



Department
for Education

Family Hubs: Local Transformation Fund

Application guide

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1. Executive Summary

We are seeking applications for transformation funding from local authorities (LAs) that do not currently have family hubs, and that wish to transform to a family hub model of service delivery, with a commitment to open family hubs by March 2024.

The Government has committed to championing family hubs. Family hubs are a way of joining up locally and bringing existing family help services together to improve access to services, connections between families, professionals, services, and providers, and putting relationships at the heart of family help. Family hubs bring together services for families with children of all ages (0-19) or up to 25 with special educational needs and disabilities (SEND), with a great Start for Life offer at their core. They can include hub buildings and virtual offers. How services are delivered varies from place to place, but the following principles are key to the family hub model:

- More **accessible** – through clearly branded and communicated hub buildings, virtual offers and outreach.
- Better **connected** – family hubs drive progress on joining up professionals, services and providers (state, private, voluntary) – through co-location, data sharing, shared outcomes and governance. Moving from services organised for under-fives, to families with children of all ages, reduces fragmentation (even though an emphasis on early years and the ‘Start for Life’ offer will remain).
- **Relationship-centred** – practice in a family hub builds on family strengths and looks to improve family relationships to address underlying issues.

The Family Hubs Local Transformation Fund is a key part of this commitment and is funded through HM Treasury’s Shared Outcomes Fund, which aims to test innovative ways of working across the public sector to address complex policy challenges.

To support the development and implementation of family hubs, we will provide funding to at least **12 LAs that do not currently have family hubs and currently provide the six core services for the conception to age 2 period that make up the Start for Life ‘Universal Offer**. The fund will pay for the change process only, supporting LAs to move to a family hub model through programme and capital funding.

LAs can apply for **up to £1 million** transformation funding, with up to £833k available for programme expenditure and up to £167k available in capital expenditure per local area. The programme element could be used, for instance, to pay for a local transformation team, local consultation, workforce development, development of a digital/data strategy, and communications to families. The capital element can be used to enable minor adaptations to existing buildings, improving accessibility and to enable multi-agency working. This could include, for example, IT upgrades or furniture/equipment such as sinks or specialist flooring for clinical use. This funding will not cover the costs of family hub services themselves and LAs should continue to fund these from existing funding streams.

Successful LAs will have approximately two years (over the financial years 22-23 and 23-24) to transition to a family hub model and open family hubs by March 2024. Applications will need to outline how projects will be delivered and costed. DfE reserves the right to fund more or less than 12 LAs, as well as to discuss applications and negotiate delivery costs directly with applicants before determining successful projects.

Family hubs are a key part of the Best Start for Life vision. [The Best Start for Life: A Vision for the 1,001 Critical Days](#), commissioned by the Prime Minister, and chaired by Rt Hon Dame Andrea Leadsom MP, was published by the Department for Health and Social Care in March 2021. Family Hubs are at the heart of this vision for baby-centred services, designed to give every baby the best start for life. Although family hubs are designed to support families from conception all the way up to young people of 19 (or older if they have special educational needs or are disabled), the Best Start for Life Review described a Vision for the 1,001 critical days, and a Start for Life offer, to be a core part of the family hub network.

Family hubs are a 'front door' to a range of early help, public health, and wider support services. They serve families with children of all ages to better facilitate whole family working, therefore we are interested in hearing from LAs that, in addition to start for life, wish to embed thematic focuses through their family hubs to generate learning and develop resources on good practice. These may include (non-exhaustive): early language development/home learning environment; parental conflict; serious violence, crime; delivering through schools or voluntary and community sector (VCS) organisations; teenage and adolescents; SEND; mental health.

We have published a "first draft" family hub model framework alongside this guidance that provides a standard definition of a family hub for LAs bidding for transformation funding. LAs should use the framework to assess themselves against a common set of criteria and understand what they are expected to achieve with the funding. We expect the framework to develop and iterate further, including through the learning derived from the transformation projects we will fund. Further information on the selection criteria and eligibility can be found in this guidance.

2. Background

Case for change

Evidence shows that disadvantaged and vulnerable children are more likely to suffer from poor outcomes compared to their peers across the four key domains of development (physical, intellectual, social and emotional, and behavioural) from conception to 19. Children in school who are either a Child in Need, have a Special Education Need or Disability, or receive Free School Meals are likely to do much worse than their peers. These domains are key drivers of later life chances, including long-term employment and health, and are fundamental to the creation of human capital for the economy and to build a strong Britain.

We already know that a child's experiences from conception to five play a critical role in their development, and that the early years represent a key opportunity for families, policymakers and the economy. However, we know that measurable gaps in outcomes between disadvantaged and vulnerable children and their better off peers can emerge early, before children are two years of age, and are difficult and costly to close once open.

This period is a critical time for development, and also a time when babies are at their most vulnerable. A healthy pregnancy sets up the unborn baby for a healthy life. Pregnancy changes life for parents, carers and the family around them. The mental health and wellbeing of mums, dads, partners and carers is very important for the development of the baby. Stress and adverse experiences in the 1,001 critical days – whether it is caused by repeated abuse, severe maternal depression or extreme poverty – have a negative impact on a baby's development and can have long lasting or even lifelong impacts. Furthermore, the case for investing in the critical 1001 days is well documented. Positive experiences in this period are closely associated with better performance at school, social and emotional development, improved work outcomes, higher income and better lifelong health.

As children grow older and move into adolescence, the risks to them not only come from within their families but also the wider community and include: child criminal and sexual exploitation, gang involvement, county lines, trafficking, serious violence, and peer-on-peer abuse – these can take place in both physical and online spaces. These risks often co-occur and can be further exacerbated by a child or young person's own vulnerabilities, for example if they have a learning disability, or where they have already experienced adversity earlier in childhood.

There is evidence to show that a child's home environment, family stability and parent-child relationships are central to children and young people's development and their success in life. Local and national services have a vital role to play in supporting families with this and reducing disparities. However, disadvantaged and vulnerable families often

experience significant difficulty as they interact with a complex service landscape and have to constantly 're-tell their story' to different services. Often professionals working in these services face practical barriers to working together as a team around the family, such as information sharing.

For families, there is no consistent public-facing point for access, assessment, and navigation of family services that directs them to the services across the myriad of needs they might have – such as maternity services, support for SEND, mental health, housing, parental support, and debt advice.

A single gateway for family support services, such as family hubs, could improve join-up between organisations, offer a whole family approach with relationships at the heart of family help, manage statutory pressures more effectively, reduce waiting times for early help interventions and ensure that families are offered support at the first time of asking.

Outcomes

The Family Hubs Local Transformation Fund seeks to open family hubs and importantly drive improvement across a range of outcomes. In the short and medium-term, family hubs can lead to:

1. **For professionals** – improved ways of working and interprofessional collaboration; improved working relationships with families i.e., 'team around the family approach'), including handover between professionals between and across services; improved data-sharing.
2. **For families and children** – better access to early help services and professionals; better relationship with professionals; and improved user-experience i.e., around service navigation and communication.
3. **At a local commissioning and delivery level** – improved partnership working between services; improved governance and decision-making at authority level across services; clearer and/or shared funding arrangements across services; improved needs assessment, planning and commissioning/de-commissioning across services.

In the long-term, family hubs can improve outcomes around family relationships and stability; physical and mental health and wellbeing; education and training; employment, finance and debt, housing and parent-child relationship. They can also support outcomes across the four domains of children and young people development:

- **Physical** – physical development involves physical health and obesity, sexual maturation and the presence or absence of a physical disability. Physical outcomes targeted by early intervention activities include improving birth outcomes (i.e. healthy birth weight), reducing the incidence of infectious diseases and decreasing obesity.

- **Intellectual** - intellectual development includes children's acquisition of speech and language skills, the ability to read and write, numeracy capabilities and logical problem-solving. Positive intellectual development is strongly associated with a child's success in school and young people's entry into the workforce. Outcomes typically targeted by early intervention include performance on standardised tests, school achievement, and higher education and employment opportunities for young people once they leave school.
- **Social and emotional development** - social and emotional development is the process by which children and young people acquire the knowledge and skills to understand and manage their emotions, sexual identity, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions. Social and emotional development is highly associated with children and young people's ability to form positive relationships with others, increase pro-social behaviour, and reduce the risk of depression and other clinically diagnosed mental health problems.
- **Behavioural** - behavioural development involves children's ability to monitor and regulate their own behaviour, their attention, and their impulses. Children's self-regulatory skills are highly associated with their ability to form positive relationships with others, as well as their success in school. Behavioural self-regulation difficulties during childhood are highly predictive of children's involvement in criminal activity during the teenage years and adulthood. Behavioural outcomes frequently targeted by early intervention include reducing young people's antisocial behaviour and crime, violence and aggression at school, and affiliation with antisocial peers.

Early intervention also targets three key additional 'threats' to children and young people's development which are strongly associated with adverse outcomes during adolescence and adulthood: child maltreatment, substance misuse and risky sexual behaviour. Appropriate and timely support for young people on their journey to adulthood is essential to ensure future health and wellbeing.

Objectives

We know that professionals working with children, young people and their families work incredibly hard and have developed and deployed much good practice. However, we are aware that a range of constraints mean that in many cases it is still difficult to engage families and meet their needs in a way that is integrated and personalised.

Family hubs are one approach that many areas have deployed, with encouraging early signs. The Family Hubs Local Transformation Fund will provide funding for a two-year transformation period to support LAs with the change process to a family hub model of service delivery and open family hubs. The move towards a family hub model aims to allow professionals to spend more high-quality time working with the families who need it most, and less time on administration and lower impact work – yielding better value for

money and outcomes. It also aims to improve the user experience of services for families – so that they are more able to find and access the right help, engage, stay engaged, and be supported to a positive outcome.

Themes

Family hubs are a universal ‘front door’ to a range of early help, public health, and wider support services. They serve families with children of all ages to better facilitate whole family working, therefore **we are eager to hear from LAs that, in addition to Start for Life, wish to embed thematic focuses through their family hubs** to generate learning and develop resources on good practice.

These may include (non-exhaustive):

- Early language development/home learning environment
- Parental conflict
- Serious violence
- Crime
- Teenage and adolescents
- SEND
- Mental health
- Delivering family hubs through schools
- Delivering family hubs through VCS organisations

Resources to support implementation of family hubs

A range of tools have been developed to support LAs as they develop their family hub models and open family hubs. We would expect LAs to use these to inform their own local strategic vision for family hubs.

Family hub model framework

The family hub model framework, published alongside this guidance, is a new tool developed by the Department for Education (DfE) with input from the Department for Levelling Up, Housing and Communities (DLUHC) and the Department for Health and Social Care (DHSC), and tested with LAs. It provides a standard definition of a family hub for LAs bidding for transformation funding to assess themselves against a common set of criteria, and to understand what they are expected to achieve with the funding. We would expect LAs, as part of their applications, to set objectives which fit within the framework – and which will then be used by DfE to monitor and evaluate transformation fund projects. The framework is not intended to be used in isolation. We would expect LAs to use it alongside the guidance and tools that they are already using to help transform their services, e.g. [The best start for Life: A vision for the 1001 critical days](#), DLUHC’s Supporting Families [Early Help System Guide](#) and the [Reducing Parental Conflict Planning Tool](#). The framework is intended to be an iterative document. We plan to review

and update it periodically to ensure it reflects the latest evidence on effective family hub characteristics, including the learning we derive from this fund.

National Centre for Family Hubs implementation toolkit

This is a new toolkit that has been developed by the Anna Freud Centre as contractors for the National Centre for Family Hubs. It provides a collection of new, evidence-based resources aimed to support LAs, health, education, and VCS organisations to implement and deliver family hubs in their local area. The toolkit will have rolling iterations to further expand it and LAs can access it as a free-to-use resource via the National Centre for Family Hubs' microsite and newsletter.

Evaluation

Evaluation will be a crucial component of the project from the beginning. Successful LAs will be expected to work together with the DfE and our evaluation partner/s to undertake national / local monitoring and evaluation activity.

Role of the Local Authority

We are looking for LAs that do not currently have family hubs, and that wish to transform to a family hub model of service delivery, with a commitment to open family hubs by March 2024. Funded LAs must lead the transformation process locally, and also engage with DfE and the National Centre for Family Hubs in sharing key local insights about the transformation process. The role of LAs will involve:

- Committing to open family hubs by March 2024.
- Leading and implementing the transformation process locally.
- Publish your Start for Life offer and set out what will be available through your family hub network by March 2024.
- Working with DfE to understand local costs and expenditure required to deliver family hubs, and the services and specific service offers (such as Start for Life) through family hubs.
- Sharing information (where reasonable) with DfE on the LA's funding operations.
- Providing DfE with regular reporting around delivery, expenditure and risks.
- Engaging with the National Centre for Family Hubs to inform the LA's transformation approach.
- Engaging with DfE, other government departments (where relevant) and the National Centre for Family Hubs to share information about service provision in your local area, and support the development of guidance and resources on good practice around embedding specific service offers (like Start for Life and other thematic areas) through family hubs.
- Engaging with DfE's in-house analytical teams and external evaluation partner for monitoring and evaluation of the transformation process.

3. Funding and Eligibility

Available Funding

The Family Hubs Local Transformation Fund will fund at least 12 LAs and is worth approximately £12m over the next two financial years (£4m programme and £400k capital in 2022-2023; and £5.8m programme and £1.6m capital in 2023-2024). LAs can apply for **up to £1 million** transformation funding, comprising of:

- up to £833k available for programme expenditure per LA
- up to £167k available in capital expenditure per LA

We expect grants to be in the range of £650k-£1m. The level of funding that is provided to successful LAs will vary depending on their individual proposals and activity required locally to transform to a family hub model of service delivery and open family hubs. LAs should provide a clear breakdown and rationale of costs requested in their application, and how it demonstrates value for money.

Funding will only be allocated as required for successful completion of the project's objectives. However, subject to availability, a small proportion of the total funding may be allocated to successful LAs upfront in March 2022 to support project start-up costs. DfE reserves the right to fund more or less than 12 LAs, as well as to discuss applications and negotiate delivery costs directly with applicants before determining successful projects. We reserve the right to not issue the full funding allocation.

How will the funding be used?

The funding period will run from March/April 2022 to March 2024. The fund will pay for the change process, supporting LAs to move to a family hub model and open family hubs by March 2024 through programme and capital funding. It will not cover the costs of family hub services themselves, including Start for Life services. LAs should continue to fund these from existing funding streams. We anticipate that the funding could be used for the following purposes:

- **Programme element:** an LA transformation team; local consultation; workforce development / training; development of a digital/data strategy; and communications to families.
- **Capital element:** adapting existing buildings (to ensure fit for all ages); improving accessibility and to enable multi-agency working. This could include, for example, IT upgrades; improving building space; new furniture to ensure suitability for older children; and new equipment such as sinks or specialist flooring for clinical use.

Drawing of funding

We will make payments to LAs via a grant made under Section 14 of the Education Act 2002. All payments will be made at the end of each quarter in arrears, subject to provision of adequate reporting. Subject to availability, a small proportion of the total funding may be allocated to successful LAs upfront in March 2022 to support project start-up costs.

Grant conditions

If your application is successful, you will be expected to comply with our grant funding [terms and conditions](#). Failure to comply with the terms and conditions will affect payment of the grant. Grant conditions will include the (not exhaustive) requirements to:

- Deliver your proposal and open family hubs by March 2024.
- Agree that if the project runs past March 2024, any additional costs for overruns will be at the expense of the LA.
- Report the progress of the proposal throughout its lifecycle by completing quarterly project monitoring reports;
- Inform DfE of any changes/delays to planned project milestones and of any project overspends/underspends.
- Agree to engage and work with DfE, other Government departments and the National Centre for Family Hubs on monitoring and evaluation, to provide local insight about the transformation process to feed into wider policy developments on family hubs and to develop resources on good practice.
- Agree to publish your Start for Life offer and set out what will be available through your family hub network by March 2024.

Who can submit an application?

Only the top 151 upper tier LAs may submit an application to be considered for selection. We are looking to fund LAs that do not currently have family hubs, and that wish to transform to a family hub model of service delivery, with a commitment to open family hubs by March 2024. To be eligible to apply for funding, LAs must currently provide the six core services for the conception to age 2 period that make up the Start for Life 'Universal Offer'. The six core Universal services include: midwifery; health visiting; mental health support; infant feeding advice with specialist breast feeding support, as set out in the [Best Start for Life: A Vision for the 1,001 Critical Days](#).

We have published a "first draft" family hub model framework alongside this guidance that provides a standard definition of a family hub for LAs bidding for transformation funding. LAs should use the framework to assess themselves against a common set of criteria, and to understand what they are expected to achieve with the funding.

A maximum of one application form per LA can be submitted. Joint applications involving more than one LA will not be accepted.

We expect work to be conducted in partnership with relevant local organisations and partners using a multi-agency approach. However, for the purposes of administering funding, LAs must take the leading role and 'hold' the funding.

The funding may then be transferred to other organisations to facilitate delivery of the transformation projects in a manner which will be agreed between DfE and the successful LA in the grant funding agreement.

LAs in receipt of a grant through the DfE's Children's Social Care (CSC) Covid-19 Regional Recovery and Building Back Better Fund, to accelerate the opening of family hubs, may apply to the transformation fund so long as it is clear that any additional funding will be used for different activities to those covered by the CSC grant.

4. Application Process

How to apply

The application period will open from 2 November 2021 and will close at 23:59pm on 17 December 2021.

Key dates and deadlines for the application process are set out in the table below.

Milestones	Dates (subject to change)
Bid round opens	2 November 2021
Bid round closes	17 December 2021
Assessment of applications	January – February 2022
Decision announced	March 2022

Completing your application

Please complete the accompanying application form to the best of your ability. Information on what is expected in each section has been provided within the application form to support you in completing it. Please make sure you refer to these prompts, as well as the application guide and family hub model framework, throughout to ensure you have addressed the questions fully.

A limit on the number of words is stated for each section. Any text that exceeds the stated limit will not be assessed. Please include the total number of words for each section at the bottom of each text box.

Sections marked with a red asterisk* are mandatory and must be completed in order for your application to be accepted.

A maximum of one application form per LA can be submitted, and joint LA applications will not be accepted.

All applications should be approved by and have the full support of the following local stakeholders (or equivalents): the Director of Children’s Services, Director of Public Health, Director of Adult Services and the Chair of the Local Health and Wellbeing Board.

Submitting your application

Please email a single Word or PDF version of your completed application to **FamilyHubs.Transformation@education.gov.uk**

Your '**LA name**' followed by '**Family Hubs Local Transformation Fund**' should be included in the email "subject" field when submitting your application.

When you have sent the department your application form, you will receive an email response letting you know that your application has been received.

Deadline

The DfE must receive all completed applications by email by **23:59 on 17 December 2021**. No changes can be made to the application form beyond the deadline.

The Department will not be able to consider applications that miss this deadline as to do so would be to unfairly discriminate against those applicants who submitted their application within the allowed timescale.

5. Assessing the application

We are seeking to fund at least 12 LAs that do not currently have family hubs and that wish to transform to a family hub model of service delivery, with a commitment to open family hubs by March 2024.

The Assessment Panel

All eligible applications will be assessed and scored by a cross government panel against certain criteria and then the recommendations put to Ministers for review and approval. The membership of the panel has not been finalised but will include officials from relevant government departments.

Applications will be assessed alongside published national and local data, and wider intelligence from LA engagement with DfE directly or through other Government departments or partners.

Scoring Criteria

The following factors will be used when considering applications:

Stage 1: Eligibility - Pass or fail qualifying criteria

To be eligible for funding, applications must pass the qualifying criteria listed below to proceed to Stage 2. Those that fail any of these criteria will not be considered any further.

Criteria	
1	<p>The LA currently provides the six core services for the conception to age 2 period that make up the 'Universal Offer'.</p> <p><u>Background:</u></p> <p>The Best Start for Life Review: a Vision for the 1,001 Critical Days outlined a Vision for LAs to pull together a coherent and joined up Start for Life offer which explains clearly to parents and carers what services they are entitled to and how they can access them. This offer is made up of a Universal and Universal+ elements. This Vision describes the ambition for every Universal offer to bring together essential provision for every new family. The Universal offer brings together the six core Universal services of: midwifery; health visiting; mental health support; infant feeding advice with specialist breast feeding support. And every Universal offer should also include safeguarding and those services relating to Special Educational Needs and Disabilities (SEND).</p>
2	<p>The application for transformation funding has been approved by and has the full support of the following local stakeholders:</p> <ul style="list-style-type: none"> • Director of Children's Services • Director of Public Health • Director of Adult Services • Local Health and Wellbeing Board (or equivalent)
3	<p>The total bid does not exceed £1m.</p>

Stage 2: Assessment Criteria

A cross-government assessment panel will examine eligible applications with consideration to the assessment criteria set out below. Refer to the application form for further details.

Each criterion will be scored between 0-4 using the scoring methodology set out in the table below. Applications must gain an acceptable score on each criterion to be eligible for funding, and those scoring less than 2 on any requirement will be judged as unacceptable and will not be eligible for funding.

	Criteria	Weighting
1	<p>Strategic vision</p> <p>Provide a summary of the proposal and strategic vision. This should include:</p> <ul style="list-style-type: none"> • A description of the LA's current family/early help service model/landscape – please refer to the family hub model framework and set out which elements of the framework align with your current model. • A clear vision, ambition and commitment to family hub model. • How the proposal aims to transform your service delivery model to a family hub model and aligns with the family hub model framework and core principles - Access, Connection and Relationships. LAs to indicate any areas of particular focus that they would like to embed through their family hubs and why. • What your family hub network will comprise of by March 2024 (i.e., the number of physical hubs, virtual offer, outreach). 	25%
2	<p>Delivery plan</p> <p>Outline how the LA plans to deliver their proposal and open family hubs by March 2024. This should include:</p> <ul style="list-style-type: none"> • A clear delivery timeline and milestones. • A clear set of objectives and deliverables which reflect the family hub model framework. • Resources - proposed staffing for the project and necessary skills/expertise to deliver the project including key roles identified to lead the activity as well as other roles to support delivery. • The governance arrangements that will be put in place to underpin successful project delivery and sustainability. 	20%

3	<p>Start for Life</p> <p>If the LA received funding through the Transformation Fund, describe how it would integrate:</p> <ul style="list-style-type: none"> • a) The six elements of a Universal Offer for the conception to age 2 period into your family hub model by March 2024. • b) Elements of a Universal+ offer for the conception to age 2 period into your family hub model (as set out in the Best Start for Life: A Vision for the 1,001 Critical Days) by March 2024. <p>All of the elements of the Universal Offer must include physical and virtual services.</p> <p>In answering this question, the LA should use the Best Start for Life Review: A Vision for the 1,001 Critical Days as a guide.</p>	20%
4	<p>Risk management</p> <p>Outline the proposal’s risk management strategy. This should include:</p> <ul style="list-style-type: none"> • Identification of key risks to the successful completion of the project and realistic provisions to mitigate project risks. This should include how the LA will mitigate the risk of ongoing / recurring disruption as a result of the Covid-19 pandemic on the delivery of their proposal. • An explanation of how risks will be reviewed during the implementation of the project. 	10%

5	<p>Project Cost and Value for Money</p> <p>Outline the costs for the proposal:</p> <ul style="list-style-type: none"> • A clear statement of the total value of grant funding requested, taking into account any proposed risk of price increases and local economic conditions. • A full clear breakdown of the costs that will be incurred to deliver the proposal in the table provided (e.g. breakdown of staffing costs including roles and FTE, local consultation costs, workforce development costs, communications/marketing costs, capital costs, other costs). • A clear rationale for how the LA has devised the costing and an explanation of the assumptions underpinning the costing and why they think these are realistic. • The assurance processes that will be in place to ensure that funds are spent in a correct, transparent and effective way. • How the proposal offers value for money. 	15%
6	<p>Sustainability</p> <p>Outline how the proposal will be sustained beyond the funding period. This should include:</p> <ul style="list-style-type: none"> • A commitment to continuously develop and improve their family hub model beyond March 2024, with an aim to reach a 'developed' family hub model (as per the definition set by the framework). • An explanation of how this will be achieved beyond March 2024 and how learning will inform future practice. 	10%

Scoring methodology

The following table sets out what scores will be awarded for each demonstration of the weighted criteria.

- 0 - Absence of evidence / criterion not met
- 1 - Meets some of the requirements of the criterion
- 2 - Meets most of the requirements of the criterion
- 3 - Meets all the requirements of the criterion
- 4 – Strongly meets all the requirements of the criterion

Score	Rating	Description
0	Absence of evidence / criterion not met	<ul style="list-style-type: none"> Builds very little or no confidence that the LA can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; Builds very little or no confidence that the LA approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach. Provides no details of expenditure required and no confidence on value for money
1	Meets some of the requirements of the criterion	<ul style="list-style-type: none"> Raises reservations that the LA can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; Raises reservations that the LA's approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach. Provides very little detail of expenditure required and raises reservations on value for money
2	Meets most of the requirements of the criterion	<ul style="list-style-type: none"> Suggests that the LA can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; Provides an acceptable approach to delivering the requirements. Provides a basic breakdown of expenditure required and builds some confidence on value for money
3	Meets all of the requirements of the criterion	<ul style="list-style-type: none"> Builds confidence that the LA can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; Provides a good approach to delivering the requirements. Provides a clear breakdown of expenditure required and builds confidence on value for money
4	Strongly meets all of the requirements of the criterion	<ul style="list-style-type: none"> Builds a high level of confidence that the LA can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; Provides an exceptional approach to delivering the requirements. Provides a clear, thorough and detailed breakdown of expenditure required and builds a high level of confidence on value for money

Stage 3: Strategic fit

A cross-government assessment panel will examine the highest scoring applications with consideration to the following strategic and contextual factors to determine strategic fit:

- Level of need
- Thematic focus
- Current service delivery model being used
- Geographic location

- Rural-urban classification (level of rurality)
- Child population (and potential reach of intervention)
- Current and future involvement in government and non-government funded programmes/projects in the early help space (i.e. Supporting Families, DfE CSC Recovery Fund, Reducing Parental Conflict, Data Accelerator Fund, Better Start Fund, NHSx Transformation)
- Targeted areas e.g. Opportunity Areas, Serious Violence Hotspots

After considering these assessment criteria, the panel will determine which applications will be recommended to Ministers for review and approval.

DfE reserves the right to fund more or less than 12 LAs, as well as to discuss applications and negotiate delivery costs directly with applicants to ensure clarity on information provided, value for money (vfm) and affordability before determining successful projects. We reserve the right to make grants at a lower level than the funding requested where we do not feel the proposals provide full vfm but still contain merit.

6. Next Steps

What happens if your application is successful?

We will inform you via email if your application is successful or not. We expect this to be in March 2022. If your application is successful an award letter will be sent directly to the relevant Director of Children's Services, Director of Public Health (DPH) and Director of Adults Services (DAS), together with an acceptance form. At this time, we will also send a Grant Funding Agreement (GFA) setting out the expectations for spending the funding. The acceptance form and the GFA must be signed by the DCS, DPH and DAS or equivalent in the organisation. This will demonstrate that they agree to the requirements of the funding.

Clarification questions

Any queries or questions regarding the application process should be emailed to **FamilyHubs.Transformation@education.gov.uk**. The deadline for questions to be submitted is 48 hours before the closing date: this will be 11.59pm on 15 December 2021.



Department
for Education

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