BEEBOT AI

PREPARED FOR THE DEPARTMENT FOR EDUCATION AND DEPARTMENT FOR HEALTH AND SOCIAL CARE

How Digital Family Hubs Are Supporting Children And Families

January 2024 to September 2026: 11 councils live: every quarter since the first launch

Prepared by Adam Hindhaugh, Director of Customer Success at Beebot AI · October 2026

Current position, as at end of October 2026: 19 councils under contract with digital front door platform · of which 11 are fully operational which the statistics have been based upon

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What This Shows

Digital Hubs Extend The Family Hub Offer; Our Next Step Is Measuring Outcomes

What the data shows	What we will measure next through the platform capabilities
9,969,148 **interactions** by families since January 2024, almost 10 million	**Deprivation reach:** bookings from the most deprived 20% of areas (IMD and IDACI), counts by decile only
Scale: an average of 185 users per 1,000 children a quarter across 11 councils, up from 62 in summer 2024	**Journey completion:** the share of visits that end in a booking, call, application or referral
The offer families want: Healthy Babies is the top interest; HAF, events and SEND lead pages; 64,349 bookings	**Returning families and search success:** who comes back within 3 and 6 months, and which searches find nothing
Access when hubs are closed: half of activity is out of hours and two thirds of users are on phones	**Outcomes:** pre and post evaluation measures through attendance of evidence-based interventions

Phase 2 measures from the Beebot AI metrics framework; all work from anonymous device IDs, with no names, emails or IP addresses

Key Points

Digital Has The Potential To Scale Family Hubs And Reach Every Family, At Any Time, And Shows What Works

1. **Reach at scale, and growing.** 556,853 users since January 2024. Reach has tripled since summer 2024 to 185 users per 1,000 children a quarter, across areas home to 658,666 children.

2. **Support beyond hub buildings and opening hours.** Two in three users are on a phone, and half of all activity happens before 9am, after 5pm or at weekends.

3. **It carries national priorities.** Healthy Babies is the interest families choose most; HAF, events and SEND lead page views; 55,711 users of SEND Local Offers and SENDIASS.

4. **It gets families on a digital journey.** 64,349 bookings, and 1,265 families enrolled on 258 live digital pathways; 99% stay enrolled.

5. **It is good value and measurable.** An estimated £345,000 of phone and face-to-face contact avoided, with the quarterly reach data the Best Start guidance asks for. Next: deprivation reach and outcomes.

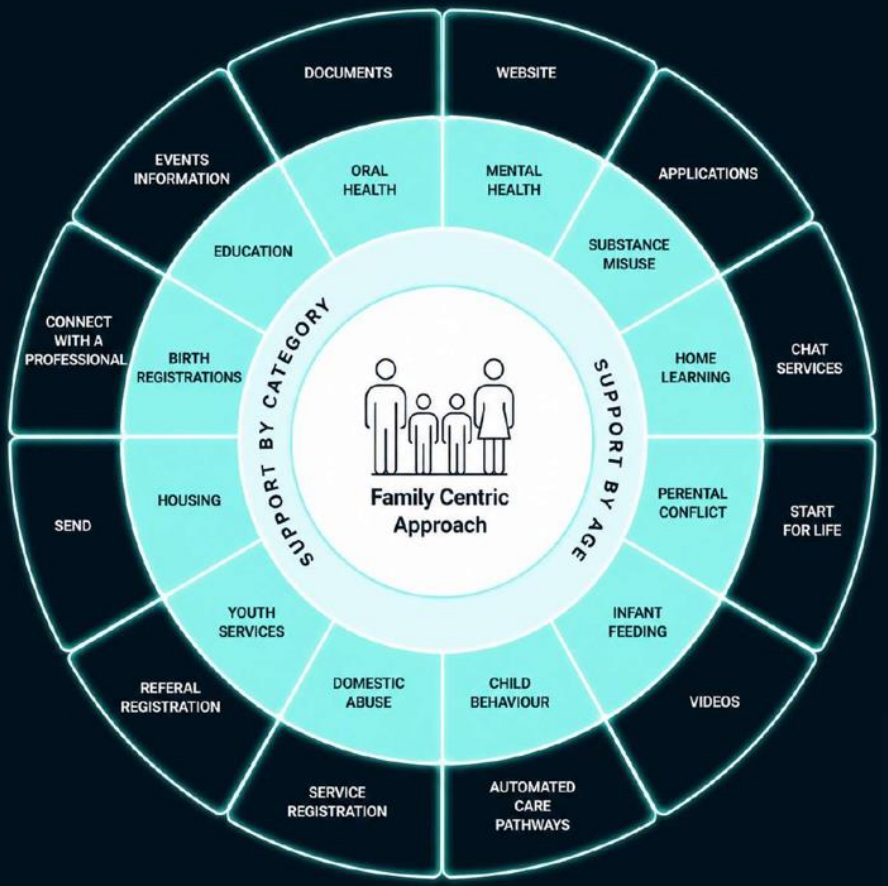
What DfE Expects From A Digital Offer, And How Beebot AI Delivers It

What DfE expects

The Best Start Family Hubs guidance (April 2026) says digital services should "extend support far beyond hub buildings". Each council must publish its Family Hub and Healthy Babies offer in one place, in an accessible digital format and several languages, as the local part of the Best Start Digital Service. Councils should design user-centred digital journeys, join up data so families get one seamless journey, use digital outreach to reach those who need it most, and report quarterly on who is reached.

How Beebot AI delivers it

Beebot AI builds the digital Family Hub: one digital front door, on web and app, built around the family. It brings Family Hub, Healthy Babies, SEND, HAF, FIS and youth information together by need and by age, with event booking, registration, NHS content and routes to a professional. The approach is to consolidate, assist, signpost and engage, so families find support in one or two clicks. It is live in 11 councils.



DfE/DHSC, Best Start Family Hubs and Healthy Babies: guidance for local authorities, April 2026 to March 2029 · Diagram: Beebot AI master pitch deck, "Building an Eco System"

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The Beebot Ecosystem

Built With Families, Shaped By Their Challenges

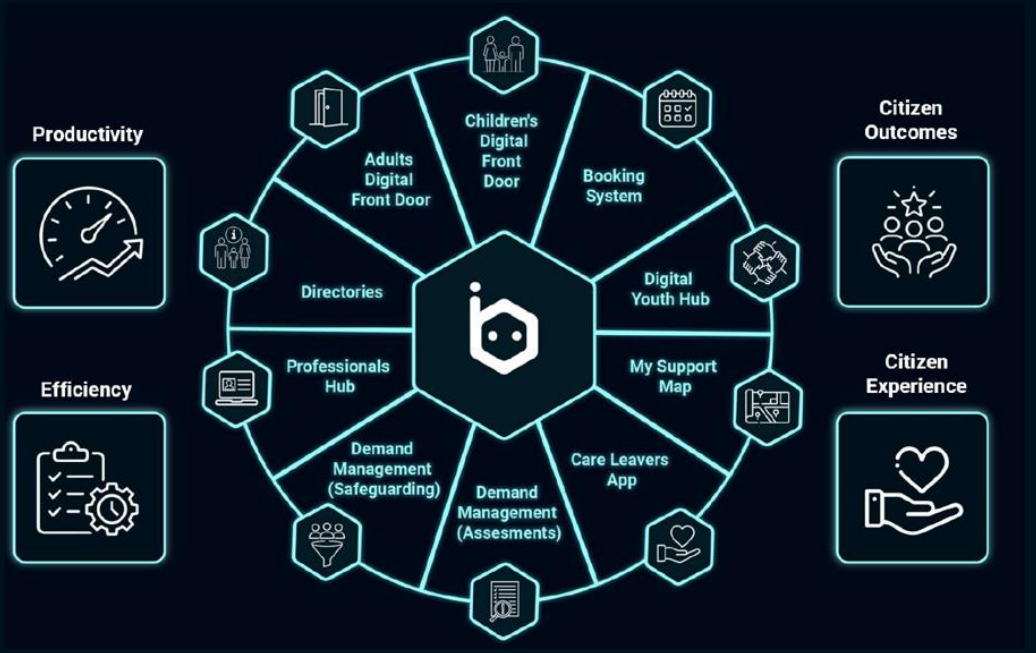
WHERE WE STARTED



How we got here

- Co-production with families and young people
- Collaboration with councils and partners
- Driven by customers and what families want
- Each solution built to solve a real problem

WHERE WE ARE NOW



A digital family life cycle: one place for parents, carers, teens and professionals across Family Hub services

A consolidated ecosystem: ten connected products, from Children's and Adults Digital Front Doors to booking, youth hub and demand management

Diagrams: Beebot AI, "A Digital Family Life Cycle" and "Building a Consolidated Eco System" · SFL in the left diagram = Healthy Babies (formerly Start for Life)

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At A Glance, Since Launch

In Under Three Years, Families Have Made Almost 10 Million Interactions With Digital Family Hubs Across 11 Councils

9,969,148

interactions by families with their digital Family Hub

Clicks, searches, bookings and other actions on the hubs since January 2024. Plus 58,069 users of six specialist solutions: SEND Local Offers, SENDIASS, a Family Information Service and a care leavers app.

556,853

total users since launch

121,829 in QTR 2 2026 alone, the highest quarter yet

1.12m

pieces of content viewed

Across 788,538 visits and 53,661 searches

64,349

bookings

For 24,016 family hub sessions and holiday activities

658,666

children aged 0–17

Live in the 11 council areas served; 756,443 with 2 signed councils

Beebot AI platform analytics, live digital Family Hub sites, 1 Jan 2024 to 30 Sep 2026 · Users as counted by the platform, which counts each device once for each day it visits, so returning families count more than once · ONS mid-2024 via DfE

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Alongside The National Programme

Digital Family Hubs Have Grown With Family Hub Funding, From 1 Council To 11

August 2022
Family Hubs and Start for Life programme begins, funding 75 councils

January 2024
The first Beebot AI digital Family Hub goes live

July 2024
5 hubs live, covering 291,368 children; first SEND Local Offer solution

January 2026
9 hubs live, covering 578,403 children

March 2026
Best Start Family Hubs: £900m over three years, a hub in every council area

September 2026
11 hubs live for 658,666 children; 2 more councils signed

Why it matters

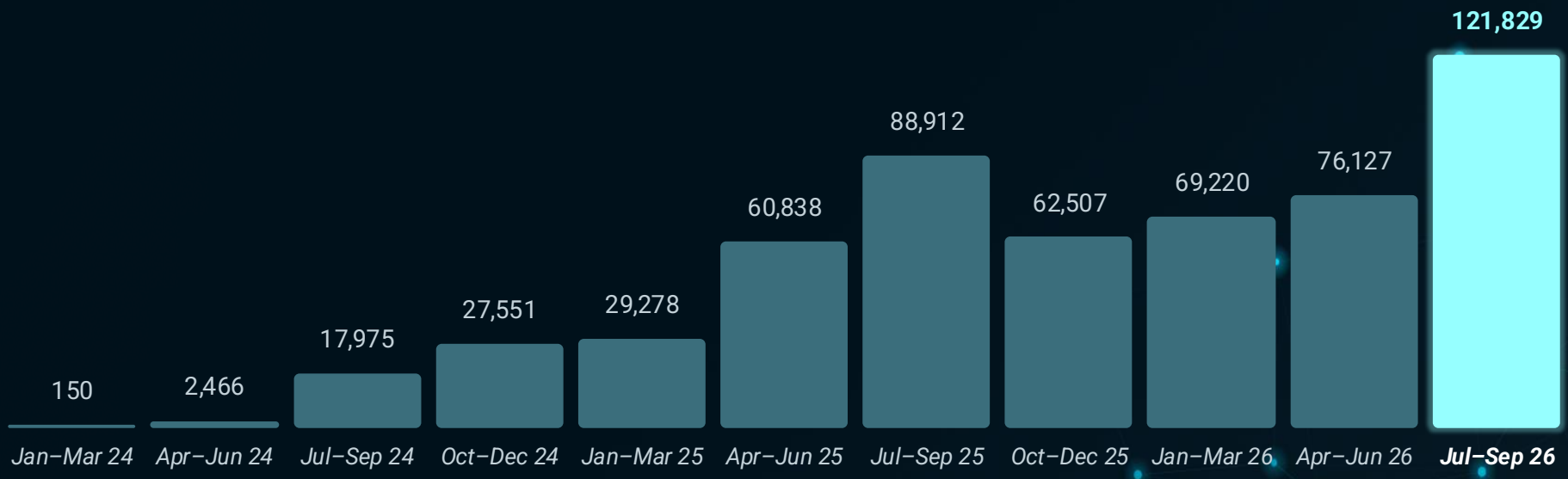
This growth has followed the funding. **Long-term, sustainable funding conditions** give councils the certainty to commission, embed and keep improving digital Family Hubs, so families do not lose support they have come to rely on.

Outlined: national milestones (DfE Family Hubs and Start for Life programme guide, 2022; GOV.UK, 30 March 2026) · Highlighted: Beebot AI digital Family Hubs · Children aged 0–17, ONS mid-2024 via DfE

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Growth Quarter By Quarter

From 150 Users In The First Quarter To 121,829 This Summer



Each summer is the busiest quarter, driven by holiday activity programmes. **QTR 2 2026 was up 37% on QTR 2 2025** and almost seven times QTR 2 2024.

Unique users per quarter, each council's figure added together · Financial-year quarters: Jul–Sep 26 = QTR 2 2026; Jan–Mar 26 = QTR 4 2026

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Reach Since Launch, By Population

Since January 2024, The Digital Family Hubs Now Reach 19 Times As Many Children, With 185 Users Per 1,000 This Summer

19× more children reached since launch: 34,675 at the first launch in January 2024, 658,666 today

3x higher reach per 1,000 children since launch: 62 in the first summer (2024), 185 in summer 2026

HIGHEST-PERFORMING COUNCIL: HALTON

618 users per 1,000 children in its peak quarter (Apr–Jun 2025), more than three times today's average; 424 this summer

Quarter	Hubs live	Children 0–17	Per 1,000
Jan–Mar 2024	1	34,675	4
Apr–Jun 2024	4	208,255	12
Jul–Sep 2024	5	291,368	62
Oct–Dec 2024	5	291,368	95
Jan–Mar 2025	5	291,368	100
Apr–Jun 2025	6	424,531	143
Jul–Sep 2025	6	424,531	209
Oct–Dec 2025	7	460,570	136
Jan–Mar 2026	9	578,403	120
Apr–Jun 2026	9	578,403	132
Jul–Sep 2026	11	658,666	185

Users per 1,000 = quarterly users of live hubs ÷ children aged 0–17 in those council areas × 1,000 · New hubs dilute the rate in their first quarters · ONS mid-2024 via DfE

Year By Year

In 2025/26, Users Rose 3.6 Times On The Year Before, And Six Months Into 2026/27 We Have Already Reached 70% Of That Total

Financial year	Hubs live	Users	Visits	Content views	Bookings	Push sent
2023/24 (Jan–Mar)	1	150	223	993	–	–
2024/25	5	77,270	85,591	61,998	168	6,985
2025/26	9	281,477	297,043	552,181	31,854	35,868
2026/27 (Apr–Sep)	11	197,956	405,681*	502,913	32,327	23,502
Since launch	11	556,853	788,538	1,118,085	64,349	66,355

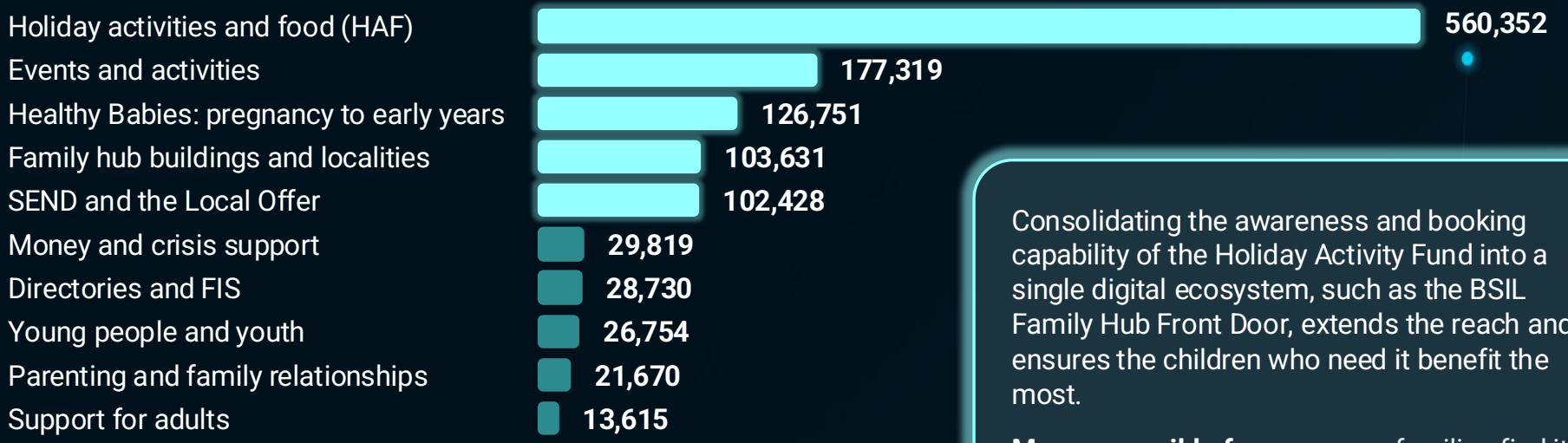
In six months of 2026/27, bookings have already passed the whole of 2025/26 (32,327 against 31,854).

*Financial years April–March; hubs live at the end of each year · *Visits from April 2026 are counted differently, so compare them with care · Push sent excludes 216,568 in-app broadcasts (from 2026/27)*

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What Families Came For: Top Pages

Holiday Activities, Events, Healthy Babies And SEND Lead Page Views



One council ran HAF through its hub in 2024/25 and 2025/26: **27,210 HAF page views and 6,386 "Book now" clicks** on a DfE-funded programme.

Consolidating the awareness and booking capability of the Holiday Activity Fund into a single digital ecosystem, such as the BSIL Family Hub Front Door, extends the reach and ensures the children who need it benefit the most.

More accessible for everyone: families find it all in one place instead of searching and browsing multiple contact points, and councils promote one front door rather than several websites.

Page views since launch, each council's top 30 pages grouped by theme, home and account pages excluded · HAF views are concentrated in councils that take HAF bookings through the hub

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What Families Searched For

53,661 Searches: Holiday Activities, Baby Massage And Local Groups Top The List

#	Top search terms, grouped
1	HAF and holiday activities
2	Baby massage
3	Events and activities
4	Timetables
5	Infant feeding and breastfeeding
6	SEND
7	Childminders
8	Parenting support
9	First aid
10	Speech and language

Search themes	Share
Groups, events and timetables	19%
Holiday activities and food	18%
Babies, pregnancy and feeding	15%
SEND, EHCPs and short breaks	10%
Family hub locations and contact	9%
Parenting and relationships	8%
Childcare and early education	7%
Health and wellbeing	5%
Money, food and housing	3%
Young people, jobs, volunteering	3%

Searches show the **breadth of what families are actively looking for**. A strong, robust online offer gives councils the insight to strengthen their physical offer, within the hubs and across the wider network.

All on-site searches, Jan 2024 to Sep 2026, 11 councils · Near-duplicates and spellings grouped · Themes cover the 31,988 searches that match a topic; the rest name a specific place or provider

Each Feature A Council Switches On Turns Information Into Action

Feature adopted	Result	When
One council built an **online crisis support application** process	**2,686** applications started	**Since April 2026**
Two councils collect **family hub registrations** online	**2,133** registrations	**Oct 2024 to Jun 2026**
One council lists its **baby and toddler groups**, such as baby massage and baby yoga	**7,179** opens	**Oct 2024 to Jun 2026**
One council publishes its **family hub session timetables**	**14,134** opens	**Jul 2024 to Jun 2026**
Five councils take bookings with **Book now** on activities and holiday programmes	**12,584** users booked	**Since January 2024**

Not every council uses every feature, so each figure covers only the councils using it · "When" = the quarters in which the feature recorded activity · Councils anonymised

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Healthy Babies

Pregnancy, Babies And Early Years Are The Interest Families Choose Most

14,369

interest choices based on profiles created for pregnancy, babies and early years, the top topic families pick

126,751

views of Healthy Babies, pregnancy, baby and early years pages

4,658

searches about babies, pregnancy and feeding; baby massage is the second most searched term

Families also chose parenting support (7,030), health and mental health (7,338) and money and housing (5,716) as interests.

Interest choices: profile selections in the latest 12 months, a user can choose several · Page views and searches since launch, Jan 2024 to Sep 2026

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Events & Notifications Since Launch

64,349 Bookings Since Launch, Half Of Them In The Last Six Months

24,016

sessions scheduled, by 7 councils using hub bookings

64,349

bookings: 168 in 2024/25, 31,854 in 2025/26, 32,327 in Apr–Sep 2026

25,052

attendances recorded: 39% of bookings in the 5 councils that record attendance

66,355

push messages to phones, 73% delivered

Personalisation and profile set-up drive user intent: families choose the interests they hear about

216,568

in-app broadcasts since April 2026, in 2 councils

Admin Portal event and notification summaries, Jan 2024 to Sep 2026 · sessions = published schedules · attendance is a minimum, as not every council records it · push delivery = delivered ÷ sent

How And When Families Use It

Two In Three Users Are On A Phone, And Half Of Activity Falls Outside Office Hours

65%

of users on a phone (iOS or Android)

50%

of activity before 9am, after 5pm or at weekends

25%

in the evening or at night, when hubs are closed

81%

of those who say who they are: parents and carers

Of 13,085 users who set a profile, **10,565 are parents or carers**.

Platform profiles, latest 12 months, 11 councils · Time of day counts each user once per time slot used · Bot and site-check traffic excluded from device figures

Pathways Turn A Single Visit Into Months Of Tailored Support At Key Life Moments

A feature unique to the platform: families sign up to a journey matched to their stage of life, and receive timed, trusted messages, reminders and links to local support over weeks or months. Pathways are built for depth, not volume. Each enrolment is a family choosing ongoing, personalised support at a moment that matters, such as pregnancy, a new baby, starting school or a SEND assessment.

263
pathways built, across all 11 councils

1,265
families enrolled since September 2024

99%
stay on their pathway once enrolled

2.5×
more enrolments in 2025/26 than in 2024/25

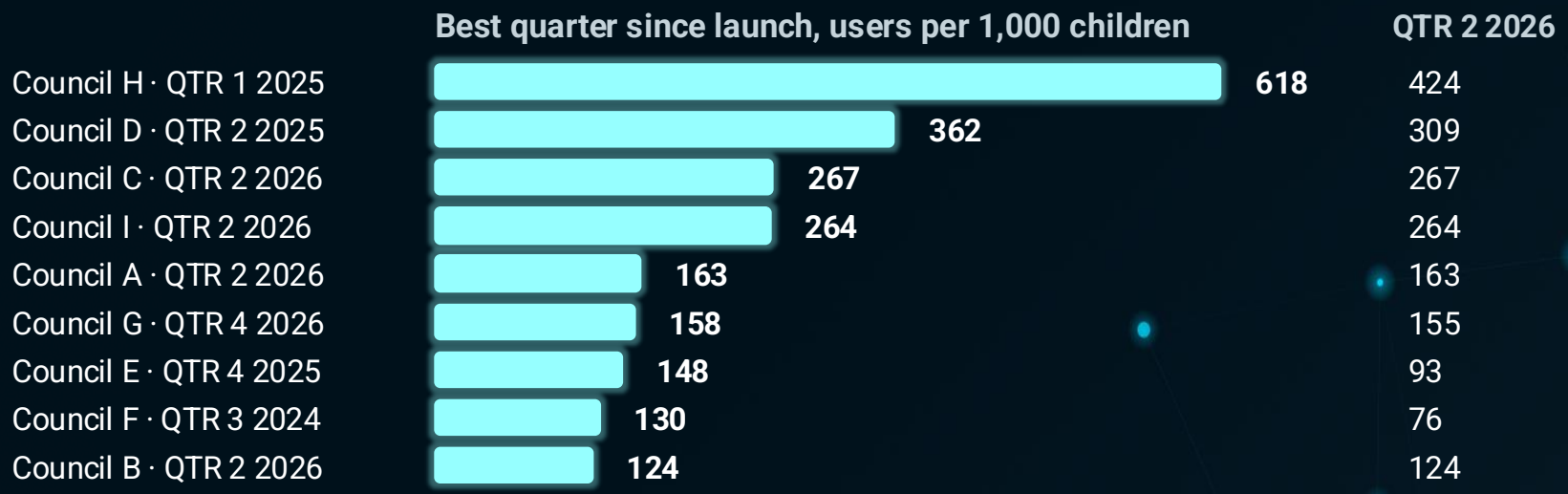
Starting Reception
Ready for Reception pathways help families prepare, step by step, for a child starting school. Offered in 8 councils. See an example: haltonfamilyhubs.co.uk/early-years

SEND: EHC plans, autism and ADHD
Guide families through assessment and support. The most-joined theme: 327 enrolments, 150 on the EHC plans pathway alone.

Antenatal and new fathers
Trimester-by-trimester pregnancy and feeding support for dads and partners, a group family services often struggle to reach. Offered in 8 councils.

Admin Portal pathway analytics, September 2024 to October 2026 · Enrolment is an opt-in sign-up, and a family can join more than one pathway · Other pathways cover infant feeding, speech and language, parenting and adult health

Every Established Hub Has Passed 120 Users Per 1,000 Children In A Quarter



Median best quarter: **163 per 1,000**. Four of the nine set their best quarter in QTR 2 2026.

9 digital Family Hubs live 3+ months; 2 newer hubs (launched summer 2026) not shown · Councils anonymised, letters reshuffled · ONS mid-2024 child population via DfE

How This Compare

There Is No National Digital Benchmark Yet, But The Evidence We Have Suggests Strong Reach

National Family Hubs data (DfE), Jan–Mar 2025

About 2,000 interactions per council with funded Start for Life services in the quarter (146,600 across 75 councils)

Beebot AI digital Family Hubs, same quarter

5,128 users for the median hub (5 live), about 2.5 times the national average per council

Top council: **6,754** Healthy Babies and early-years interactions, **3.4 times** the DfE average (16,083 at its Apr–Jun 2025 peak)

Another council's digital early-years offer (LGA, 2024)

12% of children aged 0–5 reached over nine months

Beebot AI digital Family Hubs

155 users per 1,000 children aged 0–17 in a single quarter, median hub (QTR 2 2026)

Top council, Jan–Sep 2025: Early Years page users equal to **31%** of its children aged 0–5 (2,665 against 8,482)

Beebot AI peer benchmark, all 11 hubs

Median **155** per 1,000 a quarter; top quartile **267+**; best hub **618** in its peak quarter

Not like-for-like: DfE counts interactions with funded services; the LGA study counts children reached by one app; Beebot AI counts users, each device once per day · Sources: DfE/DHSC Family Hubs and Start for Life MI (Apr 2026); LGA (May 2024); ONS Census 2021

Six Specialist Solutions Have Had 58,069 Users, Most Of Them For SEND

Solution	First data	Users	Visits
SEND Local Offer (council A)	Jul 2024	34,852	43,702
SEND Local Offer (council B)	Jan 2025	10,419	13,436
SENDIASS (council A)	Jul 2025	10,085	13,567
Care Leavers App (council B)	Jul 2025	1,396	2,165
Family Information Service (council A)	Apr 2026	962	1,810
SENDIASS (council B)	Sep 2026	355	610
All six solutions		58,069	75,290

SEND Local Offers and SENDIASS account for **55,711** of these users, alongside the 102,428 SEND page views inside the Family Hubs themselves. **Two more councils are in contracting for a youth app.**

Solution sites only, Jan 2024 to Sep 2026 · Care leavers app users include personal advisers and supporters · Some figures may overlap with other solution reports, as directory content may be shared across solutions

Online Visits Have Avoided An Estimated £345,000 Of Phone And Face-To-Face Contacts Since Launch

788,538

visits since launch

January 2024 to September 2026, 11 councils

£344,900

contact costs avoided

If 10% of visits replace a call and 2% a face-to-face contact

50×

cheaper than face to face

£0.15 online against £8.62 face to face and £2.83 by phone

A conservative estimate: it leaves out earlier help, less escalation to statutory services and staff time saved on signposting. Visits before April 2026 alone give £167,500.

Socitm Channel Value Benchmarking (2011 prices) · Illustrative deflection rates, to be validated locally · Visits from April 2026 are counted differently, so treat as indicative

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About These Figures

- **Source:** Beebot AI platform analytics for every live digital Family Hub site, 1 January 2024 (the first launch) to 30 September 2026; test and staging traffic excluded. Solution sites are reported separately.
- **Users** are the platform's user counts, which count each device once for each day it visits, so a returning family counts more than once. Totals add each council's figures.
- **Quarters** are financial-year: QTR 1 = April–June; QTR 4 = January–March, labelled with its calendar year.
- **April 2026:** the platform changed how visits are measured. Users are compared across that date; visits and the value estimate are indicative.
- **Pages, content and searches:** pages from each council's top 30 and content from its top 25 items, grouped by theme; searches from all on-site search terms, near-duplicates grouped.
- **Profiles** (devices, time of day, roles, interests) cover the latest 12 months, the period the platform keeps; roles and interests are optional and self-reported.
- **Child population:** ONS mid-2024 estimates, children aged 0–17, via DfE. Councils are anonymised.
- **Value:** Socitm Channel Value Benchmarking (2011) and illustrative deflection rates (10% phone, 2% face to face), to be validated locally.
- **Overlap with other solutions:** some figures may overlap with other solution reports, as directory content may be shared across solutions.

Let’s Talk About What Digital Family Hubs Can Do Next

To discuss these findings, the next phase of measurement, or how a digital Family Hub could support families in your area, please get in touch. We would welcome a conversation about:

The Findings In This Report
A walkthrough of the data for your council, region or programme.

Measuring Outcomes
Deprivation reach, journey completion, returning families and pre and post evaluation

Seeing The Platform
A demonstration of the digital front door, bookings and digital pathways

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