

Wokingham's Best Start in Life Action Plan 2026 - 2028



OUR GOAL: To grow the village for families in Wokingham

Phase / Tier	Task	Deadline
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 **Governance**

Set-up	Best Start in Life Subgroup Terms of Reference signed off at CYPP, Chair(s) agreed	Feb 26
Set-up	Best Start in Life Strategy signed off at Exec and Health & Wellbeing Board	Jan 26
Set-up	Best Start in Life Plan and Strategy published on Wokingham Website and shared with colleagues	Mar 26
Set-up	Best Start agenda schedule developed and meetings sent out for the year ahead	Mar 26
Set-up	Ready for School Success group developed to the Test, Learn, Grow group	Mar 26
Set-up	Neighbourhood Family Hub steering groups developed in Woodley and Wokingham Town	Mar 26



**WOKINGHAM
BOROUGH COUNCIL**

Phase / Tier	Task	Deadline
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Communications

Strategic ambition	Developed digital offer for parents to find help	Jun 26
Operational delivery	Best Start Family Hub updates developed and sent out monthly- whole system input	Mar 26
Operational delivery	Comms distribution to the wider system about Best Start in Life	Mar 26
Operational delivery	What this means for my family? Comms piece	Jun 26
Operational delivery	Practitioner campaign - 'we are in this together' launch	Jul 26
Operational delivery	Contacts shared for practitioners working across health, children's services, vol sector (updated 6 monthly)	Mar 28



Priority 1: Expand & Support a diverse pool of Parent Volunteers.

Strategic ambition	Parent volunteers embedded across Wokingham's Family Hub delivery model with an active programme of recruitment and support	Jan 26
Operational delivery	Coram volunteer training package established	Jun 26
Operational delivery	Parent Volunteer model coordination with Community Services Team	Aug 26
Operational delivery	Recruitment of volunteers in Woodley Best Start Family Hub	Mar 28
Operational delivery	Recruitment of parent volunteers in Wokingham Best Start Family Hub	Mar 28
Operational delivery	System promotion of Breastfeeding Network Parent Volunteering	Mar 28

Phase / Tier	Task	Deadline
Operational delivery	System promotion of Home Start Parent Volunteering	Mar 28
Operational delivery	Parent volunteer activities to support wellbaby clinics & breastfeeding network	Mar 28
Operational delivery	Recruitment of parent volunteers within Parenting Programme delivery	Mar 28



Priority 2: Develop and embed Family Hubs through a test, learn, and grow approach.

Strategic ambition	Development of multi disciplinary team model and close workforce integration that aligns Best Start Family Hubs with neighbourhoods model in health and pan-Berks neurodiversity transformation programme	
Operational delivery	Carer Group for early years Children in Care not in Nursery, Woodley Best Start Family Hub	Jun 26
Operational delivery	Development of multi disciplinary team model and closer workforce integration to align Best Start Family Hubs with neighbourhoods model in health and pan-Berks neurodiversity transformation programme	Mar 27
Operational delivery	Parent group in new neighbourhood area, Arborfield, led with parents, Family Hubs & Communities team	Feb 27
Operational delivery	Outreach and Health promotion project with Gypsy, Roma, Traveller communities	Mar 28
Operational delivery	Birth Declarations tests in Woodley Family Hub	Jan 26
Operational delivery	Long-Acting Reversible Contraception (LARC) clinic in Ambleside	Jun 26
Operational delivery	Postnatal clinic with midwifery, integrated with family hub support	Jun 27
Operational delivery	2 1/2 check engagement project to increase attendance	Jul 26
Operational delivery	2 yr old supported entitlement promotion pieces and outreach	Mar 28
Operational delivery	Early Years Advisor drop-ins at family hubs	Jul 26
Operational delivery	SEND parent/carers drop-ins, led with parents	Jul 26

Phase / Tier	Task	Deadline
Operational delivery	Smoking cessation clinics at Ambleside	Jul 26
Operational delivery	Mum & baby yoga & antenatal classes for parents	Jul 26
Operational delivery	Early Days baby group at Ambleside	Jul 26
Operational delivery	Targeted working groups/clusters of FS1 and FS2 settings where GLD outcomes are lower/highest number of children not reaching GLD.	Oct 27



Priority 3: Strengthen Children's Centres as inclusive, community-owned hubs; expand evidence-based parenting programmes; provide proactive home-learning support; and deliver a system-wide, parent-led campaign.

Strategic ambition	Strengthen and co-ordinate the contracting of voluntary sector services for families in Wokingham	Oct 26
Strategic ambition	Family Hubs improve access to and share working space with a wide range of partners including: financial inclusion, 0-19 services, SEND advice and support, public health services, early years services, voluntary sector, community groups, and parent-led initiatives	Mar 27
Operational delivery	A minimum of 2 parent support programmes early years specific delivered by variety of stakeholders	Dec 26
Operational delivery	Mapping of existing parent support programmes across the borough	Dec 25
Operational delivery	Online parent support programmes (Solihul) live & promoted	Mar 28
Operational delivery	Network established of workers delivering parenting programmes across the borough	Oct 26
Operational delivery	Increase availability of reception/staff to welcome families at each family hub site	Oct 26
Operational delivery	System-wide parent-led campaign for key messages to promote GLD, local connections, access to universal services	Mar 28
Operational delivery	Schools readiness parent group in Ambleside Family Hub	Jul 26

Phase / Tier	Task	Deadline
Operational delivery	Establish Elkan to support home learning parenting outreach and support	Nov 26
Operational delivery	Inclusive Transport project includes specific support for families with early years children	Mar 28
Operational delivery	Skills project includes insights and trials with early years families	Mar 28
Operational delivery	Maternal mental health project as a system, aiming to prevent and reduce maternal mental health issues for mothers in Wokingham	Mar 28



Priority 4: Improve joined-up support at human contact points.

Strategic ambition	Embed the Best Start Family Hubs model as part of Wokingham's wider early years offer and NHS Healthy Start scheme, helping eligible families access nutritional and financial support to improve health outcomes and reduce inequalities.	
Operational delivery	Leaving Care Advisors link project with EY advisors for relational support for parents who are 'leaving care'	Jul 26
Operational delivery	Oral Health workshops in family hubs	Nov 26
Operational delivery	Primary health drop-in & outreach with family hubs trial	Mar 27
Operational delivery	Library membership at birth declaration established	Mar 27
Operational delivery	Improving transitions to school project with settings, health, early years services	Mar 28



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Priority 5: Deliver shared workforce development and joint training across sectors.

Strategic ambition	In line with national priorities, we will expand workforce development opportunities for the Early Years sector	
Operational delivery	Integrate induction and messaging for Best Start across wider organisational development in Wokingham Council	Jul 26
Operational delivery	Workforce training for all staff that work in a 'front door' service in Wokingham	Oct 26
Operational delivery	Workforce training on the culture, relationships and shared goals for the Early Years Foundation Stage	Oct 26



Priority 6: Facilitate learning conversations and feedback loops with families and professionals. Develop a Joint Strategic Needs Assessment for children.

Strategic ambition	Joint Strategic Needs Assessment shapes ongoing delivery plans for 26-28	Mar 26
Strategic ambition	Parental input heard, understood and visibly shaping Best Start service planning	Oct 26
Operational delivery	2 deep dive learning conversations a year with the Best Start Group (multi-agency audits)	Mar 27
Operational delivery	Develop a shared dashboard for Best Start Steering Group to review progress	Mar 26
Operational delivery	Develop and establish termly Helping Early inductions for staff across the system for universal services	Mar 26
Operational delivery	Best Start progress and plans shared with Children in Care Council for feedback and input	Jul 26

