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Better Start - Centre for early child development

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Blackpool Better Start is a 10-year programme focused on giving babies and young children (aged 0 to 4) the best possible start in life. It's led by the Centre for Early Child Development, working in partnership with families and organisations across the town.

The programme supports families through pregnancy, birth, and early childhood — with services, activities, and support designed to help children grow up happy, healthy, and ready to learn.

Co-production in Better Start

Co-production is at the heart of Better Start. Families help shape services, share their experiences, and work alongside professionals to create meaningful change.

The co-production team supports this by:

- Bringing together parents, carers, and practitioners
- Running groups and sessions where families can share ideas
- Supporting service design that reflects real-life needs
- Encouraging lived experience to influence local decisions
- Helping professionals build co-production into their everyday work

Working together for better outcomes

By listening to families and involving them from the start, Better Start services are:

- More accessible and welcoming
- Designed around what matters to parents and carers
- Focused on long-term outcomes for children and families
- Strengthening connections between services and communities

Examples of co-production in action

- **Parent champions:** Local parents helping others to find support and feel confident
- **Co-designed activities:** Families working with staff to create groups, workshops, and events
- **Feedback and improvement:** Regular input from parents shapes how services are delivered and improved

If you're a parent or carer and would like to have your voice heard, we'd love to hear from you.

Contact the co-production Team: coproduction@blackpool.gov.uk

[Learn more about Better Start](#)

Blackpool Council

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