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Blackpool Better Start

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Who they are

The Blackpool Better Start Partnership is led by the NSPCC, and made up of:

- Blackpool Council
- Blackpool Fylde and Wyre Hospitals
- Clinical Commissioning Group
- Lancashire Police
- The community

What they do

It brings together local families, communities and agencies from across public, private and voluntary sectors

Better Start aims to achieve a generational shift, ensuring that today's babies enjoy the early care and nurture they need for healthy development and to be ready for school.

In turn, as Blackpool's babies grow up and become parents themselves, they will pass on the Better Start legacy to the next generation.

Within 10 years the partnership is determined to change outcomes for our youngest children and their families which will create a generational change for our town and our people.

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