</b>  |
| <b>What are Family Hubs?</b>                                         | <b>4</b>  |
| <b>Who we support</b>                                                | <b>5</b>  |
| <b>Family Hub Locations</b>                                          | <b>6</b>  |
| <b>Family Hubs Locality Map</b>                                      | <b>7</b>  |
| <b>What are the 24 Family Hub services?</b>                          | <b>8</b>  |
| <b>Best Start In Life Plan</b>                                       | <b>9</b>  |
| <b>Best Start In Life Plan</b>                                       | <b>10</b> |
| <b>Directory of services for families, children and young people</b> | <b>11</b> |
| <b>How to access services</b>                                        | <b>12</b> |
| <b>Drop-ins and specialist support</b>                               | <b>13</b> |
| <b>Family Hub Navigators</b>                                         | <b>14</b> |
| <b>Tools and resources</b>                                           | <b>15</b> |
| <b>Training and development</b>                                      | <b>16</b> |
| <b>Lunch and Learn</b>                                               | <b>17</b> |
| <b>Additional Services</b>                                           | <b>18</b> |
| <b>Safeguarding</b>                                                  | <b>19</b> |
| <b>Parent Carer Panel</b>                                            | <b>20</b> |
| <b>Stay connected</b>                                                | <b>21</b> |
| <b>Quick links</b>                                                   | <b>22</b> |
| <b>Areas of interest</b>                                             | <b>23</b> |

# Welcome!

## Welcome to the Croydon Best Start in Life Family Hubs Practitioners' Toolkit

This toolkit has been developed to support all professionals working within, or alongside, Family Hubs across Croydon. Whether you work in the local authority, health services, education, the voluntary and community sector, this resource is designed to help you effectively support children, young people, and families.

Whether you are new to Family Hubs or already working closely with the network, this toolkit will help you to:

- Understand the vision, purpose, and role of Family Hubs in Croydon
- Explore the services, support, and opportunities available to families
- Learn how to signpost and refer families to the right support at the right time
- Access key contacts, resources, and digital tools
- Strengthen partnership working and improve outcomes for children, young people, and families

Together, we can ensure that families receive joined-up, accessible support and have the best possible start in life.



# What are Family Hubs?

Family Hubs are part of a national programme designed to transform how families access support. Rather than being a single building, Family Hubs are a network of services and organisations working together to meet the diverse needs of children, young people, and families.

As part of the Family Hubs Programme, the Best Start in Life Offer focuses on services for families with children aged 0 to 5 years, ensuring parents and carers can access the right support from pregnancy through the early years.

Support available through Family Hubs includes parenting, education, health, emotional wellbeing, employment, and much more, all delivered in a way that is easy to access and navigate.

Family Hubs bring together services to support children and young people aged 0 to 19, or up to 25 for those with SEND, and their families.

Our approach is centred on:

- Helping families access support early
- Improving awareness of and access to local services
- Providing a coordinated, joined-up approach that reduces duplication
- Delivering better outcomes for children, young people, and families



Family Hubs are a key part of Croydon's wider ambition to ensure every child has the best start in life, with families receiving the ***right support, at the right time, and in the right place.***



# Who we support

## Family Hubs provide support for:

- Expectant parents and carers
- Children and young people aged 0 to 19
- Young people with Special Educational Needs and Disabilities (SEND) up to age 25
- Parents, carers, and wider family members who may need advice, guidance, or additional support

We work in partnership with services across early years, health, education, children's social care, and the voluntary and community sector to ensure families can access joined-up support that meets their needs and helps them thrive.



# Croydon's Family Hubs Locations



## Our Family Hub network includes:

- Woodlands Family Hub (Selsdon) serving the south of the borough
- Samuel Coleridge-Taylor Family Hub (South Norwood) serving the north of the borough
- A new Central Croydon Family Hub, currently in development and being shaped through community engagement

Alongside our main hubs, families can also access support through outreach services, community venues, and digital resources, ensuring help is available close to home.

## Family Hub Locations

- Woodlands Family Hub: Site of Quest Primary School, Farnborough Avenue, South Croydon, CR2 8HD
- Samuel Coleridge-Taylor Family Hub: 194 Selhurst Road, South Norwood, London, SE25 6XX
- Selhurst Family Hub: 23 Dagnall Park, Selhurst, SE25 5PL
- Shirley Family Hub: 34 Lilac Gardens, Shirley, CR0 8NR
- Winterbourne Family Hub: Winterbourne Road, Thornton Heath, CR7 8AS
- Kensington Avenue Family Hub: Buckingham Avenue, Thornton Heath, CR7 7QT
- Purley Oaks Family Hub: Purley Oaks Primary School, Bynes Road, South Croydon, CR2 0PR
- Rowdown Family Hub: Calley Down Crescent, New Addington, CR0 0EG



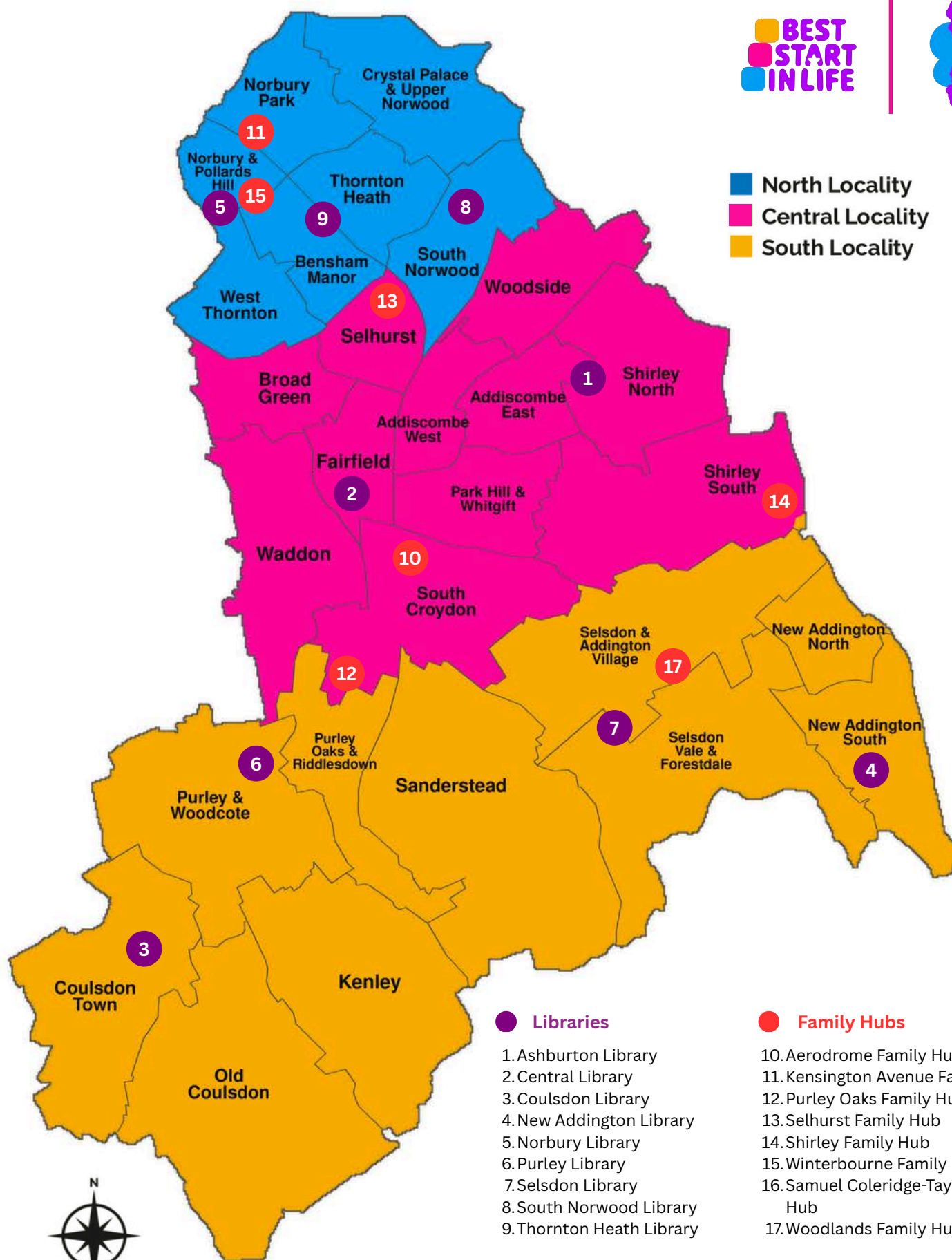
# Family Hubs locality map

**CROYDON**

[www.croydon.gov.uk](http://www.croydon.gov.uk)



■ North Locality  
■ Central Locality  
■ South Locality



# What are the 24 Family Hub services?

The Family Hubs programme delivers 24 core services, working collaboratively to ensure families can access the support they need at the right time.

Services may be provided through:

- Family Hub locations
- Community outreach venues
- Virtual and online platforms

This flexible approach helps make support more accessible, ensuring families can engage with services in a way that best meets their needs.



# Best Start in Life Plan

Croydon's Best Start in Life Plan aims to improve the number of children achieving a Good Level of Development (GLD) by the end of Reception.

The plan brings together Family Hubs, early years settings, and partner organisations to support children and families through:

- Supporting positive home learning environments
- Identifying needs early and providing timely support
- Promoting consistent, high-quality practice across services

## What this means for practitioners

Practitioners can support the plan by:

- Encouraging parents and carers to support their child's development at home
- Identifying emerging needs and making appropriate referrals
- Working collaboratively with partner services
- Using evidence-based approaches in everyday practice

Together, these actions help ensure children have the best possible start in life and are ready to learn and thrive.



# Best Start in Life Plan

The three shifts are:

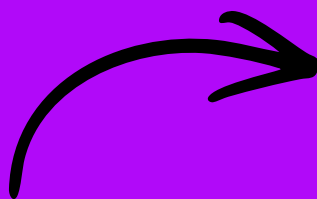
**Shift 1: Empowered parents and the home learning environment.** Parents and carers have the knowledge, confidence and ability to create a home learning environment that supports their child's development, and they act on it. Primarily targets: communication and language, Personal, Social, and Emotional Development (PSED), early literacy, and self-regulation.

**Shift 2: Early identification and targeting.** Interventions reach the children who need them early enough to make a difference, and no child is missed. Primarily targets: communication and language, SEND identification, and PSED.

**Shift 3: Consistent practice across early years settings.** Early years settings and practitioners consistently support the GLD mission, weaving it through everything they do. Primarily targets: all GLD domains, with focus on language-rich environments and transition consistency.

This plan focuses on what we can achieve within the timeframe, resources available, while continuing to deliver core services and how we aim to do it well. It supports other key Croydon strategies including Helping Families Thrive, the Early Help Strategy, the Early Years Strategy and the SEND and AP Strategy and aligns with the Families First Partnership currently in development.

Our Best Start Family Hubs programme is linked to the work that is taking place across London through the Opportunity Mission coordinated by the Greater London Authority and London Councils. This will enable us to ensure that there will be more consistency in the offer available to families and children across London



Scan the QR to view the Croydon Best  
Start in Life Strategic Plan  
2026 - 2031

# Directory of services for families, children and young people

This directory is for families and professionals. The services may include support around:

- community and voluntary groups
- crime and youth justice
- domestic violence and abuse
- employment, education and training
- health and wellbeing
- housing and homelessness
- parenting and childcare
- social, community and leisure activities
- special educational needs and disabilities



[Children, young people and families support directory | Croydon Council](#)

Find services in Croydon

**i** If your organisation provides support to children, young people and families in Croydon, and it is missing from this directory, [you can add a listing now.](#)

## Search

For example, youth club

## Filters

Type of support

Service

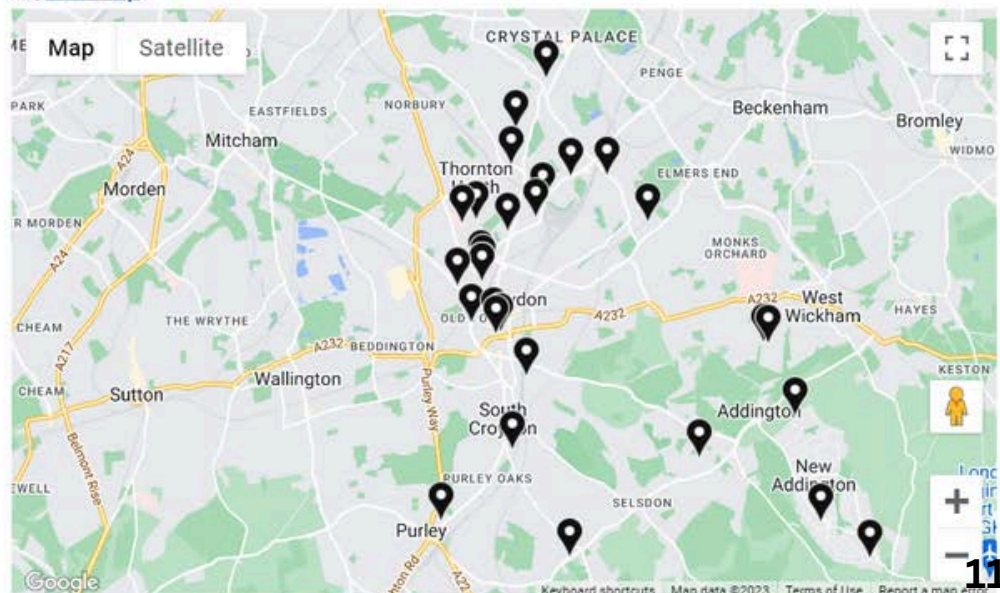
## Age range

- ☐ 0 to 4 years
- ☐ 5 to 10 years
- ☐ 11 to 15 years
- ☐ 16 to 17 years

[Select all](#) [Clear](#)

80 results found in **All**

[Hide map](#)



# How to access services

## How Families Can Access Support

Families can access Family Hub services in a number of ways, making it easy to get the right support at the right time:

- Drop-in services – Families can attend a range of activities, groups, and sessions at their local Family Hub. Some services are available on a drop-in basis, while others may require booking in advance.
- Self-referral – Parents, carers, and young people can contact Family Hubs directly to request information, advice, or support.

## How Professionals Can Refer

Professionals who identify a family that may benefit from additional support can:

- Signpost families to their local Family Hub
- Contact the Family Hub team for advice and guidance
- Submit an internal service request or referral, where appropriate

## What Families Can Expect

Family Hub staff provide a welcoming, inclusive, and non-judgemental service for all families. They will:

- Listen to families' needs and circumstances
- Help identify the most appropriate support available
- Provide information, advice, and guidance
- Signpost or refer to specialist services where needed
- Offer a confidential and safe space to discuss concerns

For further information, advice, or referral support, practitioners can contact the Family Hub team at **[familyhubs@croydon.gov.uk](mailto:familyhubs@croydon.gov.uk)**.



# Drop-ins and specialist support

## **Additional Support and Advice for Families**

Family Hubs offer a range of one-to-one support and specialist advice services to help families access the information and assistance they need.

## **Family Hub Navigators**

Families can book a one-to-one appointment with a Family Hub Navigator for personalised advice, guidance, and support.

### **To book:**

Call 020 8916 0543 or 020 8684 3777 (Option 1)

Email [familyhubs@croydon.gov.uk](mailto:familyhubs@croydon.gov.uk)

## **Partner Services Available Through Family Hubs**

A range of partner organisations also offer drop-in sessions and bookable appointments at Family Hub locations, including:

- Citizens Advice Croydon & South West London Law Centres
- Department for Work and Pensions (employment support)
- Perinatal Link Worker support
- School attendance advice
- Infant Feeding and Well Baby Clinics (including baby weighing)
- Benefits advice
- Income Officer support



# Family Hub Navigators

Family Hub Navigators provide accessible, practical 1:1 support to families across the borough, helping parents, carers and children access the right services, opportunities and support at the right time. They work within the community, building trusted relationships with families and partner organisations and helping to ensure that families know what support is available to them.

## **They work across the community to:**

- Promote the Best Start in Life offer through GP practices, nurseries, community groups and local partners.
- Engage with families at community venues, events and Family Hub activities.
- Deliver family activities during school holidays.
- Build links with voluntary and community organisations.
- Signpost and connect families to relevant services and support.
- Provide practical help with food bank support, benefits, Disability Living Allowance (DLA), grants and financial support.
- Support families with any aspect of family life where they may be struggling, helping them identify the right support and navigate services.

Navigators are a friendly first point of contact, helping families understand what support is available and making it easier for them to access the right help at the right time.



# Tools and resources

Free tools and services for parents and carers include:

Digital tools - Apps and digital channels



## Easy Peasy Croydon (for 0–5 years)

EasyPeasy is a free, evidence-based parenting app designed to support parents and carers of children aged 0 to 5. It provides fun, simple activities, parenting tips, and short videos to help promote children's learning, development, communication, and wellbeing through everyday family interactions. The app is available in multiple languages and can be accessed anytime, anywhere.



## Anya Health app



Anya is a free, NHS-approved pregnancy and parenting app that provides trusted information and support from pregnancy through to a child's early years. The app offers personalised guidance, wellbeing support, feeding information, videos, and interactive tools to help parents and carers make informed decisions and access support when they need it.

## DadPad app - The Essential Guide for new dads

DadPad is a free app developed to support fathers, partners, and non-birthing parents during pregnancy and the early years. It provides practical information, advice, and resources on topics such as pregnancy, birth, infant care, parental wellbeing, and supporting partners, helping parents feel confident and informed in their parenting journey.



# Training and Development

## Introduction to CSCP Family Hubs Event Booking platform (PHEW)

### Practitioner Training:

Family Hubs offer practitioner training via the Croydon Safeguarding and Children's Partnerships' PHEW training platform. These are an example of recent session we have delivered. This will be updated regularly, please see link to keep up to date - **[Event List: All Croydon Family Hubs](#)**

- Lunch and Learn networking sessions every six weeks at the Family Hubs
- PEEP Learning Together - parent and practitioner training.
- For Baby's Sake - Whole family approach for babies, children and Young People exposed to domestic abuse (various online workshops)
- CPD Trauma Attachment and Brain Development - online modules



### **Free Online Training for Parents and Carers**



A range of free online training is also available for parents and carers through the same CSCP PHEW Training Platform. Parent and carer courses are listed in a separate section of the platform. Scan the QR code or follow the link below to explore the full programme and book a session.

**[Event List: Training for Parent and Carers](#)**

# Lunch and Learn Sessions

Hosted every 6 weeks across the borough



Croydon Family Hubs' Lunch & Learn sessions are relaxed networking events that bring professionals together to connect, share ideas, and learn more about services available to support children, young people, and families across the borough.

Each session features guest speakers from local organisations who showcase their services, share valuable information, and explore opportunities for partnership working.

Whether you're a regular attendee or joining us for the first time, Lunch & Learn is a great opportunity to:

- Hear from a range of local services and organisations
- Build connections with professionals across Croydon
- Discover new ways to support families through partnership working
- Stay informed about what's happening across the borough

**Book your place today!**

Scan the QR code or click [HERE](#)

## Interested in speaking?

We're always looking for guest speakers to share information about their service. If you'd like to present at a future Lunch & Learn session, please contact [familyhubs@croydon.gov.uk](mailto:familyhubs@croydon.gov.uk).



# Additional services

1. [Health Visiting Clinics](#)



2. [Breathe Melodies for mums](#)



3. [Expectant Fathers Service - Future Men](#)



4. [Musical Bumps](#)



5. [Croydon Talking Therapies 1:1](#)



6. [HomeStart Perinatal Peer Support](#)



7. [BabyZone & Happy Baby Community Outreach](#)



8. [Barnardo's Virtual Hub](#)



9. [Triple P Baby online](#)



10. [Maternity Mates](#)



11. [Baby Box](#)



12. [Family Transitions Triple P Online](#)



13. [Infant Feeding Drop In Clinics](#)



**Links coming Soon:** Breastpump Loan Scheme; Additional parenting educational midwife; Our Family Wizard; Peer Supporters

# Safeguarding

Croydon Family Hubs safeguard and promote the welfare of all children and young people accessing our services. It aligns with the Croydon Safeguarding Children Partnership (CSCP) and national statutory guidance to ensure a consistent, proactive, and community-informed approach to child protection and safeguarding.

[!\[\]\(55acab083b8cbf36d4a75f262b6ea94a\_img.jpg\) Croydon Safeguarding Children Partnership](#)

Croydon Family Hubs are committed to safeguarding and promoting the welfare of all children, young people, and vulnerable adults. We believe that:

- The welfare of children, young people and vulnerable adults is paramount.
- All children, young people, and vulnerable adults have the right to be protected from harm, abuse, exploitation, and neglect and to grow up in safe and supportive environments.
- All staff, volunteers, and partners have a duty to safeguard and promote the wellbeing of children, young people, vulnerable adults and their families using our services.

Click here to view [Family Hubs Safeguarding Policy](#) or scan the QR code



# Parent Carer Panels

At Croydon Family Hubs, we are committed to ensuring that the voices of local parents and carers help shape the services we provide. We work alongside families to design, develop, and improve support, ensuring it reflects the needs of our communities.

One of the key ways we do this is through our Parent Carer Panel, which brings together parents, carers, service providers, and commissioners to share feedback, ideas, and experiences.

## **The Parent Carer Panel aims to:**

- Ensure parents and carers play an active role in shaping and improving services
- Amplify the voices of families, including those who are less often heard
- Help create inclusive services that meet the needs of Croydon's diverse communities
- Influence the development of Family Hubs and wider family support services

We welcome parents and carers from all backgrounds, with a particular focus on expectant parents and families with children aged 0 to 5 years.

By involving families in decision-making, we can ensure services are designed with, and for, the communities they support.



# Stay Connected

There are several ways for practitioners to stay informed and engaged with Family Hubs:

- Follow Croydon Family Hubs on [Facebook](#) and [Instagram](#).
- Join our Family Hubs [WhatsApp Channel](#) for the latest information and announcements.
- Attend our regular Lunch and Learn sessions to network and learn about local services.
- Service and team managers are encouraged to join their local North, Central, or South Delivery Group to support collaboration and partnership working.
- Encourage parents and carers to join the Parent Carer Panel, which meets every eight weeks to help shape and improve local services.

By staying connected, practitioners can keep up to date with services, strengthen local partnerships, and help ensure families receive the support they need.



## INSTAGRAM

Follow us for inspiration, tips, activities and what's on.



## FACEBOOK

Like our page for the latest news, events and community stories.



## WHATSAPP

Follow our channel for quick updates and important info.



## PARENT/CARER DISTRIBUTION LIST

Join our list to receive updates and information direct to your inbox.



# Quick Links

Croydon's Family Hubs only work through partnership and collaboration. No one service can meet all needs, but together, we can make a real difference.

Thank you for being part of the Family Hubs journey.

[Croydon Family Hubs main page](#)



[YouTube video: Start for Life - Playtime builds bonds](#)



[Children and families directory](#)



[Fathers Conference video](#)



[Family Hubs Instagram Linktree](#)



[Start for Life](#)



# Areas of interest

[Safe, Healthy and Happy: Parental Mental Health and Wellbeing strategy for Croydon 2025-2029](#)



[The Families First Partnership \(FFP\) Programme Guide](#)



[Best Start in Life.gov](#)



[National Centre for Family Hubs](#)



[Working Together to Safeguard Children 2026](#)



[Multi-agency safeguarding in Family Hubs](#)



[Best Start Family Hubs & Healthy Babies - Wider Service Expectations](#)



[Best Start Family Hubs & Healthy Babies - Guidance for Local Authorities](#)



# Croydon Best Start Family Hubs

