



UK Government

Family Hubs and Start for Life: Management Information (August 2022-March 2025)

April 2026

Contents

Background	3
Overview	3
Analysis	4
Family hub sites	4
Family hub co-locations	5
Delivery of funded and partially funded services	6
Wider services	11
Workforce and training	12
Methodology	14
Annex 1: Family hub site definition	16
Annex 2: Terminology	17

Background

The Family Hubs and Start for Life (FH&SfL) programme launched in August 2022 and is a joint programme between the Department for Education (DfE) and the Department of Health and Social Care (DHSC) providing £300 million aimed at transforming support for families in 75 upper tier Local Authorities (LAs) in England. The 75 LAs were pre-selected based on levels of deprivation and for representation across rural and urban areas¹. In 2024, an additional £126 million was provided for the Family Hubs and Start for Life programme.

The Family Hubs and Start for Life programme is separate from the family hubs transformation fund, a £12 million fund to support local authorities in England to open family hubs². This fund was launched in November 2021 by the Department for Education and consists of 13 local authorities.

In April 2026, these 75 LAs joined the 13 LAs from the family hubs transformation fund, and an additional 65 LAs across England, for the national rollout of the Best Start Family Hub and Healthy Babies programme³.

Overview

This is a publication by the Department of Health and Social Care (DHSC) and the Department for Education (DfE) of Management Information covering the first three years of the Family Hubs and Start for Life Programme (2022-2025). Management Information is aggregated data collated and used in the normal course of business to inform operational delivery and policy development.

The MI was collected quarterly and covers the periods August 2022-March 2023, April 2023-March 2024 and April 2024-March 2025.

¹ [Start for Life and Family Hubs Programme: methodology for pre-selecting the 75 local authorities](#)

² [Family hubs transformation fund](#)

³ [Best Start Family Hubs and Healthy Babies – Preparing for implementation April 2026](#)

Analysis

Family hub sites

Family hub sites are those meeting either Part A or Part B of the family hub site definition.

Part A defines a family hub as a physical place where families spanning the 0–19 (25 with SEND) age range can meet trained staff, who connect families to services set out in the service expectations.⁴

In addition to the above, to meet the Part B definition, hubs must also have met the minimum service expectations including the delivery expectations for the four funded strands.

Full definitions are included in [Annex 1](#).

Any sites that provide family hub services but don't yet meet either of the family hub site definitions, are listed as working towards the family hub definition. Any hubs that were no longer open or had missing values were excluded.

Numbers of family hubs across 75 LAs

As of 31 March 2025:

- 551 Family Hubs that met the Part A or Part B definition
- 411 (75%) of these were in the 30% most deprived Lower layer Super Output Areas (LSOAs). This refers to areas ranked within the top 30% nationally according to the Income Deprivation Affecting Children Index (IDACI).
- An additional 61 were reported as working towards the family hub definition.

Table 1: Number of family hubs that met the definition of Part A or Part B of a family hub site per year⁵

Year	2023	2024	2025
Total family hubs	212	367	551
Met Part A	212	361	549
Met Part B	69	243	392
FH in 30% most deprived LSOA	159	286	411

Table 1: Number of family hubs

⁴ [Family hub service expectations \(Annex F\)](#)

⁵ LAs could report if their sites met one or both of the Part A and Part B site definitions.

From March 2023 (212 hubs) to March 2024 (367 hubs), the number of family hubs increased by 73%. Between March 2024 and March 2025 (551 hubs), there was an additional increase of 50%.

Table 2: Total number of family hub sites and sites that were working toward the family hub definition per year

Year	2023	2024	2025
Family hubs	212	367	551
Sites working towards the definition of family hub	325	184	61
Total number of sites	537	551	612

Table 2: Number of sites

Between March 2023 to March 2024, 141 sites working towards the definition of family hub became family hubs. Between March 2023 and March 2025, the total number of sites increased by 14%.

Family hub co-locations

Co-location refers to the physical arrangement of family hubs, where multiple services or community facilities operate from the same location. Not all family hubs are standalone sites, as many share their premises with other community facilities such as libraries, schools, and nurseries. The table below shows the number of family hubs attached to different community functions in each year from March 2023 to March 2025.

Table 3: Total co-located sites for family hubs per year⁶

Co-location types	2023	2024	2025
Attached to GP practice	0	3	2
Attached to Hospital	1	1	1
Attached to building with other NHS/ICB services	12	21	31
Attached to library	7	14	18
Attached to nursery	44	102	160
Attached to other LA service	15	37	48
Attached to school	39	74	125
Multi-aspect building for LA services	48	84	156
Other	28	41	47
Part of building (with non-LA/non-NHS/non-ICB occupants)	11	22	31

Table 3: Number of co-located family hubs

As of March 2025, the most common co-location was with nurseries (160 hubs), followed by multi-aspect buildings for local authority services (156 hubs) and schools (125 hubs).

Delivery of funded and partially funded services

Family Hub and Start for Life services refer to the range of support and services offered to families with children aged 0 - 19 (25 with SEND) through the Family Hub model. The Start for Life programme specifically targets the period from pregnancy to age 2, known as the 1,001 days.

Local authorities were asked to report on services delivered under the four main funded strands of the programme.

The four main funded strands of the programme were:

- **Parent–infant relationships and perinatal mental health support strand** for parents / carers with mild-moderate mental health needs or who would benefit from universal parent-infant support.
- **Infant feeding support strand** to promote breastfeeding and support parents to meet their infant feeding goals.
- **Parenting Support strand** to help make the transition to parenthood as smooth as possible and which stresses the importance of sensitive, responsive caregiving. This includes both universal provision and some more targeted programmes available for parents/carers with further needs.

⁶ Some family hubs are co-located with multiple locations therefore appear in every co-location category within the table above.

- **Early language and the Home Learning Environment (HLE) strand** to implement targeted, evidence-based interventions that train practitioners to support parents with the HLE.

Table 4: The number of funded or partially funded services delivered, separated by strand, in March (quarter 4, January – March) of each year⁷⁸

	March 2023 (66 LAs)	March 2024 (75 LAs)	March 2025 (75 LAs)
Early language and the Home Learning Environment	200	190	260
Infant Feeding support	130	150	180
Parenting Support	190	350	530
Parent–infant relationships and perinatal mental health support	360	360	520
Number of funded or partially funded services delivered	880	1,040	1,490
Average (estimated) number of funded and partially funded services delivered per LA	13	14	20

Table 4: Number of services delivered in March (quarter 4) each year (rounded to the nearest 10)

The number of funded or partially funded services reported in March 2023 increased by 18% from 880 to 1,040 by March 2024. By March 2025, this increased by a further 43% to 1,490.

To observe the change in in-person service delivery per quarter, we have reported on a subset of 66 LAs who consistently reported service delivery data every quarter. For virtual services, 20 LAs reported consistently across each quarter.

⁷ In March 2023, only 66 LAs returned their MI collection.

⁸ We were unable to deduplicate services across quarters. To avoid double counting services, or counting closed services, we have provided the number of services delivered in the final quarter of each year.

Figure 1: Change in number of funded or partially funded in-person services per quarter (66 LAs) delivered in each strand from July 2023 to March 2025.

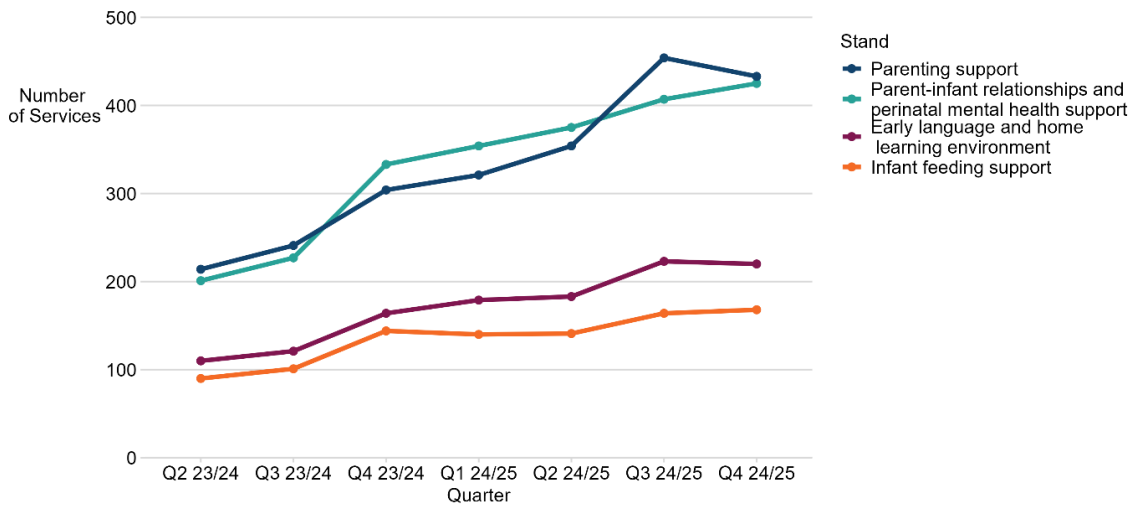
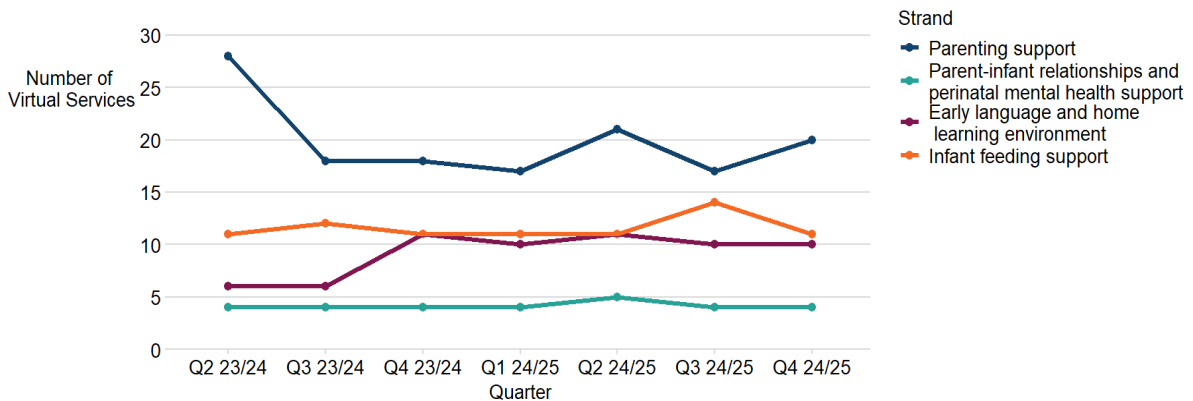


Figure 2: Change in number of funded or partially funded virtual services (20 LAs) delivered in each strand from July 2023 to March 2025.



The two figures above show an increase in the number of services funded or partially funded by the programme, within the four main strands, between July 2023 and March 2025. This was primarily driven by an increase in the number of in person funded or partially funded services with virtual services remaining largely static. This is based on a subset of LAs that consistently returned data every quarter (66 LAs for in person services and 20 LAs for virtual services).

User interactions with funded services

As many local authorities do not have the ability to deduplicate users between services, and it's likely that families made use of more than one service during a quarter, or used the same service multiple times, we have reported on user

interactions rather than unique users. User interactions are indicative of engagement and access to services, as well as showing change over time, although should still be treated with caution.

User interactions show the number of interactions with Family Hub & Start for Life funded and partially funded services each quarter. This includes parents, carers, children and young people aged 0–19 (25 with SEND). The numbers cover both in-person and virtual services and help us understand how families were accessing the support on offer.

Table 5: Number of user interactions with services, separated by strand, in March (quarter 4, January – March) of each year⁹¹⁰

	March 2023 (66 LAs)	March 2024 (75 LAs)	March 2025 (75 LAs)
Early language and the home learning environment (HLE) (excluding virtual only)	30,100	22,700	35,200
Infant feeding support (in-person and virtual)	19,500	27,600	33,100
Parent infant relationships and perinatal mental health support (in-person and virtual)	18,700	43,500	41,600
Parenting support (excluding virtual only)	29,000	21,600	36,800
Number of user interactions	97,300	115,400	146,600
Average (estimated) number of user interactions per LA	1,500	1,500	2,000

Table 5: Number of user interactions with services, separated by strand, in March (quarter 4, January – March) of each year rounded to the nearest 100

The number of user interactions with services increased by 51% from March 2023 to the end of March 2025, with increases in all four funded strands. Parenting infant relationships and perinatal mental health support appear to show the largest increase, but please note this includes both in-person and virtual user interactions. When separated into in-person and virtual user interactions as shown in table 6, the number of in-person user interactions are similar across the four funded strands.

For the analysis of in-person user interactions, we have used a subset of 66 local authorities who consistently returned data each quarter between July 2023 and March 2025. **For virtual user interactions, we have used a subset of 20 local**

⁹ In March 2023, only 66 LAs returned their MI collection

¹⁰ We were unable to deduplicate user interactions across quarters. To avoid double counting we have provided the number of user interactions in the final quarter of each year. This does not include virtual user interactions for early language and HLE or parenting support.

authorities who consistently returned data every quarter between July 2023 and March 2025. However, due to concerns around data quality, **virtual user interactions for the early language and the home learning environment strand and parenting strand have been removed.**

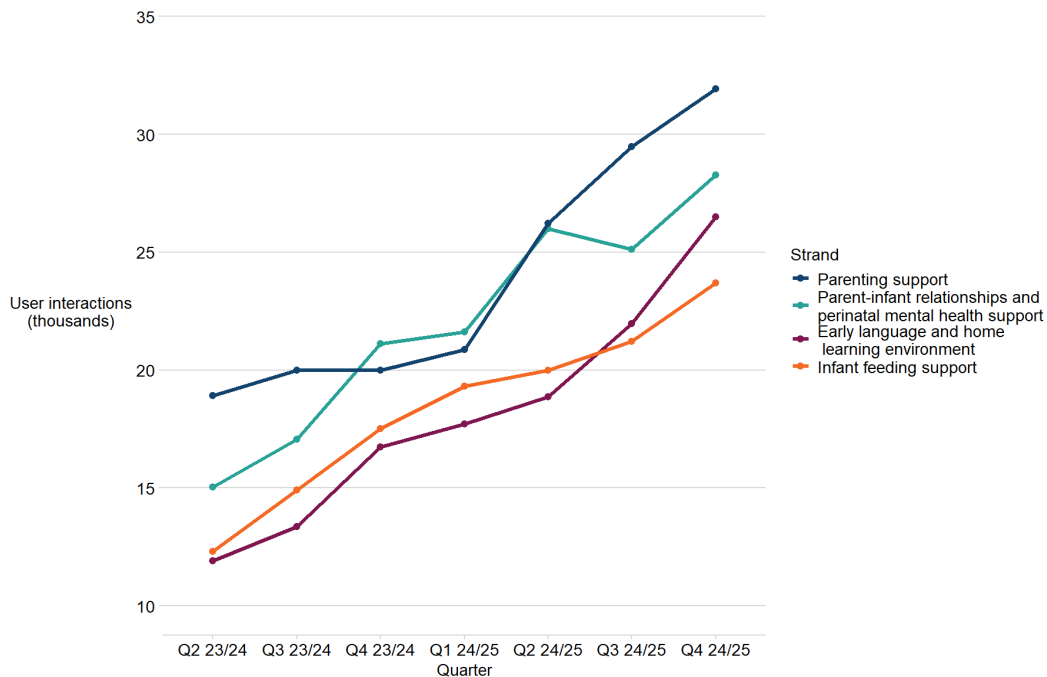
Table 6: Number of user interactions with in-person services (66 LAs) and virtual services (20 LAs)

	In-person user interactions of Early language and the home learning environment	In-person user interactions of Infant feeding support	In-person user interactions of Parent-infant relationships and perinatal mental health support	In-person user interactions of Parenting support	Virtual user interactions of Infant feeding support strand	Virtual user interactions of Parent-infant relationships and perinatal mental health support strand
Q2 23/24	11,900	12,300	15,000	18,900	1,500	40
Q3 23/24	13,300	14,900	17,100	20,000	2,200	70
Q4 23/24	16,700	17,500	21,100	20,000	4,500	0
Q1 24/25	17,700	19,300	21,600	20,900	4,600	60
Q2 24/25	18,900	20,000	26,000	26,200	4,300	70
Q3 24/25	22,000	21,200	25,100	29,500	4,000	280
Q4 24/25	26,500	23,700	28,300	31,900	3,200	30

Table 6: Number of user interactions with in-person services (66 LAs) and virtual services (20 LAs) rounded to the nearest 100, nearest 10 for virtual user interactions of parent-infant relationships)

There has been an increase of approximately 90% in the number of in-person user interactions from July 2023 to March 2025. Please note, this is based on a subset of 66 LAs and is likely to include duplications. Virtual user interactions (20 LAs) increased throughout 2023/24 before decreasing towards the end of 2024/25.

Figure 3: Change in in-person user interactions with funded or partially funded services (66 LAs), by programme strand, from July 2023 to March 2025.



Wider services

The [Family Hub Service Expectations](#)¹¹ document lists 24 core services that LAs were expected to deliver through family hubs to families with children aged 0 - 19 (25 with SEND) through the Family Hub model. Out of those 24, only services delivered under the four main strands of the programme were funded. The rest are classed as wider services.

The table below presents the most common wider services delivered by family hubs each year.

¹¹ [Family Hub Service Expectations \(Annex F\)](#)

Table 7: Most common wider services delivered by family hubs each year

Year	Service Type	Total Hubs
March 2023	Activities for children aged 0-5	355
	Health visiting 0-5 (inclusive of the Start for Life period)	347
	Intensive targeted family support services including those funded by the Supporting Families programme	341
	Midwifery/maternity	292
	SEND support and services (inclusive of the Start for Life period)	241
March 2024	Activities for children aged 0-5	395
	Health visiting 0-5 (inclusive of the Start for Life period)	367
	Intensive targeted family support services including those funded by the Supporting Families programme	360
	SEND support and services (inclusive of the Start for Life period)	354
	Midwifery/maternity	311
March 2025	Activities for children aged 0-5	521
	Health visiting 0-5 (inclusive of the Start for Life period)	476
	Intensive targeted family support services including those funded by the Supporting Families programme	476
	SEND support and services (inclusive of the Start for Life period)	459
	Midwifery/maternity	421

Table 7: Wider services

Across all years, ‘Activities for children aged 0-5’ was the most common service available in the largest number of family hubs. There was no change in the most common services delivered for both 2024 and 2025. However, the total number of hubs offering these services increased by 32% in 2025.

Workforce and training

The family hub workforce is made up of a variety of staff supporting the delivery of family hub services to children, young people, and families. This includes delivery staff, and staff employed directly by local authorities or commissioned through partner organisations. Workforce training is an important part of this support system. It gives staff the learning and development they need to deliver high quality, consistent services.

Table 8: Total number of each staff type in March (quarter 4, January – March) of each year¹²

Staff Type	March 2023 (74 LAs)	March 2024 (75 LAs)	March 2025 (75 LAs)
Number of delivery staff employed by LA	2,700	2,900	3,300
Number of delivery staff employed via commissioned services	3,800	4,600	4,700
Number of delivery support staff	800	1,500	1,600
Number of volunteers	1,000	1,800	1,900
Total number of staff	8,300	10,800	11,500
Average (estimated) number of staff per hub	39	29	21

Table 8: Number of each staff type per year (rounded to the nearest 100)

The total number of staff increased by 30% from 8,300 in March 2023 to 10,800 by March 2024. By March 2025, the total number of employees increased by a further 6% to 11,500. This is the result of increases in all four staff groups. The largest reported staff group in all three years was delivery staff who were employed via commissioned services. The average (estimated) number of staff per hub decreased over the three years with the increase in the number of hubs (212 in March 2023 to 551 by March 2025).

¹² In March 2023, only 74 LAs returned their workforce information.

Table 9: Number of training activities/programmes in March (quarter 4, January – March) of each year ¹³¹⁴

Training activities/programmes	March 2023 (54 LAs)	March 2024 (68 LAs)	March 2025 (70 LAs)
Number of existing training activities/programmes	250	620	930
Number of new training activities/programmes	170	290	160
Number of training activities/programmes	420	910	1,090
Average number of employee interactions per training activities/programmes	13	13	9

Table 9: Number of each type of training activities/programmes delivered per year (rounded to the nearest 10)

From March 2023 to March 2024, the number of training activities/programmes offered to staff increased by 117%, rising from 420 to 910. This was followed by a further 20% increase to March 2025, bringing the total to 1,090 activities/programmes

Methodology

Data source

The MI is based on quarterly self-reporting submitted by local authorities through an Excel based collection. Data quality therefore depends on the accuracy and completeness of returns, variations in interpretation of definitions, guidance or reporting processes may introduce inconsistencies or errors.

This can lead to inconsistency in interpretation of the different data items and different approaches to calculating aggregate figures. Where we can identify different approaches, we have accounted for this in the analysis. We have only included data for analysis where there is a reasonable assumption of consistency in interpretation by LAs.

The number of LA returns differ across the three years, including which sections within the MI return have been completed with detailed data. The number of LAs returning in March (quarter 4, January – March) each year has been included in every table.

¹³ These were the number of distinct LAs who reported in March (quarter 4) each year.

¹⁴ This is likely to be an over representation as we were unable to deduplicate employees. Individuals could have attended multiple training courses over the year.

Where LA level data has been used instead of site level information, it is assumed to reasonably represent all sites in that area, and any missing data is assumed not to significantly change the statistics presented.

When calculating the number of hubs, any hubs that were no longer open or had missing values were excluded.

Hub location deprivation analysis

The Income Deprivation Affecting Children Index (IDACI) that was published in 2025 was used to calculate the number of hubs in the 30% most deprived LSOAs.

Service delivery analysis, for in-person and virtual services, including user interactions with services

Programme funding was available from August 2022. However, it is only possible to identify funded services in the data from July 2023 (Q2 2023/24) collection onwards when a question on funding status was introduced. Before this was introduced the collection assumed all services recorded were funded, but some LAs were returning non-funded services as well and it is not possible to differentiate between the two in pre Q2 23/24 collections.

For service delivery analysis services that were not funded, have the strand information missing or are no longer offered have been excluded. The same filters were applied to the user interactions analysis.

In some quarters, some LAs have only provided partial returns, or have not been able to provide a return. For some service delivery and user interactions, we have only included LAs who provided a complete return, meaning that reporting is aggregated over 66 rather than 75 LAs.

Due to data quality issues, user interactions of virtual services for DfE funded strands 'Parenting Support' and 'Early Language and Home Learning environment' have been excluded.

Missing values

In some sections of the analysis, particularly those relating to workforce and training, N/A or missing values were excluded when calculating averages. Therefore, the analysis presented is likely to be an under representation. Staff numbers were provided as headcount rather than fulltime equivalent (FTE).

Rounding

Percentages and averages were rounded to the nearest integer, which may result in small discrepancies between individual values, totals and averages. The numbers reported in services delivered, user interactions, workforce and training were rounded to the nearest 10, 100 or 1000 depending on value of the number. This is to reflect some of the inconsistencies with the data returns.

Annex 1: Family hub site definition

Part A:

The site is a physical place a family can visit and speak to a trained staff member, face to face, who will provide them with straightforward information or advice on a wide range of family issues spanning the 0-19 (25 with SEND) age range and connect them appropriately to further services across the 0-19 (25 with SEND) age range if they need more targeted or specialist support.

These knowledgeable staff are available to connect families to all services in 'Family Hub service expectations 2025 to 2026 of the Family Hubs and Start for Life programme guide, in line with the minimum expectations.

Part B:

Families accessing parenting support, parent–infant relationships and perinatal mental health support, early language and the Home Learning Environment and infant feeding (the services receiving additional investment through the Family Hubs and Start for Life programme), have access to a key contact within the Family Hub who can help them to understand the support that is available to them and connect families to the right services.

The site uses the naming convention 'Family Hub' to describe the building itself (as well as through other information and communication relating to the hub).

Annex 2: Terminology

Income Deprivation Affecting Children Index (IDACI): It is a domain of the English Indices of Deprivation. It measures the proportion of children aged 0–15 living in income deprived households within an LSOA. It is a subset of the Income Deprivation Domain used in the Index of Multiple Deprivation (IMD).

30% Most Deprived LSOA: This refers to areas ranked within the top 30% nationally according to the IDACI. These areas are considered the most deprived based on factors such as income, employment, education, health, crime, housing and Living environment.

Lower layer Super Output Areas (LSOAs) are made up of groups of Output Areas, usually four or five. They comprise between 400 and 1,200 households and have a usually resident population between 1,000 and 3,000 persons. There are 33,755 LSOAs in England.

Delivery staff: Those who are employed to interact directly with families when delivering a service, programme or intervention. This may include roles such as an International Board-Certified Lactation Consultant (IBCLC), Speech and Language Therapist, Parenting Support Coach.

Delivery support staff: Those who are employed to enable the delivery of a service, programme or intervention. These staff may interact with families to enable delivery (e.g. to arrange an appointment) but not to deliver the programme or intervention themselves. This may include roles such as service specific receptionists, staff trainers, service specific programme-coordinators.

Volunteer staff: Staff who interact directly with families to deliver, or enable the delivery of a service, programme or intervention on a voluntary or unpaid basis.

Employed by the LA: These staff are employed directly by the LA

Employed via a commissioned service: These staff are employed by a commissioned service, including voluntary commissioned services.

Family Hub transformation staff: Staff appointed as named leads for various specific roles or tasks to support and deliver your LAs programme and transformation. This may include roles such as programme-coordinator, change manager, data lead, support officer(s), analytical support, or digital support.

Family Hub workforce: Staff who enable the delivery of Family Hubs. These staff are primarily based at a Family Hub site and either work directly with families to deliver or support delivery of Family Hubs. This may include roles such as Family Hub management, family navigators, Family Hub receptionists or front of house staff.

Programme or Intervention: Any individual activity delivered to children and families. This may include specific formal interventions e.g. Triple P or broader activities e.g. infant feeding support.

Unique programme or intervention/service user: An individual who has been formally recorded as having contact with the service, programme or intervention. This may include attending an individual or group session or appointment, attending a course, etc. It does not include informal, unrecorded contact with a service, programme or intervention such as walk-in advice or enquiring about a service, programme or intervention. A 'user' can be a parent, carer, or child/young person.



UK Government

© Department for Education copyright 2026

This publication is licensed under the terms of the Open Government Licence v3.0, except where otherwise stated. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3.

Where we have identified any third-party copyright information, you will need to obtain permission from the copyright holders concerned.

About this publication:

enquiries www.gov.uk/contact-dfe

download www.gov.uk/government/publications

Follow us on X: [@educationgovuk](https://twitter.com/educationgovuk)

Connect with us on Facebook: facebook.com/educationgovuk