From Best Start in Life to Corporate Parenting:

Creating Communities Where Children and Young People Thrive

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The Bigger Picture

Children thrive when families, communities and services work together.

Early support prevents problems escalating.

Strong communities create resilience and belonging.

Care-experienced children need opportunities, relationships and advocates beyond statutory services.

We all have a role in improving life chances.

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Best Start in Life Vision

Our Vision

To create a North Yorkshire where every baby, child and family can access the support, relationships and opportunities they need to flourish from pregnancy through the early years.

What We Are Delivering

- ✅ Strengthening parent and infant relationships
- ✅ Improving access to evidence-based parenting support
- ✅ Reducing inequalities in outcomes
- ✅ Building community capacity and social connections
- ✅ Developing integrated support through Family Hubs
- ✅ Empowering families to access support early
- ✅ Bringing services and communities together around common outcomes

The best outcomes are achieved when support is not only delivered through services, but is embedded within communities.

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Why Community Matters

Communities Change Lives

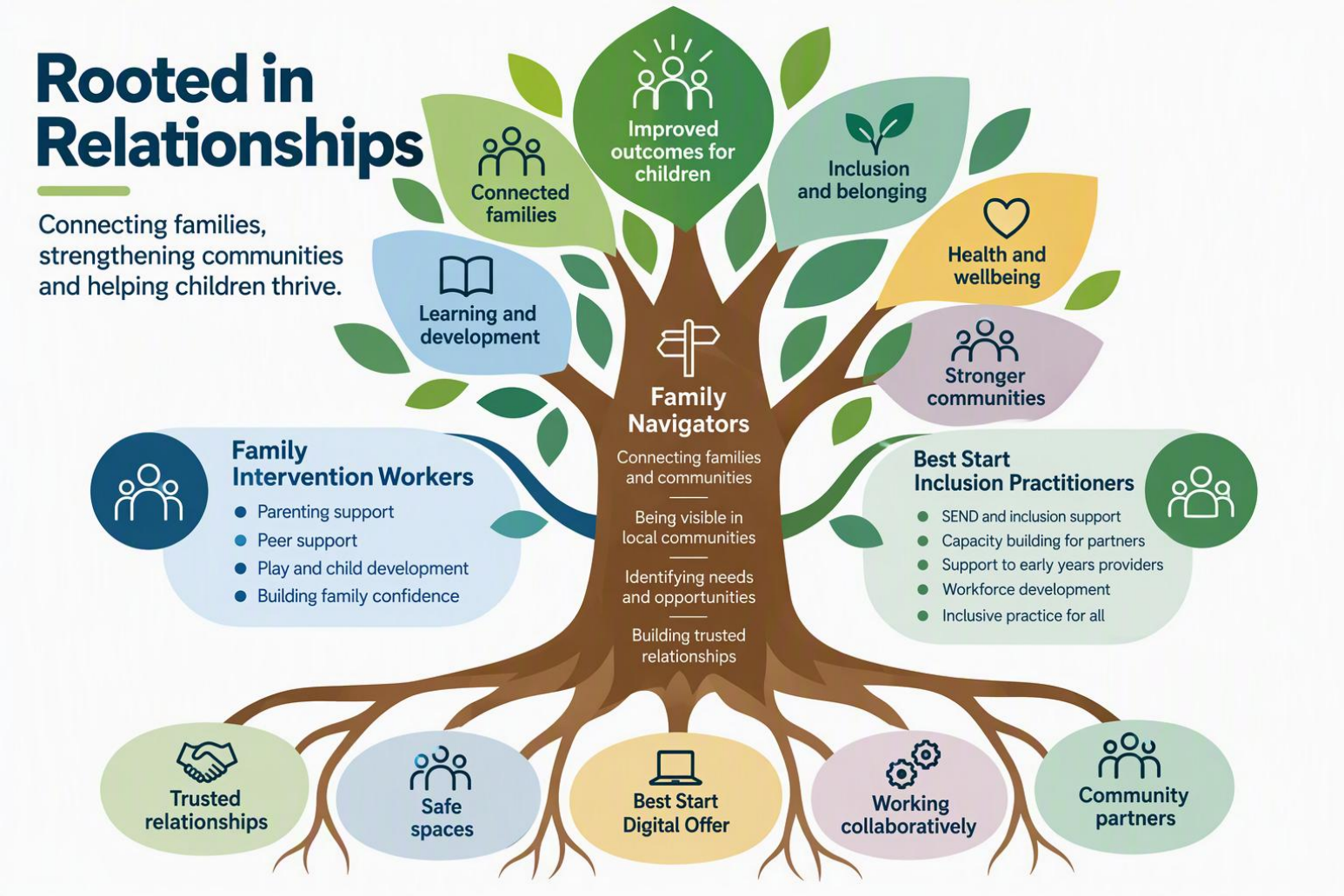
Research consistently shows that:

- ❑ Families often turn first to people they know and trust.
- ❑ Isolation can be a significant barrier to wellbeing.
- ❑ Strong community connections improve outcomes.
- ❑ Early intervention works best when it is accessible and local.
- ❑ Communities often hold solutions that services alone cannot provide.

"What if every family knew where to go, who to ask and how to access support before they reached crisis?"

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- **Family Navigator:** Connecting families with support, opportunities and their local community.
- **Family Intervention Worker:** Empowering families through practical support, learning and peer connections.
- **Best Start Inclusion Practitioner:** Building inclusive communities where every child can thrive.

Family Navigators do not create dependency on services. They create connections that remain long after professional involvement ends.

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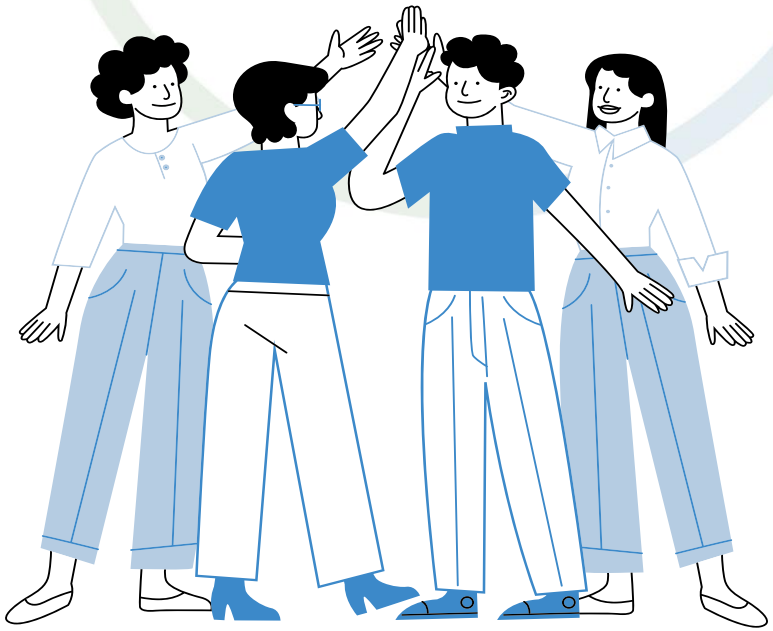
Corporate Parenting -

Corporate parenting what this means:

- When a child comes into our care or is a care leaver of the local authority, the council and all its partner agencies must act – as any good parent would.
- We must make sure the child is safe, healthy, supported, listened to, and given the best possible chances in life, driving opportunities and ambition —just as you would want for your own child.
- This requires the whole community to work together as a family network to love, care for, support and champion for those children, young people and leaving care adults who rely on us – just like any parent would

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Corporate Parenting – Not just a duty, it's a mind set



If This Were Our Child...

Corporate Parenting Is About

- Ambition
- Opportunity
- Relationships
- Belonging
- Advocacy

Children in care and care-experienced young people often face barriers that many of us would never accept for our own children.

Our Responsibility

To ask:

"Would this be good enough for my child?"

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Creating Opportunities Through Partnership

Everyone Can Be a Corporate Parent

Partners can support through:

- Employment opportunities
- Apprenticeships
- Mentoring
- Volunteering
- Housing support
- Community activities
- Education opportunities
- Positive relationships
- Discounted services

Corporate Parenting should not be confined to council services. It should be embedded across communities and organisations.

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Question *"What role could you and your organisation play in helping families feel connected, welcomed and supported?"*

- Open doors to local communities.
- Share knowledge of local assets.
- Develop volunteering opportunities.
- Promote inclusive activities.
- Champion and signpost families.
- Identify emerging needs.
- Help build sustainable local networks.

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Our Call to Action
What Could We Achieve Together?

Imagine a North Yorkshire where:

- ✓ Every family knows where to seek support.
- ✓ Every community welcomes and supports children.
- ✓ Every organisation sees itself as part of the solution.
- ✓ Every care-experienced young person has opportunities to succeed.
- ✓ Every child grows up surrounded by support, connection and hope.

Final Challenge

The question is what becomes possible when an entire county decides that children's futures are everyone's business.

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