

'Dewch gyda fi'
(Come with me..)



Join us in shaping the
future, one child at a
time.

'Dewch gyda fi...' Come with me '

Part 1

I am here today to discuss a exciting opportunity that will support all adults and childcare professionals but also be developmentally beneficial to both adult and child. The journey and role an adult partake when becoming a parent is a mixture of both emotions and feelings that can leave you happy and sad all at the same time. A important factor that has to be understood is that all adults are going through it or have gone through it and that you are not alone. By reviewing this myself as a experienced childcare professional and recent mother I can truly understand the pressures and dilemmas that can occur in day to day life. This is how I have come up with this clear idea of how important it is for people to have a support network and platform where adults can turn to for help and support when needed. As a early years enthusiast I believe we live in a VUCA world that needs leaders like myself to boost each other and create and embrace ideas that are going to be beneficial as stated by Stuart and Wilcox (2017). The idea will based at a local hall or at home where parents can feel relaxed and at ease to open up about their worries.

'Dewch gyda fi' which translates to Come with me will begin as a local project which if proven successfully will be able to extend globally in order for everyone to feel the benefit of the support network. I believe that the program will be successful as there is nothing like it around which means there is a calling for it be implemented into our daily lives as so many adults struggle alone in recent studies. Figures show that 8 in 10 parents feel overwhelmed in the UK that can lead to feeling lonely and isolated according to Stem4 (2024). This being noted I feel it is important that actions and support is put out there to support and help everyone that feels that need it. 'Dewch gyda fi' will be available online and will be delivered as a free service that will be experienced through home visits and hospital groups that will offer support and information for new parents to be. Another benefit of this opportunity is that for many people that are multi cultured or are from different backgrounds or languages in particular Welsh will be able to communicate and get support through the medium of Welsh. Here in Wales there is a shortage of Welsh support especially in rural parts of Wales. Running a group that focuses on supporting parents to nurture their children is a positive platform for like minded parents to openly share problems that can be solved through discussion and chat.

A recent poll shows that only 35% of support is given through the medium of Welsh in Wales as stated by Redfield and Wilton (2023). Keeping the language alive is true passion of mine as I believe it is important to speak our heritage language and that children of the future are fully aware of our native tounge and that support and networks are available through our first language spoken. Gov Wales (2023) state that by 2050 they will have a million Welsh speakers in Wales as they believe the language is part of what defines us as people and as a nation. Therefore I believe my contribution will be beneficial as it will contribute to keeping the language alive and also be a opportunity for other people to be able to experience and partake in learning the language as support and guidance will help them to do so. In order for children to feel the benefit from this support network it is important that new parents have got all the tools in order to create a atmosphere that is conducive for growth. Children thrive when they are supported and free to explore and develop in safe environments that are happy and calm. Shefali (2022) states that a parent does not seek to fix or create the perfect child but to understand that the child has been called to raise the parent itself and

that they are on a learning journey together. When children are happy the parents are happy or some would say when the parents are happy that the children are happy as stated by author Ann Douglas (2019).

As future entrepreneurs it is important and beneficial that adults know how to communicate and play with their children in order to encourage them to develop. Lack of support for parents can play a crucial role in how children develop intellectually, emotionally, socially and physiologically as stated by Gajos and Beaver (2017). Similarly Galileo (2011) quotes that you can not teach people anything but you can help by influencing and helping them discover it by themselves. Life sets challenges to test people and along with new businesses there are challenges and barriers that create issues that I will discuss further in part two. When creating a business, it is important to perform a SWAT analysis to consider all possible threats and opportunities that are available when starting out. Along with a SWAT analysis it is necessary to consider the 4P's as it allows you to focus on who you are aiming your business for, how you're going to promote, the price and the product itself. The product itself will initially be a charity event to begin with to ensure that it is advertised properly and to see if there is potential interest in beginning a group on a weekly or monthly basis.

The project I am introducing will be targeting adults in particular people that are involved in the early years sector including parents and new parents to be. The aim of the project is to enable adults to support children to the best of their ability to help children on their developmental journey. Enabling adults that know children's developing stages can provide adequate support and care for their children and are able to create healthy habits that form strong bonds with their children. As a conclusion to this it will increase children's motivation to be more settled, have higher levels of confidence and self-esteem and have a good learning of development. I believe that I am the best candidate for this as I am honest, good communication skills, supportive, entrepreneurial mindset that can achieve goals and can create atmospheres are beneficial for developmental growth. We are practice leaders as noted by Hadifeld et al (2015).

Imagine a world where every child's potential is nurtured from the very beginning. With my business idea, I am dedicated to making that vision a reality. The business will offer innovative development programs that will foster growth, curiosity, and resilience in young minds. Through a combination of play-based learning, personalized curriculum, and expert guidance I will empower children to thrive in an ever-changing world.

Part 2

'Dewch gyda fi' is a beneficial group that centers around the development and growth of children of how support and guidance will empower adults and their children to thrive in an ever-changing world. The idea that is proposed will benefit early years development by ensuring that the adult is fully resourced and supported to enable to engage in child development and build strong connections from day one. Studies show that groups are a positive way for parents to recognize the needs of their children and help resolve issues before they escalate. Support groups also gives parents the boost and ability that is needed to support the children and therefore raising achievement as suggested by Masters (2024). Working together is the most crucial aspect that can outcome the result of the child's development. Research shows for the children to develop to their full potential it is very important that all parties involved in the child's day to day is communicating and working together for the child to benefit fully. It is believed that for successful outcome that all parties involved are built on trust, transparency and responsibilities can communicate well according to the Early year's foundation stage Framework (2020). Working and supporting parents will improve educational outcomes for children. Support groups offer the chance for parents to communicate their worries and issues with other parents and create positive bonds that will boost self-confidence. Research shows that support groups are needed in communities to ensure that everyone is

The role the adult contributes in children's development creates a happy environment for the child to flourish according to Montessori (2022). Creating an environment that will encourage the child to explore and play whilst being safe will encourage the child to develop and engage. Positive relationships between adult and child impacts on how the child develops communication and language skills. Adults need to be aware that how they communicate and hold themselves plays a big role on the children's development as children look up to their parents. Children need happy parents but most of all conscious parents that can weather life's storms with resilience, gratitude, and grace. If children are not stimulated and interacted with from early on then they will not be ready to learn and therefore harmed or delayed in development Lancy (2007). Children's developments are affected by various factors that include environments, experiences, and relationships they build at home NSPCC (2024). Attachment and bonding can be very challenging for adults raising children but ensuring that the adult is attuned to their child's needs will help adults understand that interacting and creating a bond with their child will help develop emotionally and psychologically that will impact their future relationships. Bowlby (1997) theory states the importance of a child's emotional bond with their primary care givers. The need to connect and recognize your child's general needs that involve knowing when your child is hungry, unwell or in need of affection is very important, Howe (2011). Failing to do so will result in developmental issues later in life. A secure attachment with the primary care giver like the mother will ensure the ability to be reflective, responsive and sensitive to the child's needs therefore the child will form trust, confidence and future resilience in later life as stated by Belsky and Fearon (2002). Similarly Vygotsky (1962) believed children were influenced and developed by social interactions and cultural experiences provided by grown-ups.

Raising children is a team effort that needs all hands-on deck. Lack of communication is just one problem that can challenge people when parenting. Disagreements on parenting styles is a common argument that causes tension between relationships and causing drift and tension that reflects on parenting style and outcomes. It is important that both parents are on the same level and discuss their differences before-hand for the children to benefit and not get mixed communications and emotions that can be raised when not discussed and communicated properly. Becoming a parent is a life changing experience that comes with great responsibility. With all its glories comes negativity and barriers like lack of sleep, parenting styles, communication, high expectations, financial stress, balancing discipline and nurturing, own emotions and balancing work and family life. Creating a support network is believed to be one of the best ways to overcome challenges when it comes to parenting as being able to express your problems with people experiencing the same problems is a relief and positive reflection to knowing you're not alone. A problem shared is a problem halved as studies from Age UK (2012) states that unloading your problems improves your mood and brightens your outlook on something. Time and money are common barriers that are noticeable to cause problems in any business large or small according to marketing consultants (2006). In this franchise the lack of money could be an issue for people as with the cost of living increasing annually a lot of parents/families are struggling to provide for their families with bills. With many businesses available being money led some charitable franchises are out there to help people start off business like the website business for Wales which helps future entrepreneurs start off. A venture that starts as an idea that can benefit people and the economy is seen as entrepreneurship. Taking an idea and using your initiative to turn into action. Companies used to help future entrepreneurs are Entrecomp competencies.

There is no shame in asking for help and sometimes having an outside perspective can provide valuable insights and solutions as published in the 'A parent is born' (2023). Along with barriers out there to challenge parents there are so many solutions and support out there to overcome the challenges. The important point to remember is that becoming a good parent is a challenging journey that will take time and is different for every child as one solution might not work for one but not another. The goal is not to be perfect but to focus on the progress and celebrate the small progress along the way. Studies show children that are shown love and given time to interact by play with parents will develop

much quicker, have higher levels of confidence and self-esteem and be more settled all round. This evidently shows that a support network and support program is needed to ensure children are given the best start in life. When making a business plan it is important to form a SWAT analysis to ensure that all aspects are covered. One aspect is securing the strengths of the business plan. For this business venture the strengths involve having a sense of belonging when being able to interact face to face with people and facing problems. The interaction fosters people to feel a part of a group which is like a community.

According to the UNCRC that sets out rights for children in agreement for the United Nations Convention all children have the right to play, learn and be safe. Under the Welsh law (2011) it is compulsory that all children under the age of 18 are protected against and are given chances to learn and grow. In order for children to grow and develop the Children's Rights Act suggest that children need meaningful opportunities to influence decisions in their life. No matter what ethnic or background children come from all children are given the right to learn and develop that is why it is important that adults are supported to enable the best care for their children. It is vital that parents receive the right services that can help them cope with the pressure of raising children. By keeping with the principles of UNCRC the Welsh government is committed to ensure that all children in Wales reach their potential. Families first which is a legislative document (2017) states the Welsh Government is committed to making Wales a place where people want to live and work and raise children. It is set up to improve outcomes for families to improve outcomes for children. The programme works with multi agency to ensure families receive joined-up support when needed. It is stated in the documents when starting a business that is helping the community it is compulsory that you have comprehensive understanding of the needs of the families and that the programmes are working together with other programmes to ensure that it is accessible for as many people as possible. Both Wellbeing of Future Generation Act (2015) and Social Services and Well being Wales Act (2014) are used to improve social, economic, environmental and cultural wellbeing of Wales.

There is always room for improvements in any business, that being more fund and support from local charities or more advertising to ensure that all families are aware of the organization that you are offering. From the legislation and UNCRC it is clear that Wales are implementing ways to improve information and help to ensure that all families are being given the support to ensure that all children are getting the best possible start and to ensure that all problems or queries are dealt with straight away to ensure that the problems are not escalating. To improve it is vital that all health care agencies and schools are made aware of all support groups that are available for family support as lack of information and training can lead to families not receiving the help that is needed or simply does not know the service is available for them. Child development and welfare is paramount as stated in the Children's Act 2004 to ensure all children by law have a duty of care to be protected.

Reference

Nurseryworld.com. (2022). Available at: <http://www.nurseryworld.com>.

Accessed :- on the 24th of February 2024)

Santrock, J.W. (2007). *Child development*. 14th ed. Boston: McGraw-Hill.

Plantin, L. and Daneback, K. (2009). Parenthood, information and support on the internet. A literature review of research on parents and professionals online. *BMC Family Practice*, 10(1). doi:<https://doi.org/10.1186/1471-2296-10-34>.

Dermott, E. and Pomati, M. (2015). 'Good' Parenting Practices: How Important are Poverty, Education and Time Pressure?. *Sociology*, [online] 50(1), pp.125–142. doi:<https://doi.org/10.1177/0038038514560260>.

Brusdal, R. (2007). If it is good for the child's development then I say yes almost every time: how parents relate to their children's consumption. *International Journal of Consumer Studies*, 31(4), pp.391–396. doi:<https://doi.org/10.1111/j.1470-6431.2006.00570.x>.

Henry, M. (2012). *Young Children, Parents and Professionals*. Routledge.

Rose, J. and Rogers, S. (2012). *The role of the adult in early years settings*. Maidenhead: Open University Press.

Veraksa, N.E. (2018). *Vygotsky's theory in early childhood education and research : Russian and Western views*. Abingdon, Oxon: Routledge.

Sandiso Ncube (2021). *The 10 Minute Guide to Starting a Business*. Before You Start.

Holmes, J. (2014). *John Bowlby and attachment theory*. 2nd ed. London ; New York: Routledge, Taylor & Francis Group.

Presner, E. (2019). *How to be an (Almost) Perfect Parent*.

National Research Council and Institute of Medicine (2015). *Transforming the Workforce for Children Birth through Age 8*. National Academies Press.

Veresov, N., Veraksa, A., Gavrilova, M. and Sukhikh, V. (2021). Do Children Need Adult Support During Sociodramatic Play to Develop Executive Functions? Experimental Evidence. *Frontiers in Psychology*, 12. doi:<https://doi.org/10.3389/fpsyg.2021.779023>.

Welsh Government (2017). *Families First Programme Guidance*. [online] Available at:

https://www.gov.wales/sites/default/files/publications/2019-07/families-first-guidance-for-local-authorities_0.pdf.

Professional Association for Childcare and Early Years (2016). *Supporting Members to Provide the Highest Standards of Care and Learning for Children*. [online] pp.1–17. Available at: [https://www.pacey.org.uk/Pacey/media/Website-files/PACEY%20member%20practice%20guides%20\(PDFs\)/PG28-Theories-of-child-development.pdf](https://www.pacey.org.uk/Pacey/media/Website-files/PACEY%20member%20practice%20guides%20(PDFs)/PG28-Theories-of-child-development.pdf).

Capanna-Hodge, D.R. (2023). *11 Benefits of Parent Groups*. [online] Dr. Roseann. Available at: <https://drroseann.com/11-benefits-of-parent-groups/>.

Leader, C.C. (2017). *Children's Centres Systems Leadership — VUCA contexts*. [online] Children's Centre. Available at: <https://medium.com/children-s-centre/childrens-centres-systems-leadership-vuca-contexts-ffed3fceb64> [Accessed 3 Mar. 2024].

Stuart, Kaz ORCID: <https://orcid.org/0000-0002-7952-5779> and Hillman, Steve (2017) An asset-based approach to theory of change. The Centre for Youth Impact, Leicester, UK.

Age UK. (n.d.). *A problem shared really is a problem halved - study*. [online] Available at: <https://www.ageuk.org.uk/latest-news/archive/share-problems-to-lighten-your-load/#:~:text=And%20the%20old%20adage%20of>.

StudySmarter UK. (n.d.). *Communication Barriers: Effect & Types | StudySmarter*. [online] Available at: <https://www.studysmarter.co.uk/explanations/business-studies/organizational-communication/communication-barriers/#:~:text=There%20are%20ten%20different%20types>.

Christine (2023). *Parenting Made Easy: Overcoming the Common Challenges of Raising Children*. [online] A Parent Is Born. Available at: <https://medium.com/a-parent-is-born/parenting-made-easy-overcoming-the-common-challenges-of-raising-children-fd31176117c1>.

NSPCC (2021). *Attachment and child development*. [online] NSPCC Learning. Available at: <https://learning.nspcc.org.uk/child-health-development/attachment-early-years>.

Lancy, D.F., Bock, J.C. and Gaskins, S. (2012). *The anthropology of learning in childhood*. Walnut Creek: Altamira Press.

Early Years Matters. (n.d.). *Working in Partnership*. [online] Available at: <https://www.earlyyearsmatters.co.uk/eyfs/positive-relationships/working-in-partnership/#:~:text=The%20benefits%20of%20working%20in>.

Amin, R. (2022). *The Role of the Adult in Supporting Children's Play*. [online] Pentagon Play. Available at: <https://www.pentagonplay.co.uk/news-and-info/adult-support-for-childrens-play>.

www.goodreads.com. (n.d.). *A quote by Galileo Galilei*. [online] Available at: <https://www.goodreads.com/quotes/1245931-we-cannot-teach-people-anything-we-can-only-help-them#:~:text=Sign%20Up%20Now-> [Accessed 3 Mar. 2024].

www.psychologytoday.com. (n.d.). *Happy Parents, Happy Kids | Psychology Today United Kingdom*. [online] Available at: <https://www.psychologytoday.com/gb/blog/when-kids-call-the-shots/201607/happy-parents-happy-kids> [Accessed 3 Mar. 2024].

Mind.org.uk. (2019). *Mind Cymru | Mind, the mental health charity - help for mental health problems*. [online] Available at: <https://www.mind.org.uk/about-us/mind-cymru/>.

Lynch, G. (2024). *Parent Mental Health Day 2024» iam INSURED*. [online] iam INSURED. Available at: <https://iaminsured.co.uk/parent-mental-health-day-2024/> [Accessed 3 Mar. 2024].

Bowlby, J. (1979). The Bowlby-Ainsworth attachment theory. *Behavioral and Brain Sciences*, [online] 2(04), pp.637–638. doi:<https://doi.org/10.1017/S0140525X00064955>.

www.gov.wales. (n.d.). *Booklets and information sheets to support parents | GOV.WALES*. [online] Available at: <https://www.gov.wales/parenting-give-it-time/guidance-and-advice/booklets-and-information-sheets-to-support-parents>.

Montessori, E. (2022). *Happy Parent, Happy Child*. [online] Excelled Montessori Plus. Available at: <https://www.excelledschools.com/2022/08/11/happy-parent-happy-child/#:~:text=Children%20need%20happy%20parents%2C%20but> [Accessed 3 Mar. 2024].

GOV.UK (n.d.). *Working in partnership with parents and carers - Help for early years providers - GOV.UK*. [online] help-for-early-years-providers.education.gov.uk. Available at: <https://help-for-early-years-providers.education.gov.uk/get-help-to-improve-your-practice/working-in-partnership-with-parents-and-carers#:~:text=Working%20in%20partnership%20with%20parents%20and%20carers%20is%20central%20to>.

THE STATE OF SMALL BUSINESS Putting UK entrepreneurs on the map. (n.d.). Available at: <https://media.nesta.org.uk/documents/the-state-of-small-business-uk.pdf>.

Froebel Trust. (n.d.). *Froebel's Gifts*. [online] Available at: <https://www.froebel.org.uk/training-and-resources/froebels-gifts>.