

50 things to do

NEWSLETTER



As the year comes to an end, the **50 Things** team would like to wish you a Happy Christmas and Happy New Year, and also reflect on some of the highlights from our year!

Our **50 Things to Do Before You're Five** initiative started 4 years ago and is continuing to expand in line with our goal to reach every child and help them develop important life skills. Reflecting on our achievements over the past 4 years we are proud to say that:

19

Local Authority areas have a 50 Things offer

65 091

times our app was downloaded

583 100

under 5s across the UK have access to our offer

150

professionals are involved in the project

How 50 Things aligns with Start for Life

The Family Hubs and Start for Life Programme is jointly overseen by the Department of Health and Social Care and the Department for Education. Their ambition *"is for every family to receive the support they need, when they need it. All families should have access to the information and tools they need to care for and interact positively with their babies and children, and to look after their own wellbeing."*

All of this closely aligns with our methodology for the development of **50 Things to Do**. Both our **50 Things to Do Before Five** and our new **Primary** initiative provide no or low cost activity ideas, designed to give children exciting life experiences, developing confidence and a passion for learning new things.

Our focus on playful activities is designed to offer the opportunity for

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parents to fully engage with their children, providing the ideal bonding opportunity. Even just a few minutes a day of playing together strengthens relationships, it can be relaxing and enjoyable for children and adults, impacting positively on their mental health. Furthermore, as all of us who have **50 Things** in our localities know, these experiences can positively impact on children reaching key Health, Wellbeing and Learning milestones.

We held a really well attended webinar in November, which has led to conversations with a number of new Local Authorities wishing to set up **50 Things** in their areas. If you missed it see it here: <https://50thingstodo.org/webinar>

Our mission is to develop place-based, parent and child-facing offers across the United Kingdom, providing 50 low or no-cost ideas for play, to children and the people who care for them. We know that our mission can support the delivery of **The Family Hubs and Start for Life Programme**, or can stand alone, as an offer to enable us all to support the agenda of improving the lives of babies, children and families.

We're looking forward to reaching more families in 2023!

Becca Oberg
Head of Partnerships
Institute for the Early Years



St Edmund's Early Years Hub: Leading Stronger Practice

As many people will know, **St Edmund's Nursery School** is the **50 Things** lead organisation, and where the initial idea for **50 Things** originated.

We are delighted that in November, **the Department for Education, National Children's Bureau and Education Endowment Foundation announced that St Edmund's had been designated as the first Early Years Stronger**

Practice Hub in Yorkshire and The Humber region.

The Stronger Practice Hubs programme is part of the DfE's Early Years Education COVID-19 Recovery Package. The programme aims to support settings to address the impact of the pandemic on young children, by sharing effective practice and building lasting local networks.

The team here at **St Edmund's** and **Bradford Birth to 19** (our CPD delivery arm) is delighted to add this to our portfolio of work, seeing it as another means to improve outcomes for our youngest children.

As our work expands, we have taken the opportunity to launch our **Institute for the Early Years**, where **50 Things to Do Before You're Five**, the **Early Years Stronger Practice Hub** and all our early years work will sit.



Stronger Practice Hubs will support other early years settings to improve outcomes for children in their local area across the EYFS, but specifically focusing on areas of development that research informs us have been most impacted by COVID-19: personal social and emotional development (PSED); communication and language, and early literacy and maths.

Each **Stronger Practice Hub** will support settings to adopt well-evidenced practice improvements by:

- Establishing local networks of settings to share knowledge and effective practice.
- Proactively sharing information and advice on evidence-based approaches, for example, through newsletters, blogs, events and social media.
- Acting as a point of contact for bespoke advice, and signposting to other funded support.
- Working with the Education Endowment Foundation to select evidence-based programmes to fund and make available to settings.

Andrea Layzell,
National Early Years Project Lead

Want to get involved or find out more?
If you work in the Early Years in Yorkshire and The Humber, be amongst the first to be consulted and hear about what the (completely free) hub can offer you.
Click below to join the Early Years Stronger Practice Hub.

[JOIN NOW](#)



Reflecting on our work over the last year, we are grateful for the many varied opportunities we have had to engage with under-fives and the people who have under-fives in their lives. Collaborating with various partners has supported our work in the community, from play in parks, train tours and Rhyme Challenge sessions, to picnics, visits to museums, galleries, libraries, playgroups, and other settings and events we've enjoyed spending time with you and look forward to more play in 2023!

**Rachael Dennis,
Bradford Project Officer**



On October 11th 2022, we launched our new, free **50 Things Primary** app resource with two events, one in the National Science and Media Museum, and one at Cliffe Castle Museum in Keighley.

50 Things Primary was designed to support children to become increasingly independent in their own decision-making.

By promoting local low and no-cost activities, we hope to enable all families to take part despite the cost-of-living crisis, whilst promoting the great heritage we have here in Bradford. "The children who have used **50 Things to Do Before You're Five** are now 5. We needed something new for them to continue their learning journey." **Christian Bunting - Director of Bradford Birth to 19**

Like **50 Things to do Before You're Five**, our goal is to help every child develop life skills and explore interests. Our **50 Things Primary** offer aims to help children aged 5 - 11 to explore and enjoy a world of possibilities through a menu of activities that can be completed independently or alongside family and friends.

**Nadiah Elnaqib
Marketing and Communications Officer**

We hope to reach out to every child in Bradford and make a positive impact, with active plans to expand our reach across the United Kingdom.

Our team is growing

We are glad to introduce Verity

"I'm pleased to be joining the team to support our growth and increase the number of children and families across the UK who have access to a local '50 Things' offer.

I previously worked for a disability charity coordinating a mobility programme that supports the physical and emotional development of children with complex needs. In that role I liaised with a large network of professionals working in the special education sector to grow the number of special schools providing fun and interactive movement opportunities as a core part of their curriculum offer.

I am heavily invested in making learning fun and accessible for all, and I am excited to bring both my marketing and communications experience and my knowledge of SEND to the 50 Things team."

**Verity Sowden
Marketing and
Business Development Lead**