



TRAFFORD
COUNCIL

EARLY SUPPORT & FAMILY HELP STRATEGY

TOWARDS A MODEL OF FAMILY HELP





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INTRODUCTION

This is an exciting time in the development of our approach to Early Help and Support & Family Help in Trafford. This strategy describes our ambition to ensure that children and their families receive the Right Help at the Right Time.

We know we have a lot to do considering the national Families First Reforms. We are currently working together across partnerships and with families to shape how this will look.

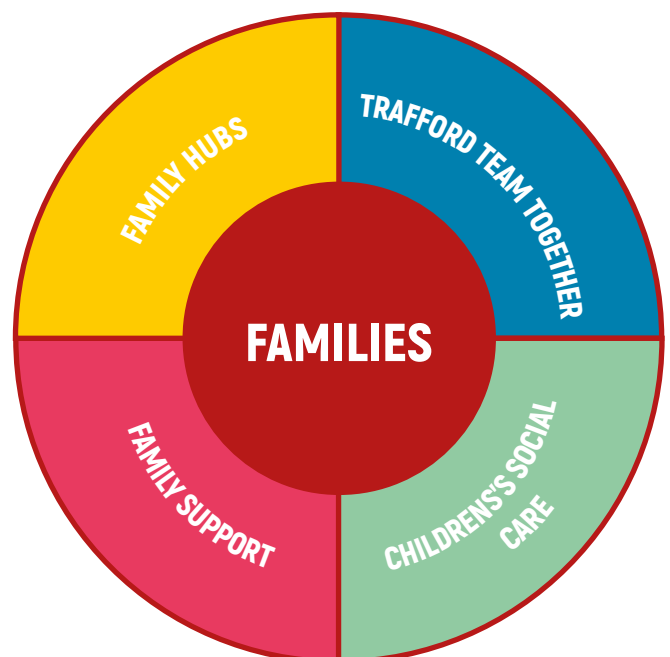
We are committed to sharing with you our long-term partnership vision for how we deliver Early Help and Support and Family Help, through the development of our Best Start Family Hub and Healthy Babies approach, the Families First Partnership reforms and Best Start in Life. We plan to develop these approaches further over the coming 12 months.

It is the commitment of our joint partnership to ensure we work in the most effective and coordinated way as early as possible when children and families need our support. This will enable us to support families to resolve any issues before they escalate or multiply, recognising the importance of family networks and our relational approach to practice.

We are committed to building on our approach to early intervention and prevention, maintaining a 'think family approach' and building on our corporate priority of ensuring our children and young people receive the support they need to achieve and thrive.

Our joint partnership is committed to working as part of an integrated system, building on the work of our neighbourhood model, working closely with local communities and vibrant voluntary, community and faith sector organisations (VCSFE). Our Best Start Family Hub Network forms part of our Trafford Live Well Network approach.

Our Early Support offer is delivered through our Best Start Family Hub Network, Trafford Team Together approach and Family Support service. We recognise that some families will need more specialist support from statutory services including Children's Social Care.



WHY DO WE NEED FAMILY HELP?

Trafford's Joint Strategic Needs Assessment identifies why Family Help is important to support Children and Families in Trafford, examples of this include:



61,547

Estimated children and young people (CYP) aged 0-19 years live in Trafford, making up around 1 in 4 (25.5%) of the total population (ONS, mid-2024).



ALMOST

25%

Of 5-year-olds have tooth decay. Over the 3-year period 2021/22-2023/24, **429** children aged under 10 were admitted to hospital to have decayed teeth removed. The rate of extractions was **3 times higher** in the most deprived **20%** of areas compared to the least deprived **20%**. (Trafford Public Health, Oral Health Needs Assessment)

In the 2024/25 financial year, 261 0-5 year olds in Trafford had a parent being supported by an IDVA from Trafford Domestic Abuse Services (TDAS). Additionally, 50 0-5 year olds lived in refuge provision in Trafford.

Alcohol misuse represents an emerging threat to health and wellbeing in Trafford. The rate of hospital admissions for alcohol related condition is higher (statistically significant) than England and rising over time (Local Alcohol Profile, 2019).



Just under 1 out of 5 (17.4%) Trafford Reception children are overweight or obese. Prevalence of obesity in Trafford Reception children living in areas that rank in the 20% most deprived in England is more than double that of children living in areas ranked 20% least deprived. (OHID, Obesity Profile).



Based on the definition used in the 2025 Indices of Deprivation, 21.9% of Trafford under 16s are living in income deprived households, but this reaches

57.4%

in one small area of Trafford (MHCLG, English Indices of Deprivation)



Educational achievement in Trafford is better than average for England; however some groups within Trafford fare worse. In 2024/24 74% of children reached a good level of development by the end of Reception (statistically better than England average of 68.3%), but the equivalent figure for children on free school meals is 48.6% (slightly lower than the England average of 51.3% (DfE Statistical Release Nov 25)

During 2024/25 there were 21,004 A&E attendances by children and young people aged under 18 years, representing a rate of 391 per 1,000 under 18s registered with Trafford GPs. The rate is highest in West (516 per 1,000) followed by 402.6 in the North, and lower in Central and South (around 340 per 1,000). (ICB – Trafford locality)

OUR AMBITION

WE WILL CREATE & EMBED FAMILY HUBS TOGETHER TO MAKE CONNECTIONS AND SPACES IN YOUR NEIGHBORHOODS, SO YOU HAVE WHAT YOU NEED WHEN YOU NEED IT



HOW WE WORK IN TRAFFORD

OUR RELATIONAL APPROACH



TRAFFORD BEST START FAMILY HUB NETWORK

Trafford's Best Start Family Hubs (BSFHs) aim to offer welcoming, inclusive environments where every family feels valued and confident to ask for support.

BSFHs are open to all families with children aged 0–19 (or up to 25 for young people with SEND).

While universally accessible, our Best Start in Life offer will ensure there is a strong focus on support for families with babies and young children – recognising this critical window for cognitive, physical and emotional development. For families facing more complex challenges, BSFHs can help to identify emerging problems early and provide access to support – ensuring families receive the right help at the right time.

FAMILY HUB PRINCIPLES

ACCESS

There is a clear, simple way for families to access help and support through a hub building and digital approach.

CONNECTION

There are services working together for families with a universal 'front door', shared outcomes and effective governance.

There are professionals working together, through co-location, data sharing and a common approach to their work. Families only have to tell their story once, the service is more efficient, and families get more effective support.

Statutory services, the community, charities, and faith sector partners are working together to get families the help they need.

RELATIONSHIPS

The Family Hub prioritises strengthening relationships and builds on family strengths. Relationships are at the heart of everything that is delivered in Family Hubs



AIMS OF FAMILY HUBS

Across our engagement with families and partners there are four key themes that have emerged as core aims for Best Start Family Hubs:

FAMILY LED

Families are at the centre of shaping Best Start Family Hubs and there are shared values with families and a strong ethos about what Family Hubs can deliver.

LOCALLY BASED

There is a clear commitment from stakeholders to empower families to live well and thrive locally, by creating connected support on their doorstep.

COMMITTED PARTNERS

All agencies and schools commit to one vision for Best Start Family Hubs, working together and sharing information to provide the earliest possible support in order to improve outcomes.

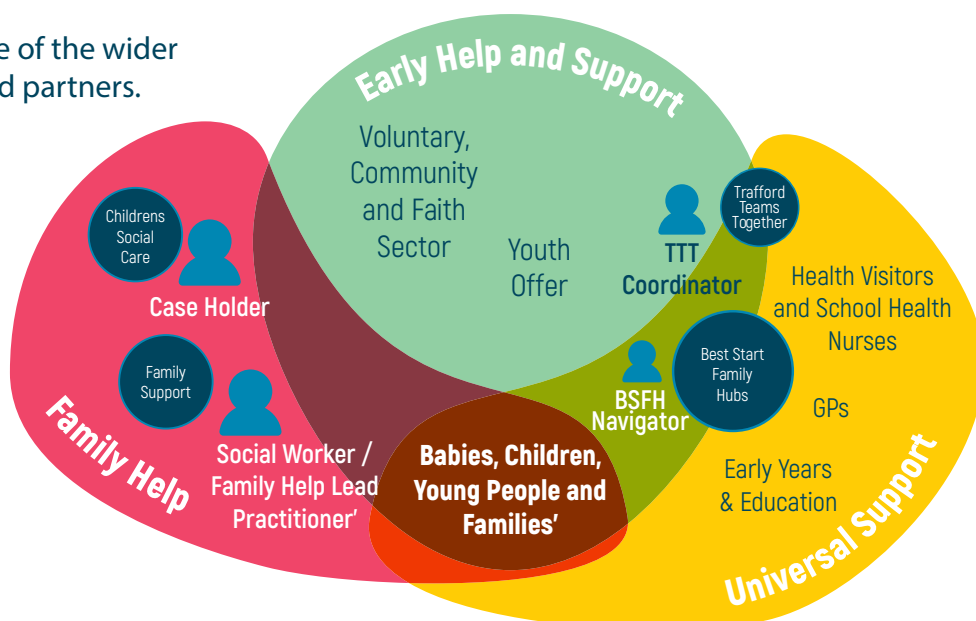
DIGITAL OFFER

A digital offer is available to help families access the support they need when they need it. This includes:

- Best Start Family Hub website with What's On guides
- The GM Essential Parent App
- Padlets – digital resources offering information, advice and guidance
- SEND Local Offer
- Trafford Directory
- Access to a range of online parenting programmes and support for young people around emotional health and wellbeing

HOW FAMILIES COULD ACCESS SUPPORT IN TRAFFORD

This is an illustrative example of the wider system, with some suggested partners.



WHAT IS TRAFFORD TEAM TOGETHER (TTT)?

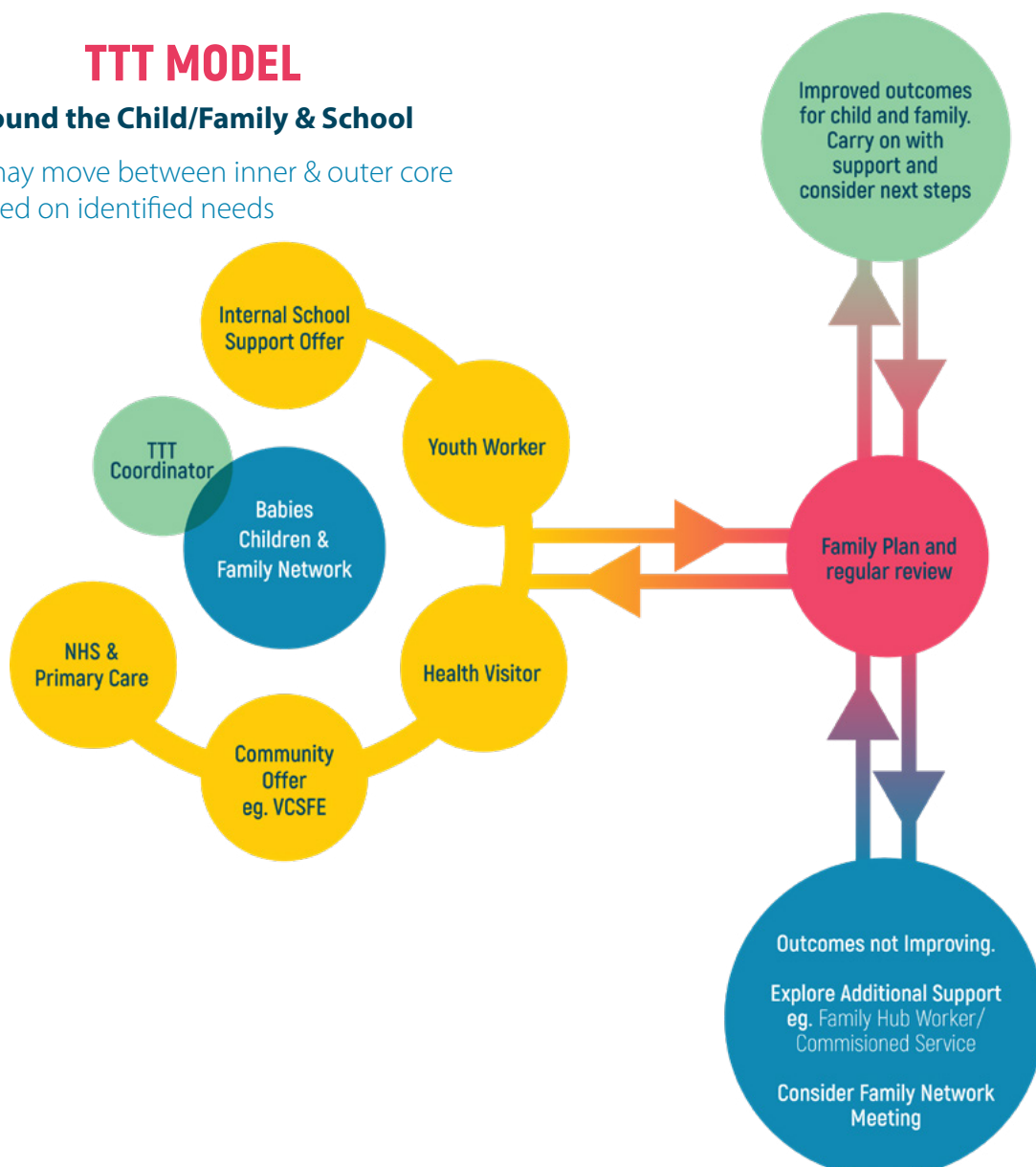
Trafford Team Together is our 'team around the school' approach that aligns to our Best Start Family Hub network. It is an enabling approach to meet the needs of any child and their family living in Trafford and /or attending a Trafford educational setting. Trafford Team Together (TTT) advises on the support available to children and schools to prevent small worries turning into bigger problems.

- Parents and wider family networks are empowered through the shared relational culture, with services working alongside families as partners. The core intent is to 'work with', not to 'do to'.
- TTT is an holistic approach considering the child, their family and their environment. It is facilitated by the TTT Co-ordinator and the TTT lead in the school, through a relational practice approach.

TTT MODEL

Team Around the Child/Family & School

Services may move between inner & outer core group based on identified needs



TRAFFORD YOUTH SERVICE

Youth workers are based at our multi-agency one stop shop “Talkshop” in Sale. The youth workers and our partners deliver weekly sexual health clinics, one to one support, drop in and a variety of groups including for young parents and ‘The Burrow’ LGBT+ group. Youth workers deliver youth club nights in a variety of venues across the borough, many of these in partnership with the Youth Network voluntary sector. Youth Workers also provide detached youth work in schools and local communities.

Connexions Service – Advisers and mentors provide professional careers guidance in the majority of Trafford Schools and in community settings and support young people who are NEET (not in employment, education or training) to transition back into learning and work.

- Connexions Trafford – Qualified Careers Advisers support young people in school, sixth form and in the community to assist them into employment, education and training. We have specific projects like ESF and Activity Agreement which provide long term mentoring for young people in greater need.
- Talkshop – Is a multi-agency one stop shop where young people can engage with youth workers and partners for a variety of services including; one to one casework; drop in; Bumps and Butterflies (young parents groups); sexual health clinics/ support; counselling; Youth Forum and group activities.
- Street Talk - The detached Youth Work team operates across Trafford delivering informal education and Youth Work programmes in parks, community venues across the borough. The team have delivered programmes on sexual health, relationships, safety, confidence, art projects, knife crime etc.

WHAT IS THE FAMILY SUPPORT SERVICE?



Our Family Support Service is a multi-agency, whole family approach to working with children and families who need more targeted help and support to help them cope with significant stressors or problems that impact on a family’s ability to nurture their children and improve outcomes.

Family Support workers coordinate the multi-agency team. They undertake direct work with the children and their parents, offering practical assistance where needed, to enable them and equip them with new strategies and tools to implement positive change.

OUR VISION

Our Early Help and Support approach in Trafford aims to make sure that services to support children, young people and their families are there when they need them. Early Help and Support is for the whole family; children, young people and adults. To make the ambition a reality we will ensure that partners and Trafford Council are committed to provide:

THE RIGHT SUPPORT

We will make every contact count through friendly, reassuring, down-to-earth conversations, building on families' strengths, and family networks.

AT THE RIGHT TIME

Help and support will be available as families need it, and our Best Start in Life offer will ensure there is an enhanced focus from conception and in the early years.

1. GOVERNANCE AND ACCOUNTABILITY

The Children and Young People's Strategic Partnership will support us to develop the Strategic Vision for Children across the partnership.

2. BUILD OUR CAPACITY – HELP EVEN EARLIER

- We will continue to develop and deliver our Best Start Family Hubs network, building on the strengths of our neighbourhood model.
- We will commit to an all-age prevention model aligned to our Live Well approach.
- We will continue to have a strong focus on supporting babies, children in their early years and their families to ensure the best start in life.
- We will seek to make the best use of financial resources across the partnership.

BY THE RIGHT PROFESSIONAL

We will make sure children and families have a trusted person with whom they can build a relationship.

3. THE FAMILY EXPERIENCE

- We will empower families to live well and thrive locally and within their communities.
- We will work on ways to build on family strengths through our relational practice approach.
- We will work in partnership with families to understand their lived experience and co-produce our support offers

4. MAKE BETTER USE OF INFORMATION

We will ensure we have information sharing protocols in place so you only have to tell your story once Service leaders will use performance management and quality assurance approaches to improve delivery of services



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