

# Job Description



<b>Job Title: Best Start Inclusion Lead</b>	<b>Service Area: Family Hubs and Prevention</b>	
<b>Directorate: Children and Young People's Services</b>	<b>Post Number:</b>	<b>Evaluation Number: 7828</b>
<b>Grade: PO3</b>	<b>Date last updated: May 2026</b>	

## **People at the heart of everything we do**

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

## **Equality and diversity**

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

## **Protecting our staff and services**

Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

## **Corporate parent**

We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

## **Overall Purpose of Job**

To lead the development and delivery of the Best Start Inclusion Offer across Family Hubs, ensuring strong early identification, inclusive practice and early intervention for children aged 0–5 with emerging or additional needs. The postholder will be responsible for the management, deployment and performance of the Best Start Inclusion workforce, ensuring support is accessible across Best Start Family Hubs, outreach locations and community settings, with a particular focus on engaging families who may not otherwise access services. The role will maintain a clear focus on preventative, non-statutory support, ensuring children and families receive timely help. The postholder will also undertake some direct work and developmental assessments, model best practice and support high-quality delivery across the system.

The postholder will work closely with partners across health, early years and SEND to ensure a joined-up, accessible and effective Best Start Inclusion system, complementing but not duplicating statutory SEND services.

### **Key Tasks and Accountabilities:**

*Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.*

### **To undertake all responsibilities listed below:**

#### **Management and Service Delivery**

1. Manage the delivery of the Best Start Inclusion Offer across Family Hubs and community settings
2. Line manage and deploy Best Start Inclusion Practitioners (BSIPs), ensuring high-quality, consistent practice
3. Oversee workforce planning, supervision, performance and development
4. Ensure services and activities are responsive to local need and aligned with Best Start priorities, including early identification and school readiness

#### **Workforce Deployment and Accessibility**

5. Plan and coordinate the deployment of Best Start inclusion Practitioners (BSIPs) across Family Hubs, Network sites, Outreach and community locations
6. Ensure equitable access to inclusion support across all localities
7. Drive proactive engagement strategies to reach underserved families
8. Maximise take-up of inclusion, parenting and Home Learning Environment (HLE) support

#### **Specialist Practice, Direct Work and Assessment**

9. Undertake assessments as appropriate for children with emerging or additional needs identified in Family Hubs settings.
10. Provide direct, targeted support to children and families within the Best Start Family Hubs sites.
11. Deliver evidence-based parenting neurodiverse programmes and workshops.
12. Model effective practice to staff, partners and families
13. Ensure appropriate use of evidence-based tools and interventions
14. Provide specialist advice and guidance and parents/carers and their families.
15. To ensure any onward referrals are made in a timely manner

#### **Inclusion and Workforce Development**

16. Lead on promoting inclusive practice across Family Hubs and early years settings
17. Support continuous improvement of the Best Start Inclusion Offer

### **Partnership Working**

18. Develop and maintain strong partnerships with antenatal, Health Visiting services and wider health partners, SEND services including Area EY SENCOs, and Voluntary, Community and Faith sector organisations.
19. Strengthen pathways between Family Hubs and partner services to ensure coordinated support.

### **Early Years Engagement and School Readiness**

20. Work proactively to share Best Start Family Hub services across the early years sector.
21. Ensure that the Early Notification process is used effectively to inform the Early Years Education team of emerging needs, promote the uptake of nursery provision through discretionary funded places, and support alignment with local early identification, speech and language, and neurodevelopmental pathways.
22. Lead on the management of the DWP targeted outreach list, identifying vulnerable families, including those with emerging SEND and experiencing disadvantage through proactive engagement and direct contact, and supporting them to access appropriate early years provision and services.
23. Link children and families into Family Hub inclusion, parenting and HLE services.
24. Contribute to improving school readiness and outcomes against the Good Level of Development (GLD) measure.

### **Monitoring, Quality Assurance and Performance**

25. Oversee data collection, reporting and performance management of inclusion services
26. Monitor outcomes relating to early identification, engagement and inclusion
27. Identify trends, gaps and areas for service improvement

# Personal Specification



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## IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

## EQUALITY AND DIVERSITY

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## PROTECTING OUR STAFF AND SERVICES

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CRITERIA- Essential	METHOD OF ASSESSMENT
<b>KNOWLEDGE:</b>	
In-depth knowledge of child development (0–5) and neurodiversity	Application/Interview/Test
Strong understanding of early identification and SEND	Application Form/Interview
Knowledge of the SEND Code of Practice 2015 and graduated approach, including key SEND issues, including relevant national and local initiatives	Application/Interview/Test
Knowledge of the Early Years Foundation Stage (EYFS) Statutory Framework	Application and Interview

<p>Understanding of the Healthy Child Programme and role of health partners</p> <p>Knowledge of safeguarding in line with Working Together to Safeguard Children</p> <p>Knowledge of the Best Start Family Hubs and Healthy Babies Guidance</p> <p>Ability to produce high quality reports</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application/Interview/Test</p> <p>Application/Interview/Test</p>
<p><b>EDUCATION/QUALIFICATIONS</b></p> <p>Minimum Level 4 qualification (or above) in early years, education, SEND, child development or related field</p> <p>Evidence of continued professional development</p>	<p>Application and Interview</p> <p>Application and Interview</p>
<p><b>SKILLS AND ABILITIES:</b></p> <p>Strong leadership and people management skills</p> <p>Ability to meet plan, prioritise, work under pressure, met deadlines and adapt to new model of working.</p> <p>Ability to undertake assessments</p> <p>Ability to deliver and model high-quality direct work</p> <p>Strong partnership and influencing skills</p> <p>Ability to analyse data and drive service improvement</p> <p>Excellent communication and organisational skills</p> <p><b>EXPERIENCE:</b></p> <p>Significant experience working with children aged 0–5 with additional needs</p> <p>Experience of leading or managing staff</p> <p>Experience of multi-agency working, including with health and early years partners</p> <p>Experience of delivering and overseeing targeted interventions</p> <p>Experience of working in community-based or early</p>	<p>Application and Interview</p> <p>Application and interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>

<p>intervention services</p> <p>Experience of working in a diverse community and understanding of cultural values</p>	<p>Application and Interview</p>
<p><b>PERSONAL STYLE AND BEHAVIOUR:</b></p> <p>Strong commitment to improving outcomes for children and families</p> <p>Confident, credible and able to lead across systems Collaborative and relationship-focused</p> <p>Proactive, strategic and solution-oriented</p> <p>Flexible and adaptable</p> <p>Committed to equality, diversity and inclusion</p>	<p>Application Form/Interview</p> <p>Application Form/Interview Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p>
<p><b>OTHER SPECIAL REQUIREMENTS:</b></p> <p>Ability and willingness to work flexibly across Family Hub sites, outreach locations and community settings across the borough</p> <p>Willingness to work occasional evenings and weekends to meet service needs and improve accessibility for families when required.</p> <p>Commitment to safeguarding and promoting the welfare of children, young people and families</p> <p>Ability to travel independently across the borough to attend meetings, visits and community-based activities</p> <p>Commitment to equality, diversity and inclusion, ensuring services are accessible and responsive to the needs of diverse communities</p> <p>Willingness to undertake relevant training and continuous professional development</p> <p>Ability to work in a fast-paced and evolving service environment, responding flexibly to changing local and service priorities</p> <p>Enhanced Disclosure and Barring Service (DBS) check required for this post</p>	<p>Application Form/Interview</p> <p>Application Form</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form</p> <p>Application Form/Interview</p> <p>Satisfactory clearance at conditional offer stage</p>