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### Goldington Family Centre Announcement

The Staff and Trustees of Goldington Family Centre (GfC) are delighted to announce the change in our Charity and Company name to “Families First Bedfordshire”.

Over the last 30 years GfC has grown considerably from a local drop in facility for new parents living in the Goldington Ward to what we are today; a medium sized Charity delivering multiple services across a wide geographical area in Bedfordshire.

After informal discussions with partners, staff and users we came to the conclusion that our current ‘brand’ and Charity name no longer represents where we are today as an organisation, nor where we envisage ourselves to be in 10 years’ time! We are aspiring to widen our work as a Charity in the near and long term future and our new Charity name and brand will support us in achieving this.

We also took this opportunity to refresh our vision for the Charity going forwards. All staff were involved in the creation of a new mission statement, vision, set of values and aims and you can find the final version below.

Goldington Family Centre will still exist! It will remain a project of ‘Families First Bedfordshire’, still house all of our Head Office functions and continue to be the main hub for Network 2 Children’s Centre.

A new website is currently under development so please still continue to use [www.gfc.gb.com](http://www.gfc.gb.com) in the meantime. All email addresses will change over to our new domain name, [familiesfirstbedfordshire.org.uk](http://familiesfirstbedfordshire.org.uk), on Friday 6<sup>th</sup> November although if you continue to use our old email addresses they will be automatically forwarded to us.

You will also see we have joined the world of social media! Please do ‘follow us’ on Twitter or ‘like us’ on Facebook. We will be regularly updating these pages with information on services and news about the Charity.

Finally, huge thanks must go to the Wixamtree Trust who has kindly provided a grant to support us in our re-brand to ‘Families First Bedfordshire’. Thank You!





## Our Vision Statement - To Aspire, Achieve and Exceed

### Our Mission

Our mission at Families First Bedfordshire is to provide an empowering, community focussed service which enables families to thrive and have positive outcomes for today's and tomorrow's generations.

### Our Values

Honesty – A shared belief when working with families, partners and staff

Trust – Vital in order to achieve success in our work

Responsive – The right action at the right time

Understanding – A non-judgmental disposition held by all

Visionary – Striving to be the best, in practice and in reality

### Our Aims - At Families First Bedfordshire we aim that;

#### Parents/Carers will say –

- I feel listened to as an individual and my opinion is valued
- There is something for everyone. My children thrive and we wouldn't be where we are now without your support
- Staff are approachable and friendly, they always ask how we are
- We have so many treasured memories, staff have really made a difference to our family

#### Children will say –

- It's fun!
- I have lots of friends and the adults know who I am
- I love playing with the toys and getting messy
- I feel safe when coming to play

#### Partners will say –

- The service FfB provide is invaluable
- Staff are reliable and trustworthy
- It's always a pleasure to work with FfB and the professional service they provide is consistently excellent
- The commitment and expertise of staff really makes a difference. They really do always put families first

#### Staff will say –

- I feel appreciated and valued at FfB
- We are all critical friends to one another; we all accept and respect each other for who we are. We are truly one team
- I am proud to work at FfB. There are so many opportunities for me to grow my skills and develop as a professional
- I feel motivated and encouraged by what we collectively believe in at FfB