



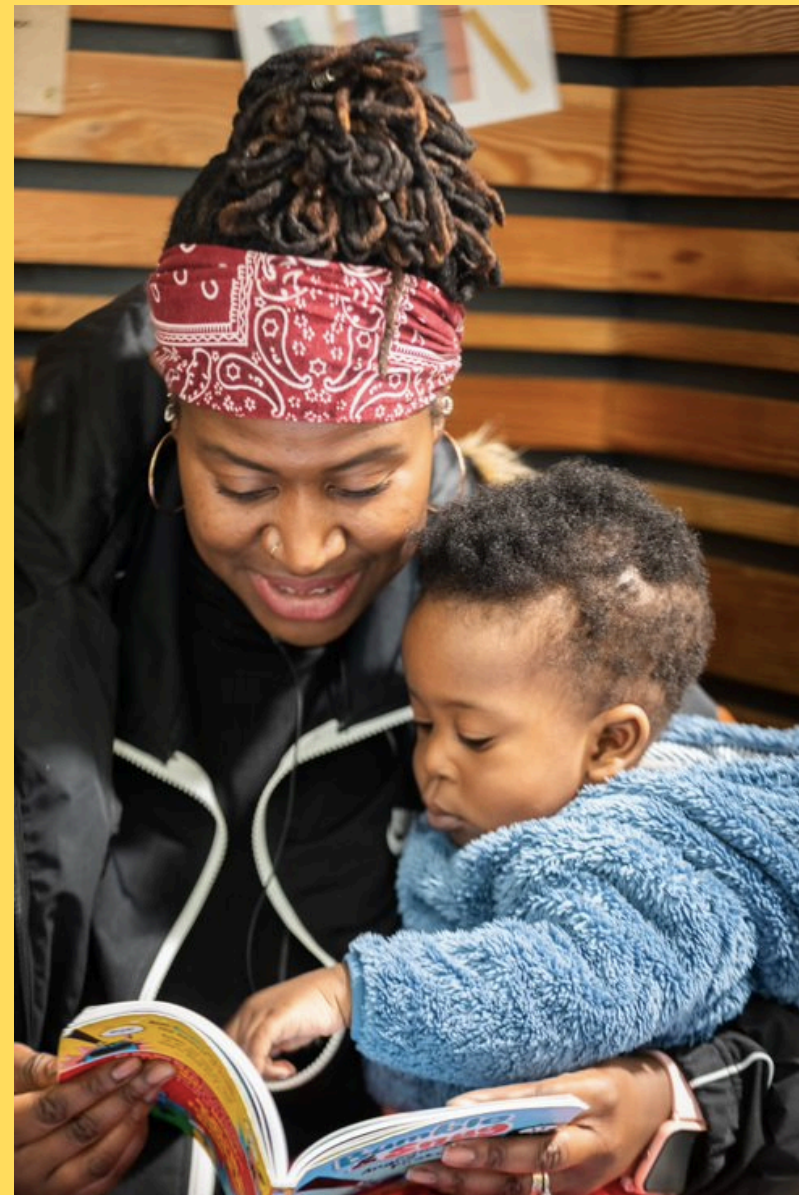
babyzone
Croydon

What is babyzone?

- Babyzone is a charity aiming to change the face of support for families with children aged 0 - 5 years. We facilitate a welcoming and safe space for families to spend time with their children and engage with exciting activities and classes.
- Babyzone is designed for the needs of low-income families, offering some of the support that financially secure families are more readily able to access. However, we will always be a universal, premium quality and unstigmatised offer for all.
- In our 2019-2020 pilot (Babyzone Barking and Dagenham) the demand significantly outstripped expectations and gave us the proof of concept we needed. We are now building Babyzone nationally to reach more families who need us. We just opened our 8th Babyzone hub in Grimsby and Babyzone Swansea and Babyzone Glasgow will open in April 2026!

Why is babyzone needed?

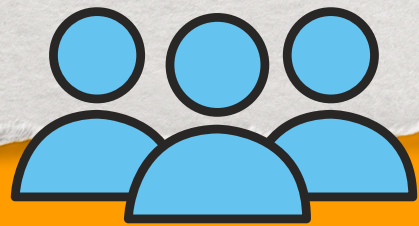
The home learning environment can make all the difference to a child's long-term life chances and outcomes. Research shows that parents who talk, read, sing and express their thoughts and feelings to their children are providing a strong foundation for their child's development. We create a space which supports and encourages these interactions.



What does babyzone look like?

Our unique approach

Each Babyzone is run by a Head/Manager, Operations Officers and Volunteers



Babyzone is completely free



Families can't be late to Babyzone

Classes and activities run back to back throughout the day

There is no sign up, no sign in and no pre-booking



All families are warmly welcomed as they arrive at Babyzone



As families arrive at Babyzone they are asked to provide their postcode. This is how we count the number of attendees and monitor how well we are reaching target families



The first years last forever



Do you have a child aged 0-5?

Come to Babyzone!

A safe and welcoming place for you and your little one (0-5 years). No need to book. Just come along!

It's FREE - just show up!

What can you find at Babyzone?

Babyzone has lots of spaces for you and your child to explore freely



Craft table



Sensory room



Baby softplay



Toddler softplay



Reading areas

and much more!

What classes run at Babyzone?

Babyzone has lots of classes and activities to join in with, such as...



Little Kickers (18m-5y)



Toddler Sense (2-4)



Baby Sensory (0-1)



Reading Fairy (0-2)



Mini Professors (2-5)

and much more!

Toddler softplay



When is Babyzone?

Jess would love to welcome you to Babyzone on Thursdays, 9:30am - 2:30pm, during term-time

Where is Babyzone?

You can find Babyzone Croydon at:
125 Whitehorse Road
Croydon
CR0 2LG



"I struggle with social anxiety but Babyzone made me feel so welcome."

Join our Babyzone WhatsApp Community to find out more!



Babyzone is a registered charity in England and Wales (1198316)



Did you know? We also have an app to support you through pregnancy and beyond. Scan the QR code to explore Baby Buddy!



What else will you find at babyzone ?

Collaboration is at the heart of how Babyzone Croydon operates. We partner with a number of local organisations including local authority groups, NHS departments and other charities.

For example:

- Home-Start Croydon Parent Champion volunteers run a weekly Chill 'n' Play session for families with children under two within Babyzone, attracting around 50 families each week.
- Little Village Baby Bank delivers free bespoke baby bundles including wipes, nappies, clothing, books and toys to families who need them most.
- A representative from The Department for Work and Pensions (DWP) is also present at Babyzone Croydon every month, providing families with support and advice around benefits and employment.
- Croydon Health Visitors provide a monthly drop-in advice clinic
- The King's College NHS Oral Health Team come in every 6 months to distribute free toothbrushes and toothpaste and provide support with oral health care.
- Croydon Family Hubs deliver themed Peep classes for families to engage with.
- Croydon libraries attend our community events (we do 4 a year!) to promote library activities to families.
- HENRY provide 'Starting Solids' workshops within Babyzone.

And so much more!



Safeguarding and child protection at babyzone

- At Babyzone the safety and welfare of children is of the utmost importance. We are committed to safeguarding and protecting all children and understand that this is the responsibility of everyone.
- Parents/carers and families attend Babyzone with their children and remain responsible for the welfare of their children at all times. Babyzone does not undertake any activities with children in the absence of their parents/carers but does have the opportunity to observe the children's welfare within their family context.





Any questions?