



EasyPeasy Service Definitions

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Service Overview

EasyPeasy offers a comprehensive suite of digital products and services designed to transform early years support, close developmental gaps, and improve life chances for babies and young children at scale.

Our focus is on empowering parents and caregivers within your local area to enrich the Home Learning Environment—the single most important factor influencing children’s early development. By supporting families directly in their homes, EasyPeasy maximises impact for children while easing demands on the early years workforce.

Delivered in partnership with local authorities and other organisations, EasyPeasy programmes integrate seamlessly into early intervention, early help, data integration, and early years strategies. Our modular approach means programmes can be tailored to meet local priorities—whether that’s service signposting, workforce development, additional targeted support, or data integration. Regardless of the chosen modules, all registered families and practitioners gain access to the full range of features, with robust data provided on engagement and impact across the local area.

Evidence-based HLE Programme

EasyPeasy’s evidence-based Home Learning Environment (HLE) intervention is delivered via mobile app and has a proven impact on children’s Good Level of Development (GLD). The programme is made available through self-referral or referral by early years professionals and is primarily delivered in the home of the family and used independently, but can also be used in



conjunction with home visits by professionals or within early years settings. EasyPeasy's approach to engaging children, young people, and their families centres on fostering responsive, attuned caregiving and increasing positive interactions in the home.

The standard partnership license includes:

Evidence-based support and guidance

- **Parenting Tips & Activities Library:** Users can access our full content library of thousands of parenting tips and activities, spanning over 200 topic areas. The library covers a wide range of everyday moments—from speech and communication, to playtime, self-regulation, healthy routines, and more. Content is designed to be practical, relatable, and easy to apply, helping parents and practitioners support early development in real life.
- **Special Educational Needs (SEN) Advice & Content Adaptations:** Parents and practitioners can access tailored guidance to help modify activities for children with Special Educational Needs (SEN), including communication and language, sensory processing, attention and focus, social interaction, and physical or motor development. These recommendations are designed to ensure activities remain inclusive, engaging, and accessible to every child. Data on usage will be provided via your impact dashboard.

Parent and caregiver engagement

- **Personalised Content Recommendations & AI:** Families receive AI-driven recommendations, including daily featured tips and 'for you' feeds, which are personalised based on content they have explored, their child's age, and other behavioural insights, helping ensure families see what's most relevant to them.
- **In-App & Push Notifications:** All users receive tailored emails, in-app messages, and push notifications designed to drive engagement and retention.
- **Localised Topic Recommendations:** We work closely together to review area-specific needs—drawing on feedback from parent and carer forums, consultations with key internal stakeholders, early years strategies, needs assessments, and more. Together, we identify the top five priority 'topics' from our library for your local area. Based on this, we promote relevant content to local families while providing data on the most searched and viewed topics to inform ongoing focus. Priority topics can be reviewed at the beginning of new contract periods, but not when doing a short-term extension of an existing contract.



- **National Advice Signposting & Family Information Services:** Families using the EasyPeasy app can access high-quality, nationally signposted content aligned to the 24 core Family Hubs service areas. This includes trusted information and guidance from sources such as the NHS, Citizens Advice, and NSPCC, helping families navigate key topics across health, development, relationships, and local support.

Peer-to-peer community

- **Parent Profiles:** Parents and caregivers can create their own EasyPeasy account, select topics they wish to explore, and input their child's date of birth to receive age-tailored content. During onboarding, we capture key demographic data to inform service planning and evaluation.
- **Content Engagement & Sharing:** All users can 'like' tips and activities, add comments, and save favourites to revisit later. Content can also be shared with friends, family, practitioners, etc. via social media, WhatsApp, SMS, and more. We provide reporting on engagement, usage, and retention to help track impact and inform continuous improvement.
- **EasyPeasy Community Support:** All users can contact the EasyPeasy Community Support Team at support@easypeasyapp.com or hello@easypeasyapp.com if they have questions or need assistance. We aim to respond within 24 hours, Monday to Friday, between 9 am and 5 pm, to ensure timely support.
- **Moderation & Safeguarding:** We are committed to ensuring a safe and trusted environment for our community. All users are subject to our community guidelines, with real-time content monitoring, quality assurance, and moderation in place to uphold standards and protect users. Find [more information on our moderation process here](#).
- **User Generated Content - Parents:** Parents and caregivers can create their own tips and activities in the app and share them with family, friends, and the EasyPeasy community.

Workforce development

- **Practitioner Profiles:** Practitioners can create their own EasyPeasy account, selecting the age ranges of children they work with and the local authority area where they deliver services. This supports access to relevant content and helps inform practitioner engagement and local implementation insights.

Accessibility



- **Language Accessibility:** Users can select from a wide range of common home, heritage, and community languages when registering for EasyPeasy, and update their choice at any time via their profile. Find [more information on the languages covered here](#).
- **Reading Age & Content Formats:** Content is designed for a literacy age of no higher than 12, and is visual and multimedia-based, ensuring higher levels of engagement from a diverse community of users.
- **Accessibility Standards:** We meet WCAG 2.2 AA standards for accessibility and utilise users' accessibility settings to optimise their in-app experience. The EasyPeasy app uses a legible, accessible font with a high level of contrast, ensuring that all written copy and UI elements are clear and easy to read.

Additional Service Modules

Targeted Support Module

Our Targeted Support Module is designed to provide additional guidance for parents of children who may require support around key developmental milestones or specific needs, making the EasyPeasy platform more accessible and impactful for families and priority cohorts. The module combines tailored automated support pathways and milestone check-ins, enabling partners to better reach and support families with children who may need extra help—while generating rich data and insights via the EasyPeasy impact dashboard.

- **Automated Support Pathways:** Pre-designed content bundles delivered over six-week journeys, featuring re-engagement push notifications and emails tailored to specific needs. Examples include supporting new parents with infant feeding and sleep routines, or aiding 3-year-olds' speech and language development. [Over 50 pre-made pathways are available](#) to choose from (a maximum of seven pathways can be implemented per contract year), optimised by age and area of need to guide families with relevant, timely information. We work closely with you to identify the most relevant pathways, while our technical team configures and optimises their local implementation for maximum impact.
- **Developmental Milestone Check-ins:** Parents and caregivers can access short check-in questionnaires in the EasyPeasy app, helping them track key developmental milestones for their child. These questionnaires include in-app and local area signposting to support families. Data collected is made available at the local level to inform insights and guide targeted support.



Localisation Module

The Localisation Module enables partners to further localise the EasyPeasy experience for families in their area, with local practitioner content, tailored service signposting and co-branded promotional resources that drive awareness and uptake of your local offer and priorities.

- **Local Practitioner-Created Content:** Practitioners can design and share personalised tips and activities with the families they support using EasyPeasy's 'Create' feature on the app. Parents can access ideas crafted by local practitioners who understand their community's needs. Our account management team provides support and training to help drive practitioner uptake and meaningful engagement.
- **Localised Service Signposting:** EasyPeasy partners can curate a local library of up to 50 services, signposted to parents and caregivers through the programme, with support from the EasyPeasy team. In addition to the national advice already available, this allows parents to access content tailored to their local authority area. Partners can also edit or remove national signposting that they prefer not to promote locally, and review this library annually. Data on self-referrals will be available via your impact dashboard.
- **Co-branded Promotional Resources & Toolkit:** A comprehensive suite of co-branded resources, including your local QR code, to raise brand awareness of the programme and increase uptake. Materials will be bundled and posted to up to 2 locations of your choice. As standard, this 'Localisation' toolkit includes the following resources; however, additional resources can be purchased if required. Please note that EasyPeasy-branded resources are provided through the standard license if the Localisation Module is not purchased.
 - x1000 A5 flyers
 - x100 A3 posters
 - x100 tote bags
 - x500 stickers
 - x8 pull-up banners

Data Integration Module

This module provides local authorities and organisations with access to EasyPeasy data, enabling advanced analysis, reporting, and outcome tracking through seamless integration with your existing Power BI system.



- **Power BI API:** Aggregated, anonymised data is made available via API, allowing EasyPeasy insights to be visualised directly within your own Power BI environment or through a pre-built template provided by EasyPeasy. The data model supports interactive filtering and dynamically refines all related visuals within the dashboard to highlight relevant registration, engagement, and location metrics. This can be combined with other proprietary datasets. We provide a template, documentation, and technical support to assist with configuration and troubleshooting.

Key Outcomes & Evaluation Track Record

Key Outcome Areas

Outcomes from successful partnerships include:

- Increased parent/carer knowledge of child development, and confidence to support their child.
- Increased parent/carer awareness and take-up of services available locally and nationally.
- Improvements to Home Learning Environments: more play, conversation, reading, and positive interactions at home.
- Reductions in developmental delay, leading to reductions in referrals for more intensive support services, e.g. speech & language therapy.
- Helps to reduce waiting times for intensive developmental and behavioural support.
- Easing of behavioural challenges amongst children in nursery and reception classes, and a reduction in pressure on childcare and teaching staff.
- More children achieving a Good Level of Development by the end of the Reception.

Our Evidence Base

Foundations Guidebook

EasyPeasy is a well-evaluated programme with a strong evidence base. Foundations, the What Works Centre for Children & Families, has included EasyPeasy in their official commissioning Guidebook, stating evidence of positive impacts on children's outcomes alongside being highly cost-effective: *"The EasyPeasy programme has evidence of enhancing school achievement for children, and supporting positive outcomes for couples, parents and families. The programme has a low cost to set up and deliver, compared with other interventions reviewed."*

EEF Evaluation



Through evaluation conducted by the Education Endowment Foundation, EasyPeasy's support offer is proven to improve the Home Learning Environment and increase rates of boys and girls achieving a Good Level of Development.

Department for Education Menu of EBIs

We are proud to be an Evidence-Based Intervention for the Home Learning Environment in the Best Start Family Hubs programme.

Training & Support

Support Desk

- An online support desk to respond to queries or issues from registered practitioners, parents, and caregivers. All users can contact the EasyPeasy Community Support Team at support@easypeasyapp.com or hello@easypeasyapp.com if they have questions or need assistance. We aim to respond within 24 hours, Monday to Friday, between 9 am and 5 pm, to ensure timely support.
- Coverage of our moderation system to ensure content on the app is safe and in line with our Community Guidelines and the PIF Tick content accreditation scheme.
- Comprehensive data protection and security system (GDPR, DPIA, Cyber Essentials Plus).

Training & Workforce Development Module

Through EasyPeasy's training, local practitioners gain key knowledge and skills to incorporate EasyPeasy into lesson plans, home visits and health check appointments, providing empowering resources and tools to support families with a range of different support needs. A practitioner registration pathway provides a dedicated experience for professionals to use EasyPeasy in support of their relational practice, including the ability to favourite, organise, and share key content with families. Once training has been completed, it can be cascaded to others within the local service ecosystem, supporting sustainability.

Our two-hour introductory training is delivered virtually to practitioners and includes content tailored to the practitioner group (e.g. health visitors, midwifery, early years teaching staff).

Practitioners complete training with an understanding of:

- The importance of early intervention in the early years.



- The crucial role of the home learning environment and positive parent-child interactions in early childhood development.
- The benefits of digital support services for parents and practitioners, and how they can support relational practices.
- The evidence base for EasyPeasy and its impact on improving outcomes for children.
- Effective strategies to drive uptake of EasyPeasy in the local community and incorporate it into relational practices and referral pathways.
- How EasyPeasy interacts with parents and carers, and the data it captures.
- An overview of the EasyPeasy app and its unique features for parents.
- The content of the EasyPeasy programme and its theory of change.
- How engagement and retention are crucial to the success of the programme.
- How to monitor and measure the impact of EasyPeasy in the local area.

Training Terms & Conditions

1. By [signing up for online training with EasyPeasy](#), you agree to the terms and conditions outlined below.
2. The minimum number of participants required to run a training session is five people. If we aren't able to meet these minimum requirements, a training session might be rescheduled.
3. In the event that the trainer is unable to conduct the training session on the scheduled day, the session will be rescheduled, and participants will be informed of the new dates and times.
4. If a participant is unable to attend a booked training session, they must provide acceptable notice (24 hours in advance of the session).
5. If a participant has successfully registered for a training session but can't attend due to extenuating circumstances, EasyPeasy will provide support to help them attend a future session.
6. If a participant misses their scheduled training session without any prior notice, their space will be counted as 'used' and not re-allocated.
7. Each space refers to one participant attending a training session. Sharing of login details is not allowed, and any unauthorised sharing of login details may result in the suspension of the participant's access to the training session.
8. Training seats are valid until the end of the contract period in which they were purchased. Any unused seats will expire at the conclusion of this period and will no longer be available for use.



9. The content of the training sessions is copyrighted by EasyPeasy, and participants are not allowed to reproduce or distribute any part of the training material without our prior written consent.
10. The duration of each training session is two hours, and any additional time required for questions and discussions will be at the discretion of the trainer.
11. EasyPeasy reserves the right to cancel a training session due to unforeseen circumstances. In such cases, participants will be notified of the cancellation, and the session will be rescheduled.
12. By signing up for a training session with EasyPeasy, participants agree to our privacy policy.
13. EasyPeasy reserves the right to modify these terms and conditions at any time.

Partnership Onboarding, Implementation & Impact

Indicative Implementation Timeline

Below is an indicative implementation timeline for an EasyPeasy partnership based on a 3-year partnership duration and all EasyPeasy services being included. This is subject to discussion and can be developed collaboratively, on a case-by-case basis, so that it is aligned to the internal needs, priorities and timescales of the partner organisation.

- **Dark green:** Key period of implementation, strategy design, and development
- **Light green:** Ongoing service/activity delivery

Partnership Phase & Activities	Year One				Year Two				Year Three			
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
Onboarding and implementation strategy planning												
Training and workforce development												
Data integrations (Power BI API set up, optimisation,												



reporting, etc.)												
Localisation (local service signposting, practitioner content, co-branded resources and toolkit, etc.)												
Targeted support (set up of support pathways, go live and reporting)												
Service 'go live' and local launch												
Ongoing support, moderation and guidance for users												
Digital awareness campaigns												
Ongoing implementation support (quarterly reviews, annual roundtable, etc.)												

Indicative Service Levels

Below are indicative service levels based on an organisation that is partnering with EasyPeasy on a **standard licence**.

Onboarding - up to 3 hours of onboarding meeting time:

- Service leads introduction
- Comms leads introduction
- Data leads introduction

Implementation - up to 3.5 hours of implementation meeting time per contract year:

- Quarterly check-ins: 30 mins (x3)
- Optional annual stakeholder roundtable (in person or online): 2 hours



Ongoing Support - unlimited:

- Ongoing online access to the EasyPeasy Support Team and help desk

Below are indicative service levels based on an organisation that is partnering with EasyPeasy on a **standard licence, plus Targeted Support, Localisation, Data Integration, and Training and Workforce Development modules.**

Onboarding - up to 3 hours of onboarding meeting time:

- Service leads introduction
- Comms leads introduction
- Data leads introduction

Implementation - up to 3.5 hours of implementation meeting time per contract year:

- Quarterly check-ins: 30 mins (x3)
- Optional annual stakeholder roundtable (in person or online): 2 hours

Targeted Support - up to 4 hours of implementation meeting time per contract year:

- Overview & planning session: 2 hours
- Check-ins: 30 mins (x2)
- Annual review: 1 hour

Localisation - up to 3.5 hours of implementation meeting time per contract year:

- Overview & planning session: 1.5 hours
- Check-ins: 30 mins (x2)
- Annual review: 1 hour

Data Integration - up to 2 hours of implementation meeting time per contract year:

- Overview & planning session: 1 hour
- Check-ins: 30 mins (x2)

Training & Workforce Development - dependent on the number of seats purchased:

- Practitioner training sessions: 2 hours per session/practitioner, sessions offered every month, with 1 training session available to attend per seat purchased



Ongoing Support - unlimited:

- Ongoing online access to the EasyPeasy Support Team and help desk

Capturing & Increasing Service Impact

The real-time data capture capabilities of EasyPeasy ensure continuous monitoring and assessment of programme impact. This automated system allows for the timely collection and analysis of parent and carer self-assessments regarding engagement and impact.

The data is accessible to named stakeholders, enabling transparent and up-to-date reporting on progress and outcomes. Reports are generated on a quarterly basis to provide an overview of the impact across relevant time periods. Our comprehensive data collection methods ensure we capture both quantitative metrics and qualitative feedback, providing a holistic view of the programme's effectiveness. This approach not only demonstrates compliance with reporting and monitoring requirements but also supports ongoing programme improvement and adaptation.

Local Engagement Insights/Impact Dashboard

Data is presented in real time and made available to named stakeholders. The EasyPeasy Impact Dashboard monitors the following (within a standard license) and includes additional data points for Localisation, Targeted Support, Training & Workforce Development, and Data Integration modules.

Data insights include:

- Parent & caregiver registrations (count)
- Practitioner registrations (count)
- Children reached (count)
- Graduated children (count)
- Child gender
- Percentage of the local population of children aged 0-5 reached
- Age ranges of children reached
- Parent & caregiver demographics (age, ethnicity, gender, etc.)
- Abridged postcode of the household
- Level of household disadvantage (via Income Deprivation Affecting Children Index rating)
- Take up by postcode area
- Take up by ward area
- Most popular content topics viewed and searched



- App content consumed, including Family Information Services and SEN-content resources
- Time of app access
- Quarterly data exports

Parent Voice & Feedback/Parent Impact Survey

EasyPeasy's Parent & Caregiver Impact survey monitors the following:

- Acquisition channels (social media, practitioner referral, Family Hub, library services, etc.)
- Improvements in parental confidence (Parental Self-Efficacy Scale)
- Improvements in parental knowledge (of EYFS developmental areas)
- Improvements in the home learning environment (HOME scale)
- Frequency of use
- Benefits of use/testimonials (qualitative)
- User satisfaction rating

Awareness & Reach Support

- **Promotional Resources & Toolkit:** A suite of EasyPeasy-branded resources, including your local QR code, to boost awareness and uptake, are included as part of the standard license. These will be shipped to a single location of your choice, for onward distribution by your team:
 - x2 pull-up banners
 - x50 tote bags
 - x500 stickers
 - x1000 flyers
- **Targeted Digital Campaigns for Awareness & Reach:** The EasyPeasy team will implement targeted campaigns on Facebook and Instagram to drive awareness and reach amongst local families, parents and caregivers in your area. These campaigns will be designed and managed by experts in creative and digital advertising on your behalf. You will receive advanced notification of campaigns to keep you informed of local activity. Please find [more information on our digital campaigns here](#).

Continuous Development Lifecycle

- **Feedback from our Community:** To evidence that everyone's voice is heard, EasyPeasy includes features that invite feedback from parents, caregivers and practitioners. They can like, favourite, share, and comment on content, participate in impact surveys, and submit app store reviews. With a 4.8 out of 5-star rating based on over 300 published reviews,



we continuously incorporate feedback into our service development. This ensures our programme evolves based on the real experiences and needs of the families we support, with 97% of parents/carers wanting to continue using EasyPeasy.

- **Continuous Development & Product Roadmap:** Through our continuous improvement approach, feedback from parents, practitioners, and partners is incorporated into our product roadmap and partnership support systems.

Accreditations

Cyber Essentials Plus

EasyPeasy is proud to be Cyber Essentials Plus certified.

PIF Tick

EasyPeasy health content has been accredited by the Patient Information Forum and awarded the PIF TICK; the UK's only quality mark for trustworthy health information

Baby Friendly & WHO Code

All EasyPeasy content meets Baby Friendly standards and is WHO code-compliant.

Technical Information

EasyPeasy is [secure by design](#). We adopt the latest framework releases, leverage proven modules, and integrate core security principles into every phase of our software development process. Our commitment to security is demonstrated through continuous reviews and external testing to stay ahead of emerging threats. We are dedicated to constantly enhancing our internal processes and security measures to provide complete platform assurance. Every team member undergoes security training and is subject to strict access controls to safeguard our users' and customers' data.

Key Company Policies

- [Data Protection Impact Assessment \(Abr\)](#)
- [Backup & Disaster Policy](#)
- [Service Availability & Constraints](#)
- [Safeguarding Policy](#)