



# Baby Week Bradford: 14-20 November 2024

## Playful Starts and Happy Hearts

### Tell Us About Your Event - Guidance Notes

#### What is Baby Week Bradford?

Now in its seventh year, Baby Week Bradford brings together cross-sector organisations and families to promote the importance of giving babies the best possible start in life, and is a celebration of all things 'baby'.

It's a great opportunity for organisations that work with babies and their families to host events (including pre-conception, pregnancy and beyond), and a platform for them to showcase their work and the services they provide.

#### Why play?

This year the national theme for [Baby Week](#) is 'Focusing on the Best Start', with 12 sites across the UK holding events. In Bradford we have chosen to focus on play, to demonstrate the crucial role it has in babies' quality of life, enjoyment and development.

Play is a hot topic at the moment in early years, with plentiful research and evidence about the benefits it brings, prominent national initiatives such as BBC's [Tiny Happy People](#), the annual [Playday](#) and the Early Year's Alliance's [National Week of Play](#) being developed and grown each year, and endless resources and ideas available online.

Bradford certainly isn't short of its own play organisations, initiatives, activities and spaces, and feedback we've received from families in response to a recent survey shows that many of them are already doing brilliant things, and that play is truly embedded into their family life.

With all this in mind, Baby Week Bradford 2024 aims to:

- Build on the amazing things already happening in the Bradford district
- Reinforce the value that play has on so many aspects of babies' development, physical and mental health, wellbeing and happiness
- Demonstrate that play can happen anytime, anywhere, with whatever is to hand, promoting a no-cost/low-cost ethos

- Signpost people to the best ideas and resources to help them make room for play or take what they're already doing to the next level
- Uncover the benefits to all of us of living more playfully

By shining a light on play and its many wonderful benefits, Baby Week Bradford 2024 will create more opportunities for babies and adults alike to play. All together now - hooray for play!

## How can my organisation get involved?

As ever, the week will include events and activities for both families and the workforce.

We invite organisations to hold events or activities during Baby Week Bradford. **Your event/activity should be specifically tailored for Baby Week Bradford and the play theme**, and not a regular session that you would already be running. If your event is aimed at families, ideally it will explore play in relation to one or more of the following aspects of early childhood development:

- Social and emotional development
- Being active / physical health
- Communication
- Motor skills
- Brain development

Where possible it should promote low-cost / no-cost activities that families can easily replicate at home or out in their local environment.

Events should be free of charge to those attending (bar the need to ask for small or voluntary contributions to cover resources if required). If you are a commercial/profit-making organisation and you would like to take part and showcase your services, we ask that you do this on a pro bono basis or by providing free taster sessions.

If you have an idea that you'd like to discuss before submitting an event, please contact [babyweek@betterstartbradford.org.uk](mailto:babyweek@betterstartbradford.org.uk)

**The deadline to submit events/activities is Monday 23 September 2024 after which time we cannot guarantee they will make it into the programme in time for a mid-October launch**

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## Support and resources

[Better Start Bradford](#) co-ordinates Baby Week Bradford on behalf of the district, with input from key partner organisations.

In addition to hosting events, Better Start Bradford will also host the main web page ([www.babyweekbradford.org](http://www.babyweekbradford.org)), produce an online programme and other promotional materials, and promote the week as a whole across the district.

Other organisations taking part are responsible for managing, delivering and promoting their own individual events and activities.

We will provide you with:

- The Baby Week Bradford logo – we ask that you use this on any promotional materials/online content in relation to your event/s
- Templates to create your own Eventbrite header image, Facebook event header image and other social media images
- A poster template
- PowerPoint and Word templates
- Ready-made social media images and key messages

[Click here to visit the resources page which will continue to be updated between now and the week itself.](#)

We will also be sending exciting Baby Week Bradford resources to organisations who regularly run maternity or early years sessions via our special **Happy Hearts Play Pack!** [Sign up for your pack here.](#)

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## What next?

- Please complete your event submission form by **23 September 2024** and submit to [babyweek@betterstartbradford.org.uk](mailto:babyweek@betterstartbradford.org.uk)
- Please forward this brief on to anyone who may be interested in hosting an event
- If you need any help or have any questions, please contact [babyweek@betterstartbradford.org.uk](mailto:babyweek@betterstartbradford.org.uk)

Thank you for getting involved!

**Chloe Stevenson, on behalf of the Baby Week Bradford team**