



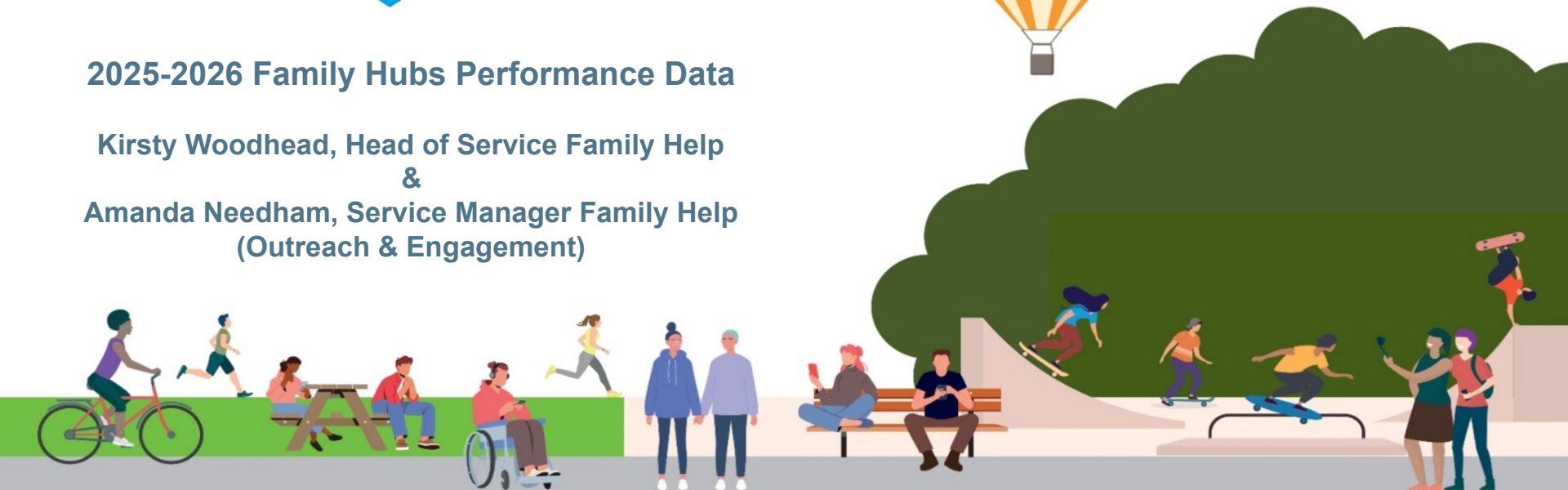
FAMILY HUBS Rotherham



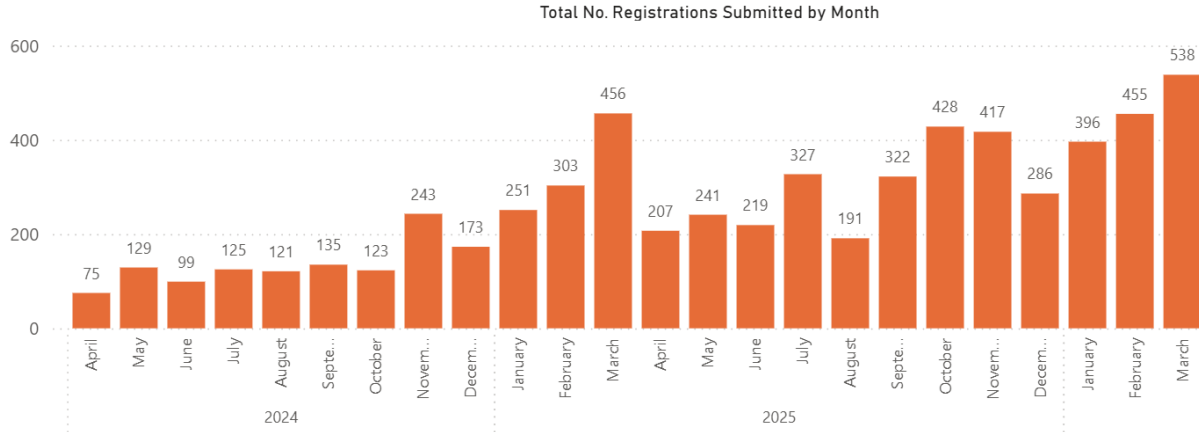
2025-2026 Family Hubs Performance Data

Kirsty Woodhead, Head of Service Family Help
&

Amanda Needham, Service Manager Family Help
(Outreach & Engagement)



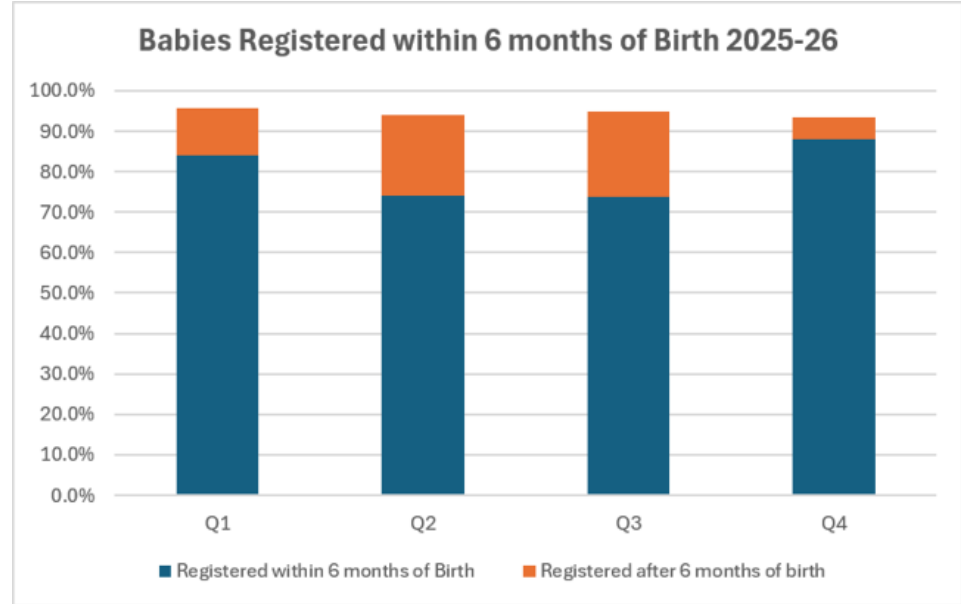
Family Hubs Registrations:



- Best Start Family Hub registrations increased by over 80%, from 2,233 families in 2024/25 to 4,027 in 2025/26
- The continued growth in registrations is supported by the work around increasing the awareness and positive association of the Best Start Family Hub programme and its offer
- 93.3% of children under 5 are registered with Family Hubs and for those children living in a 30% SOA this increases to 95.2% of children

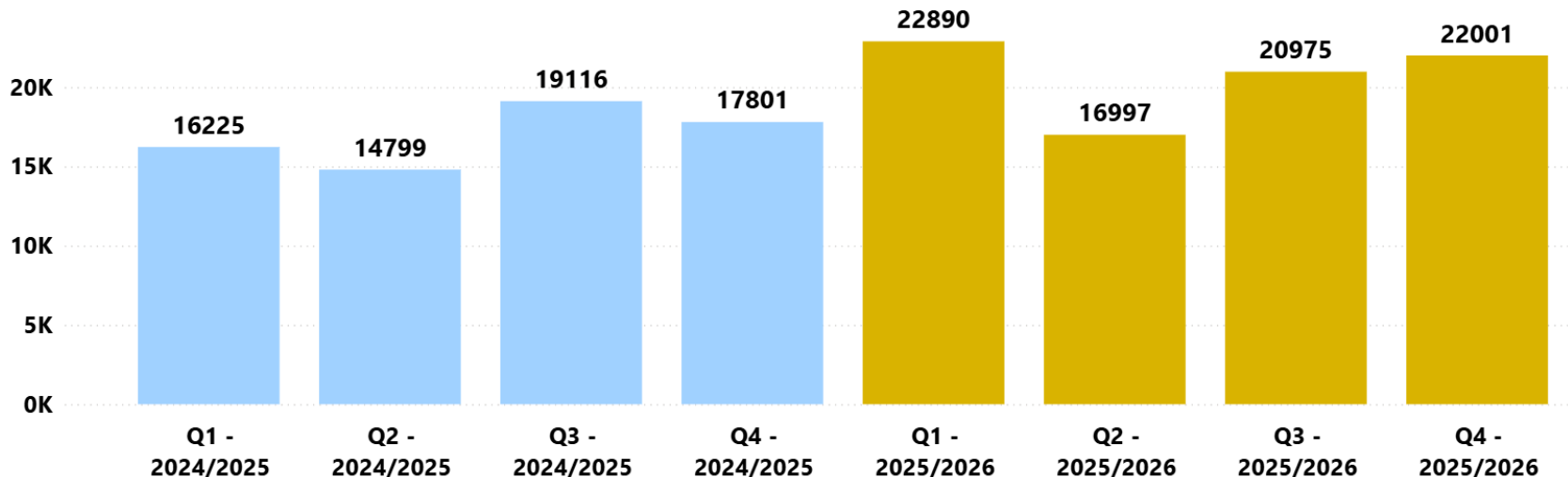
Babies registered within 6 months of birth:

- Across quarters, between 74% and 89% of babies were registered with Family Hubs within six months of birth, demonstrating strong early engagement with families
- Continued effort to register babies after 6 months ensures families who may have missed earlier opportunities are still connected to Family Hub support and services
- In Q1 of 2026/27 89.1% of babies were registered within six months of birth, increasing to 90.1% when including those registered after six months



Engagement with Family Hubs Activities:

Attendances per Quarter

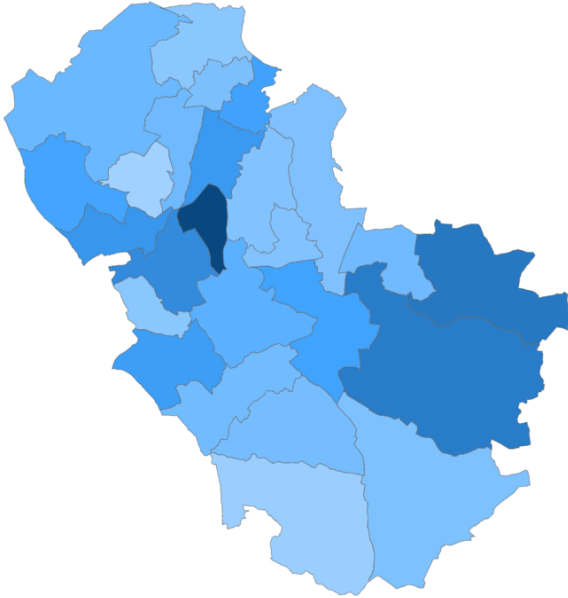


- Total attendances across all Family Hub, partner and commissioned services increased from 67,941 in 2024/25 to 82,863 in 2025/26, an increase of 14,922 attendances (+21.96%)
- More children, young people and families are accessing support through the wider Family Hub system

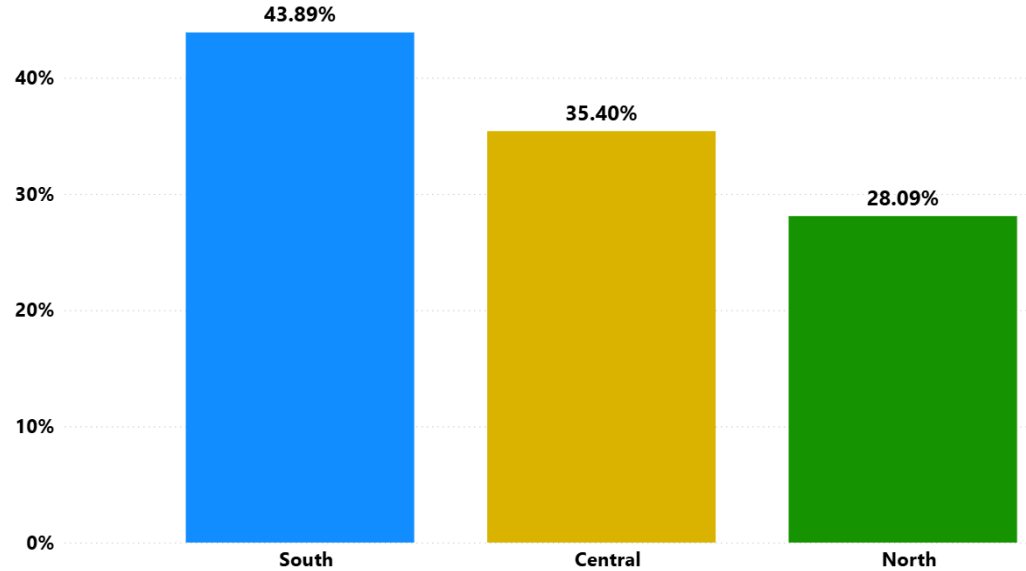
Geography:

- Services are delivered across all areas of the borough, ensuring families can access support within their local communities.

Unique Attendees by Ward (2025/26)



Unique Attendees by Area of Residence (25/26)

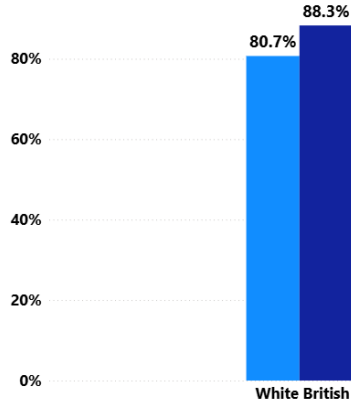


Ethnicity:

Unique Attendees' Ethnicities Compared to the 2021 Rotherham Census

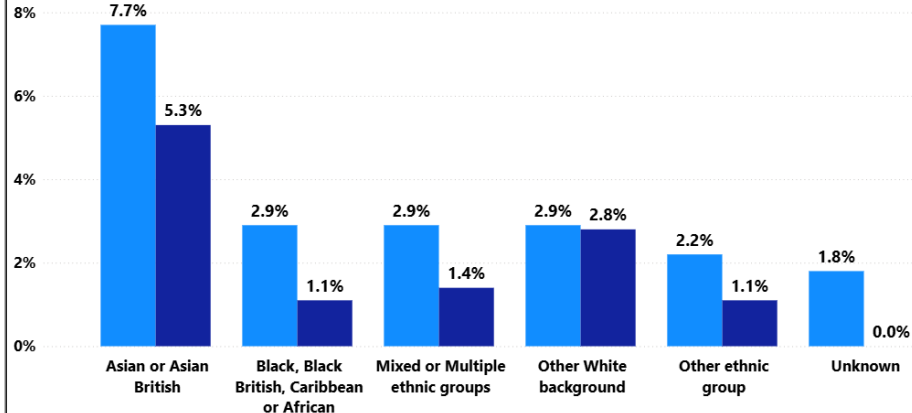
White British group is on a separate graph due to the large % difference between itself and other ethnic groups.

● Attendee % (2025/26) ● Census 2021



Unique Attendees' Ethnicities Compared to the 2021 Rotherham Census

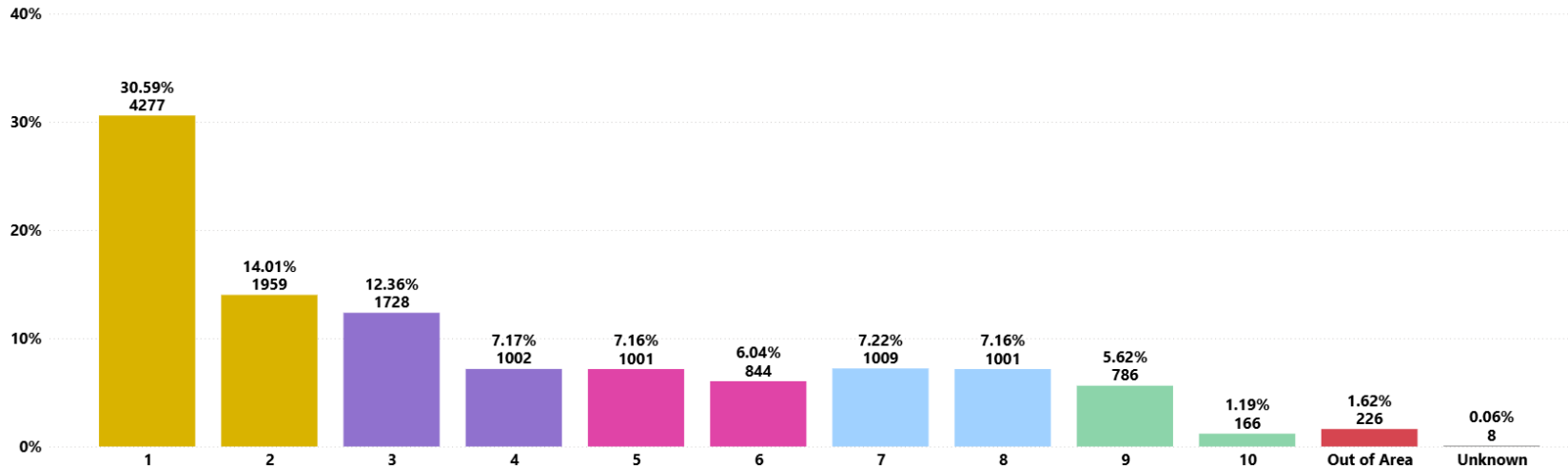
● Attendee % (2025/26) ● Census 2021



- The programme continues to engage families from a diverse range of communities across Rotherham
- Attendance data shows that several minority ethnic groups are represented at levels above their proportion within the borough population
- Attendance by Asian or Asian British families has increased significantly over the last two years, with quarterly attendance growing from just over 400 attendances in Q1 2024/25 to over 1,000 attendances per quarter throughout 2025/26

Deprivation:

Unique Attendees by IMD Decile (2025/26)



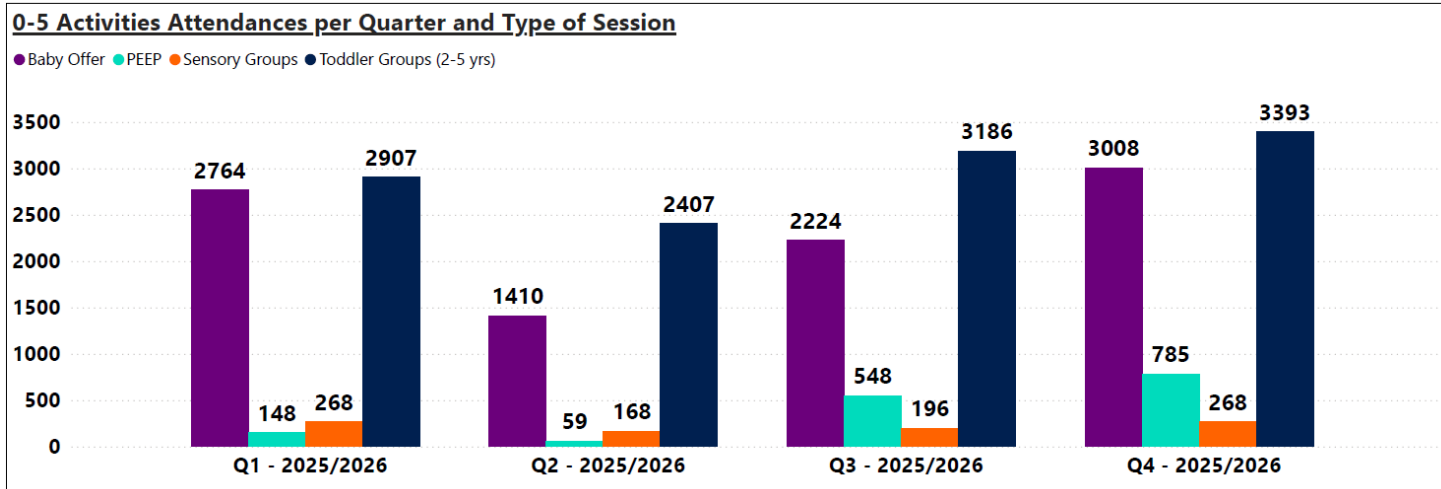
- The Best Start Family Hubs programme is successfully reaching families in areas experiencing the highest levels of deprivation
- More than half of all sessions were delivered in the most deprived communities
- Over 30% of all attendances came from families living in the 10% most deprived areas of the borough

Breastfeeding Support:

Through the Infant Feeding Team, midwifery and VCS partners, the infant feeding strand of the programme is supported by:

- Breastfeeding peer support groups
 - Breastfeeding peer support training
 - Breastfeeding support drop-in clinics
 - Breastfeeding and tongue tie assessments
 - Breast pump loans to families
-
- 331 families engaged with at Family Hub buildings
 - More at other sites, such as Grimm & Co, mosque, libraries
 - The Infant feeding Team have supported an additional 318 women and carried out an additional 708 contacts in 2025/26 compared to 2024/25
 - 53 breast pumps were loaned to breastfeeding mums

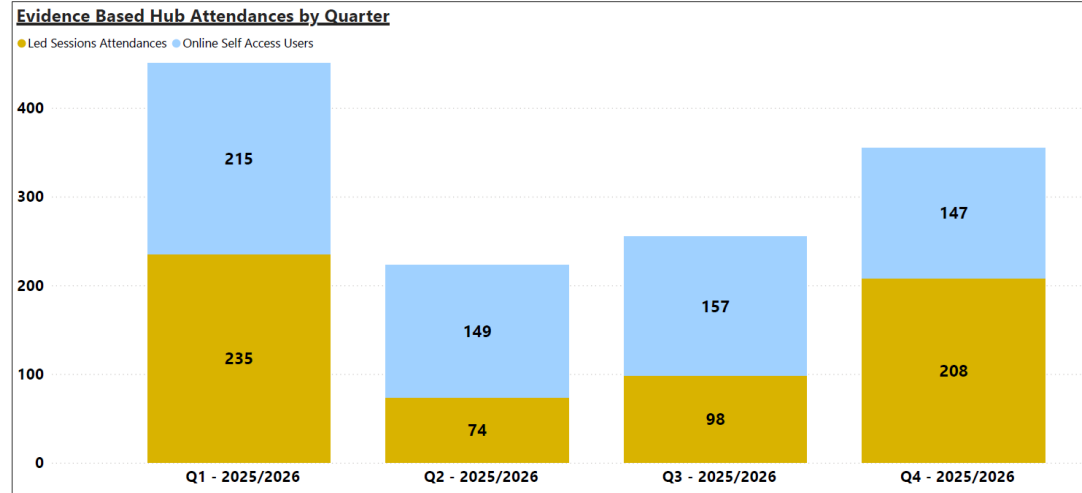
Sessions for under 5's:



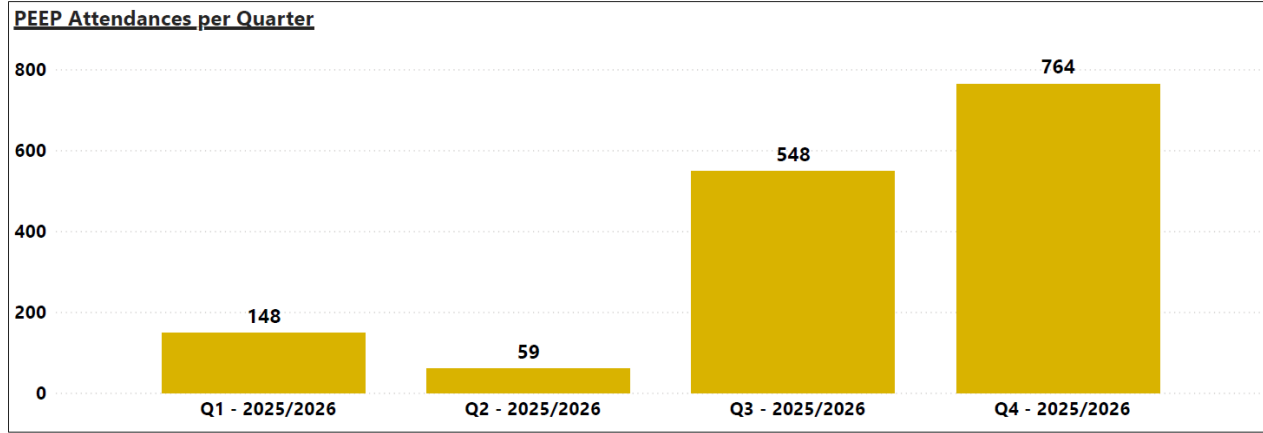
- The 0-5 offer delivered strong engagement throughout 2025/26, with over 26,500 attendances across Baby Offer, Toddler Groups, PEEP and Sensory Groups
- Work is underway to increase the availability and promotion of these sessions, with growth already evident in PEEP attendance during Q3 and Q4

Parenting:

- Rotherham has a flexible parenting offer which includes a range of programmes delivered via MS Teams, in person and online
- There were 615 attendances with sessions led by a facilitator (face to face or via MS Teams)
- 668 attendances with an online programme

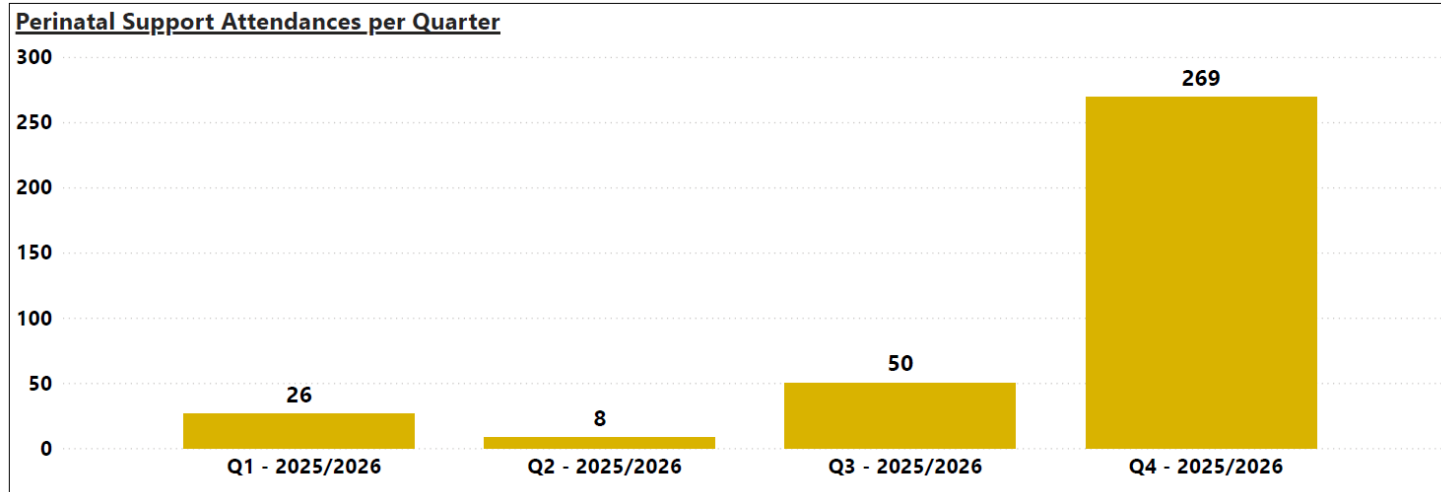


Home Learning Environment:



- The PEEP Learning Together Programme is delivered through various methods including:
 - Stay & Play groups delivered by commissioned VCS organisations.
 - 1-2-1s at families' homes
 - PEEP programmes
 - In schools
 - In libraries
- There was over 1,500 attendances at PEEP during 2025/26
- Attendance grew throughout the year, showing the success of broadening the offer through staff training and home visits

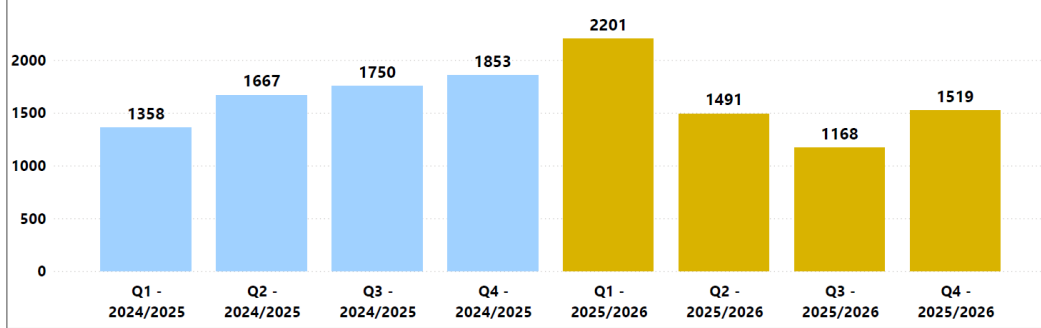
Perinatal Mental Health:



- The Family Hubs programme commissions Light to deliver peer support for women affected by perinatal mental health
- Engagement with peer support sessions increased significantly over the year, rising from 26 attendances in Q1 and 8 in Q2 to 269 attendances in Q4
- This demonstrates growth in service reach

Youth Services:

Outreach & Engagement Youth Attendances per Quarter



Outreach and engagement services maintained strong reach, with 6,379 attendances in 2025/26.

Commissioned and universal youth work increased from 23,227 attendances in 2024/25 to 27,823 in 2025/26, an increase of almost 20%.

Commissioned/Universal Youth Work Attendances per Quarter

