



Better Start



Investment

Blackpool Better Start is a 12-year programme funded by a £45 million investment from the National Lottery Community Fund.



Partnership

Led by the NSPCC, the Blackpool Better Start partnership includes the local community, senior leaders, healthcare organisations and public services.



Our Work

We are driving major systems change, ensuring all families are getting the right help at the right time and from a high quality and consistent workforce.



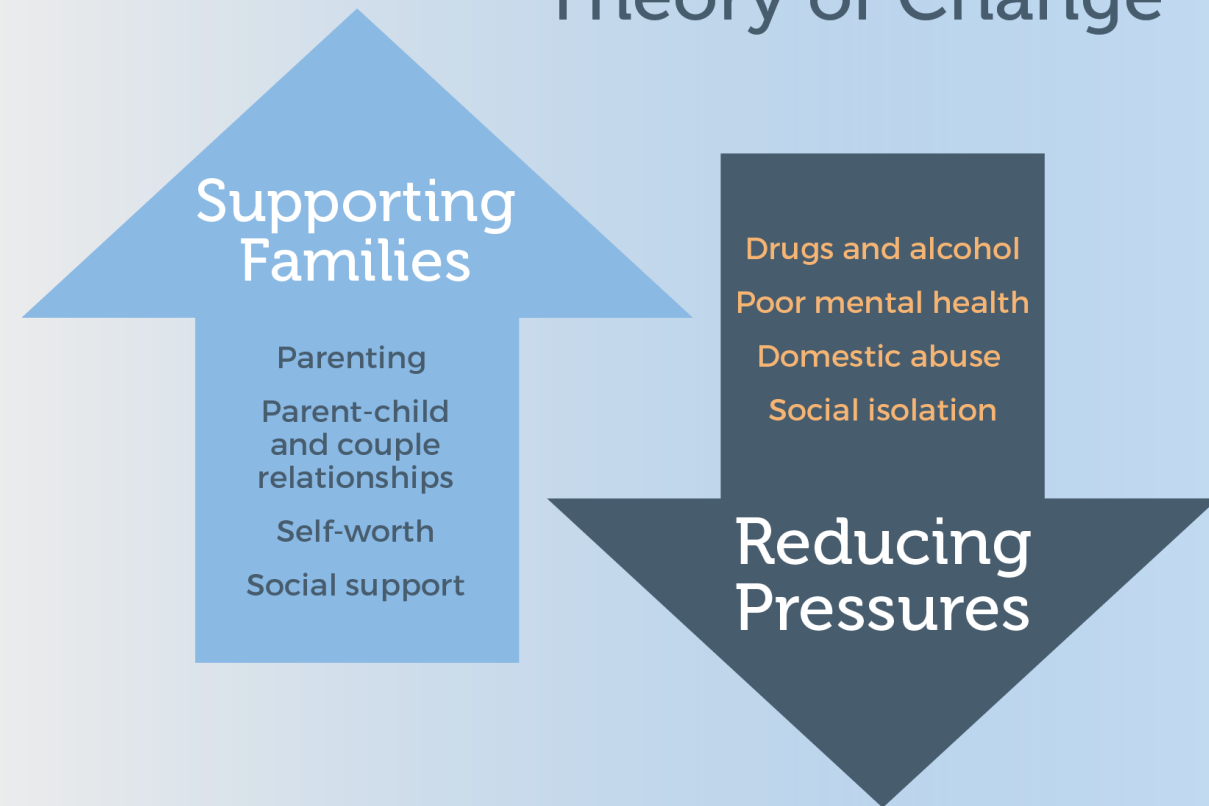
Outcomes

We are giving every new baby in Blackpool a better start in life by improving speech and language, diet and nutrition, and social and emotional development



The programme is based on a simple theory - if we support parents and families, increasing their capacity and capabilities whilst also reducing the critical pressures, then behaviour change is possible.

Theory of Change



How a local system can reduce pressures on families and build capabilities

Specialist Support



- Health Visiting (UPP)
- For Baby's Sake • Born into Care
- Parent Infant Relationship Service

Early Help



- Health Visiting (UP) • SMC
- VIG • SafeCare • It Takes Two to Talk
- Being a Parent
- Behavioural Activation
- SLC Triage • SLC Home Visiting

Universal Services



- Universal Early Help Specialist • AEP
- Learning to Feed • Birth registrations
- Borrow it Blackpool • Baby Steps
- Community Connectors
- Dad's Peer Support • Park Rangers
- Volunteer Academy • Sling Library
- Oral Health Prevention • Libraries
- Setting Support • Oral Health
- School Readiness Groups
- Stay and Play • Henry Infant Feeding
- SLC Community Groups • Henry
- Wellcomm Assessment
- Trauma Informed Training & Support
- Workforce Development

A whole systems approach to delivering universal services, early help and specialist support

- Working through partners
- Universal services enabling early identification of need
- Proportionate provision of services
- Complimentary suites of approaches and interventions within outcome areas
- All supported by Community Connectors



Blackpool Better Start

Cumulative Impact

Over **40** funded services | **FREE** for families with 0-4 year olds



4435

children on average per year (Y4-9) benefitting from

Enhanced Health Visiting Service

Minimum 8 contacts per family, 3 more compared to most of England.

Increased contact helps to: build relationships and trust and better meet individual family need.

Antenatal & Infant Feeding Support

Delivered across Blackpool and accessed by

4285

families

Baby Steps universally delivered town wide since 2021

43.3% of pregnant women reached with antenatal provision since Yr1



Social and Emotional Development

Targeted skill-building to empower parents

853

Families accessing parenting support



2835

Children receiving support with developing their

Speech and Language Skills



7510 parents engaged with Community Connectors

since Y3

52% living in the most deprived households (IMD1)

NOTES ON DATA:
Related to Y1-Y9 on the Better Start Project April 2015-April 2024. The £45 million investment from the National Lottery Community Fund is being used to improve speech and language, diet and nutrition, and social and emotional development of 0-3's across Blackpool. The 9 years have seen a total of 30,889 children 0-3 and 7,695 pregnant women benefiting from the enhancements to the universal health visiting programme.

Impact in Blackpool

29%

Increase in uptake of low-income family benefit Healthy Start scheme

8th highest uptake in England.

Reception children classified as overweight or obese declined by

5%

in the Better Start wards

10%

Smoking in pregnancy reduced by 10%
(4.5% nationally)

Breastfeeding within 48 hours of delivery has increased by

14%

(18/19-22/23) the Better Start wards

83.4%

meeting the expected developmental level at the Health Visitor developmental check (ASQ) at 2.5 years (22/23)

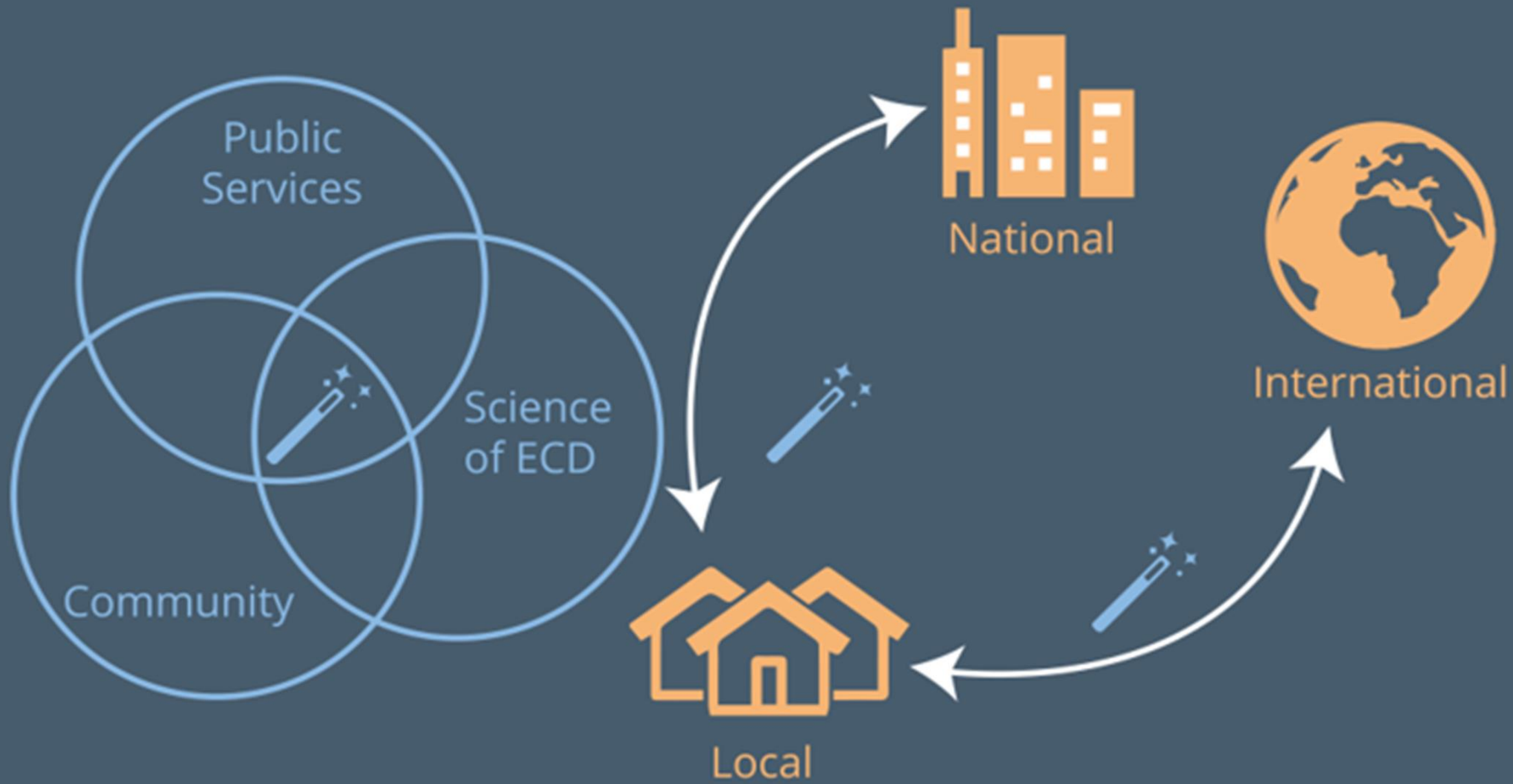
National Average 79.5%

Blackpool Local Authority has the highest rate of children in their care with 26% of those being under 5. We have slowed this increase in the areas we work.

There has been a 10% increase in the under 5's in care since the beginning of the funding in March 2015 compared to a 55% increase in the over 5's in care.

There has been an 11% increase of children in care (all ages) in the Better Start Wards and a 42% increase in the Non Better Start Wards.

Whatever their background, every child deserves the best start in life and to be developmentally ready to start school. **We know how to achieve this.**



Consultancy
Government Grants
Research Awards
Philanthropic Funding

A photograph of a man with a beard and tattoos, smiling broadly while holding a baby on his shoulders. The baby is also smiling and wearing a striped shirt and overalls. The image is slightly faded, serving as a background for the text.

Any questions

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