



Hints and tips

from parents that have previously run initiatives



Activities - try and plan activities that will take the same amount of time no matter how many families turn up. Some activities may take a lot longer than anticipated with more people.



Activities - it is important to choose activities that engage both children and parents/grandparents. When all participants are engaged, they learn so much more in an enjoyable way, and this improves their relationship.



Activity length - families are more likely to attend shorter sessions (two hours max) as they will have other commitments such as school runs etc.



Application Form - you do not have to write pages and pages to get your idea across. Keep your application form simple and use plain language - remember that the decision makers will have lots of forms to read so the simpler the better!



Application Form - you do not have to meet all three Better Start Bradford's themes. It is better to meet one strongly than try to make your project fit into more. For example, it could be better to have focused singing and rhyme time activities and to just concentrate on 0-3s talking and communicating well rather than trying to achieve all three themes.



Application Form - make sure you check what is already available in the area so that you are not clashing with another popular activity/initiative.












Application Form - before you submit your application ask someone else who doesn't know about your idea to read through, to make sure it makes sense and that you are getting across what you need to.








Gardening initiatives - be more aware of what plants and seeds are in season. Planned activities in summer may not work well during autumn/winter.



-  **Gardening initiatives** - if it is difficult to encourage families with younger children to get involved as they feel their children can't join in digging the soil and planting, you can overcome this by introducing a messy/sensory play element with soil in a paddling pool.
-  **Marketing** - be clear in your marketing from the beginning that the activities are for parents to engage with their children. Sometimes parents may come along thinking it's only for their children.
-  **Marketing** - set up a WhatsApp group with attendees so you can keep them updated with news about each event.
-  **Marketing** - you can ask for funds in your application form to help promote your initiative, for example printing costs for posters etc.
-  **Marketing** - you can ask for help from the Better Start Bradford Communications Team to help promote your initiative. Email comms@betterstartbradford.org.uk.
-  **Older siblings** - when running sessions in school holidays, be aware of the risk that older siblings can pose to younger children. Often, they can be running in and out and can accidentally harm younger children. Make sure you have appropriate activities for them too or an activity that involves them playing alongside their younger sibling.
-  **Parent participation** - parental participation is important to encourage. Parents often enjoy participating in setting up activities, cleaning up and cleaning toys away at the end of the sessions.
-  **Parent participation** - if parents want extra support with parenting ideas and strategies around play, craft, and healthy eating options, try and provide activities and resources that they can easily do at home with their children.
-  **Parent participation** - it is important to model alongside the parents and their children how to have fun together, how to bond well and how important communication is.



-  **Sessional workers** - consider using paid sessional workers to deliver activities to start with and then learn from them to deliver your future activities.
-  **Tidy up time** - make sure you have tidy up time including the parents and children so that they can all get involved. We have some tidy up bags available.
-  **Tidy up time** - check that there is storage available for your resources as resources get damaged due to lack of storage.
-  **Translators** - if you have a very big group, start the session with an update to share key messages with the support of the translator, alternatively use a snack break to share messages.
-  **Venue** - when choosing an appropriate space for your group ensure that it is not too noisy or overcrowded.



Ask us about our HEY! Fund tidy up bags