



## Babyzone

Winner of the Family Learning Innovation Award

Winner of the Family Learning to Support STEM Award

[Babyzone](#) is a community-rooted early years charity dedicated to giving every child the best start in life. Through a network of free, high-quality hubs in areas of disadvantage, Babyzone brings together families with children aged 0–5, health services, early learning programmes, and community partners under one roof.

The organisation combines play-based learning with evidence-informed programmes to strengthen parent confidence, child development, and school readiness. Families can access structured learning sessions alongside health visiting, parenting support, and community services in a welcoming, stigma-free environment.

Operating eleven hubs across the UK, Babyzone works in partnership with more than 260 organisations including NHS teams, local authorities, and community charities. Since 2024, it has supported over 61,000 families, focusing particularly on communities facing socioeconomic disadvantages.

### Family Learning Innovation and STEM: **Everyday Maths**

Babyzone's Everyday Maths programme was developed in response to a clear challenge: while early maths is a strong predictor of later academic success, many parents, particularly in disadvantaged communities, lack confidence in supporting it and often associate it only with formal schooling.

The programme reframes maths as an everyday, accessible part of family life. Operating over 40 weeks, as 20 lessons delivered twice per year for parents with children aged 2–5, it focuses on five key domains: number sense, measurement, spatial reasoning, logic and relationships, and mathematical language. Each session follows a simple 'Pose, Play, Ponder' structure to encourage exploration, reflection, and problem-solving.

Rather than relying on specialist equipment or classroom approaches, Everyday Maths is delivered through short, 20-minute sessions in community hubs. Activities use household and recycled materials and are built around familiar routines such as cooking, dressing, and travelling. This makes learning immediately relevant and easy to replicate at home.

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A defining feature of the programme is its dual-generation design. Parents learn alongside their children, developing confidence and practical strategies to support learning. This approach directly addresses intergenerational maths anxiety and positions parents as capable educators.

Innovation is central to the model. Babyzone combines structured curriculum design with informal, community-based delivery, supported by digital tools such as WhatsApp prompts to extend learning between sessions. The programme was developed through research, practitioner insight, and parent feedback, and refined through pilot delivery in two hubs before scaling.

Inclusive engagement is embedded throughout. Sessions are free, accessible, and promoted through trusted networks including health visitors, midwives, and local partners. By presenting STEM as joyful and relevant rather than technical, the programme reaches families who might not typically engage with structured learning.

Since its launch, the programme has delivered 243 sessions across six hubs, reaching 1,459 families.



*"Learning different ways of talking about maths to my kids has helped make it more fun and enjoyable." – Parent*

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### Impact and next steps

Everyday Maths has led to measurable improvements in both confidence and behaviour among participating families:

- 78% of parents reported increased confidence in supporting early maths
- 100% reported a broader understanding of what maths includes
- 84% reported using activities at home.

Parents began to recognise maths in everyday activities and initiated more frequent learning interactions, using mathematical language and encouraging problem-solving during play. Practitioners also observed an increased use of comparison, positional language, and open-ended questioning.

Children demonstrated early gains in number sense, pattern recognition, and reasoning, with families sharing examples of counting, sorting, and pattern-making at home and in other settings.

The pilot highlighted that parental confidence is a key driver of sustained engagement. Short, structured sessions proved particularly effective in supporting regular attendance and embedding learning into daily routines.

Building on this success, Babyzone is now scaling the programme across additional hubs. Future plans include strengthening longitudinal evaluation through a Parent Confidence Index and expanding digital engagement to support continued learning at home.

*"I've become more confident to know it isn't too young to introduce maths because she grasps it. Starting early makes it less daunting in school." – Parent*

