

Poverty and early childhood development – Coventry's Approach

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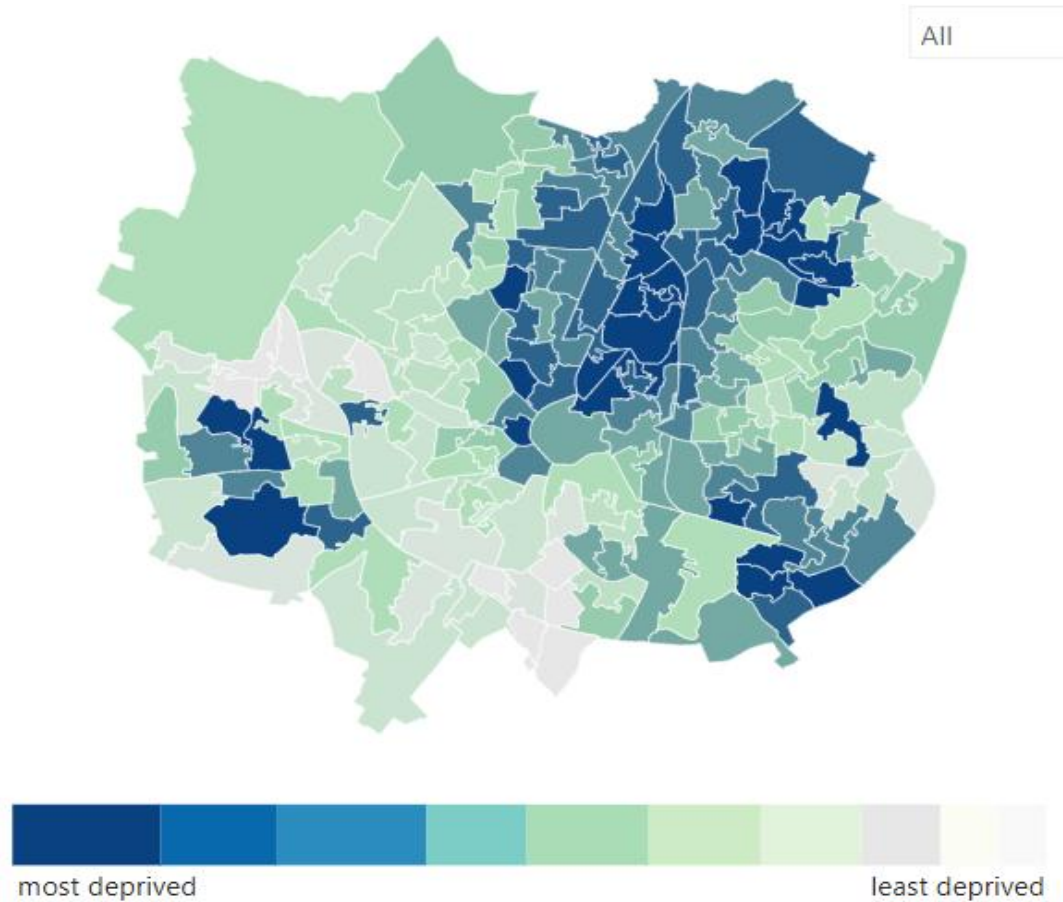
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Coventry City Council

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Coventry Picture



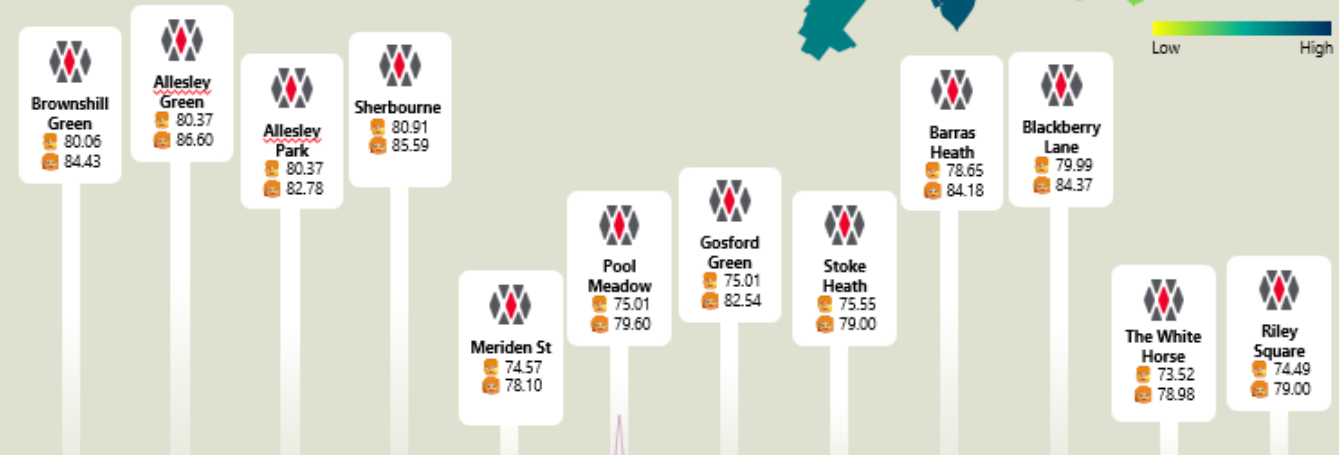
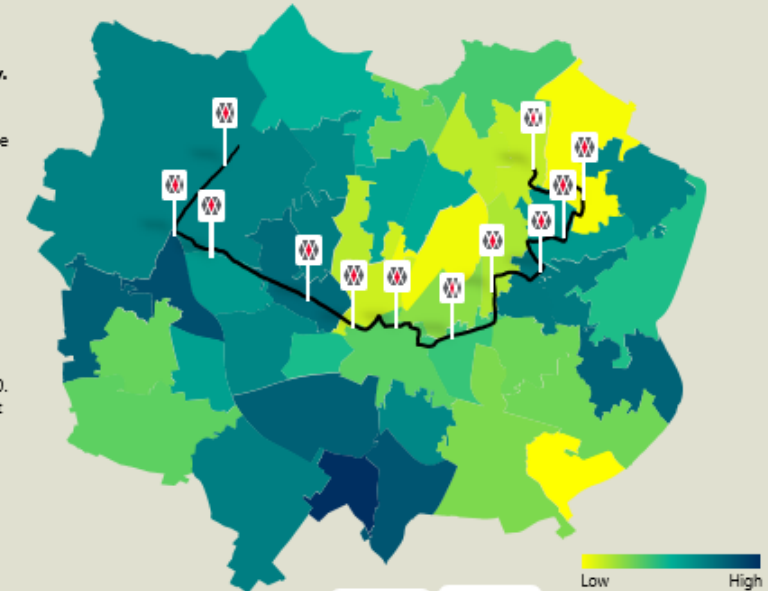
Life expectancy along Coventry bus route number 7

The life expectancy at birth of the average person in Coventry is 77.4 years for males and 81.7 years for females (2021-2023). However, this masks significant health inequalities across the city.

Coventry bus route number 7 runs between Brownhill Green in the north-west and Bell Green in the north-east of the city. It crosses some of the city's most affluent areas, as well as some of the most deprived areas.

The graphic on the right sets out the bus route (in black) across the city; and the base map sets out the neighbourhoods (known as MSAOs) of Coventry. The colours represent the average life expectancy at birth of residents in each of Coventry's neighbourhood areas (MSOA) in 2016-2020.

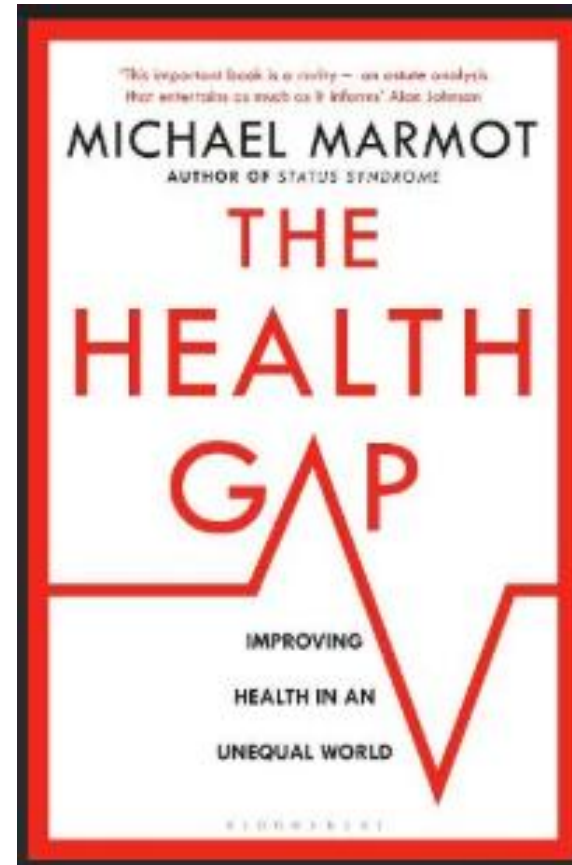
On the graphic below, the height of each bus stop represents the average life expectancy at birth of residents in each area in 2016-2020. Life expectancy serves as a useful summary measure of mortality, as it quantifies the differences between areas in the years of life lived; and therefore, illustrates the stark health inequalities across the city.



Professor Sir Michael Marmot

“Why treat people and send them back to the conditions that made them sick?”

- We need to treat people, but we need to address the issues that make people sick
- E.g. the social determinants/building blocks





Fair Society, Healthy Lives

The Marmot Review

Strategic Review of Health Inequalities
in England post-2010

Marmot principles

1.	Give every child the best start in life
2	Enable all children, young people, and adults to maximise their capabilities and have control over their lives
3	Create fair employment and good work for all
4	Ensure healthy standard of living for all
5	Create and develop healthy and sustainable places and communities
6	Strengthen the role and impact of ill health prevention
7	Tackle racism, discrimination and their outcomes
8	Pursue environmental sustainability & health equity

<https://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review>

Proportionate Universalism

Better life outcomes

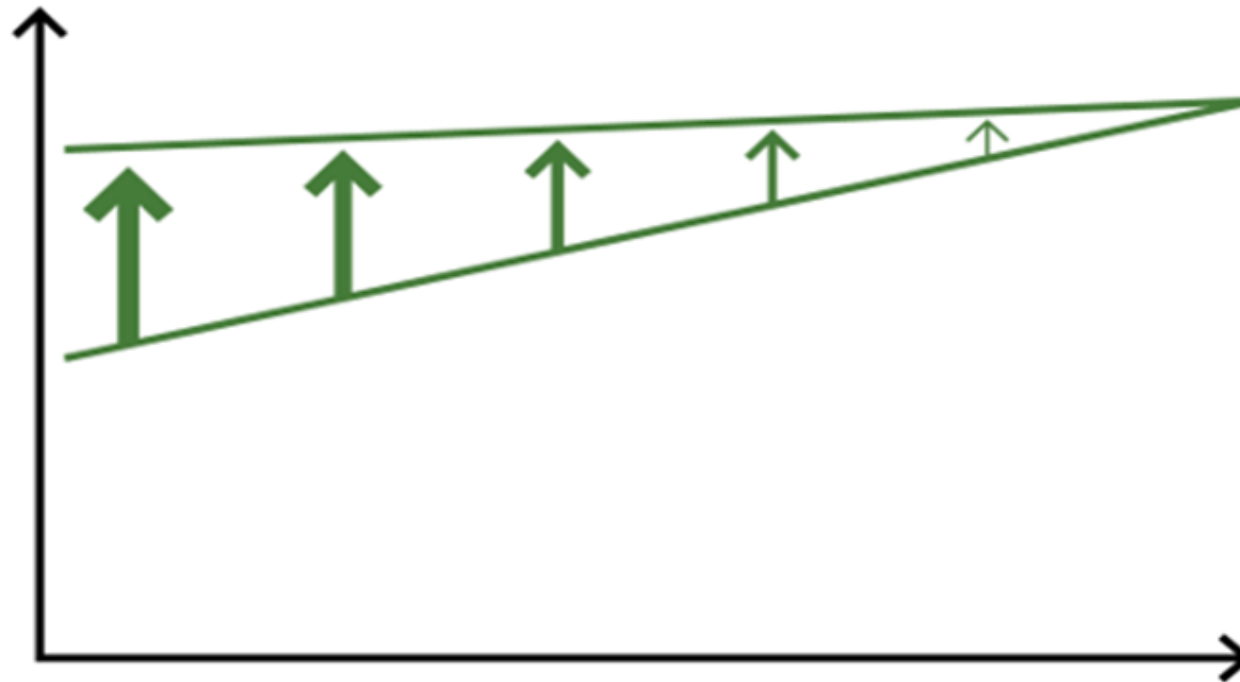


Figure one, 'Proportionate Universalism'

Social distribution

What has Marmot influenced

**Action on Marmot Principles
Transformational Processes
System change & Culture shift**

Council:

- Where we locate our services – Family Hubs – access
- Low Income Family Tracker (LIFT) Tool – maximising household income
- Commissioning for health equity
- Supporting services to take a Proportionate Universalist approach

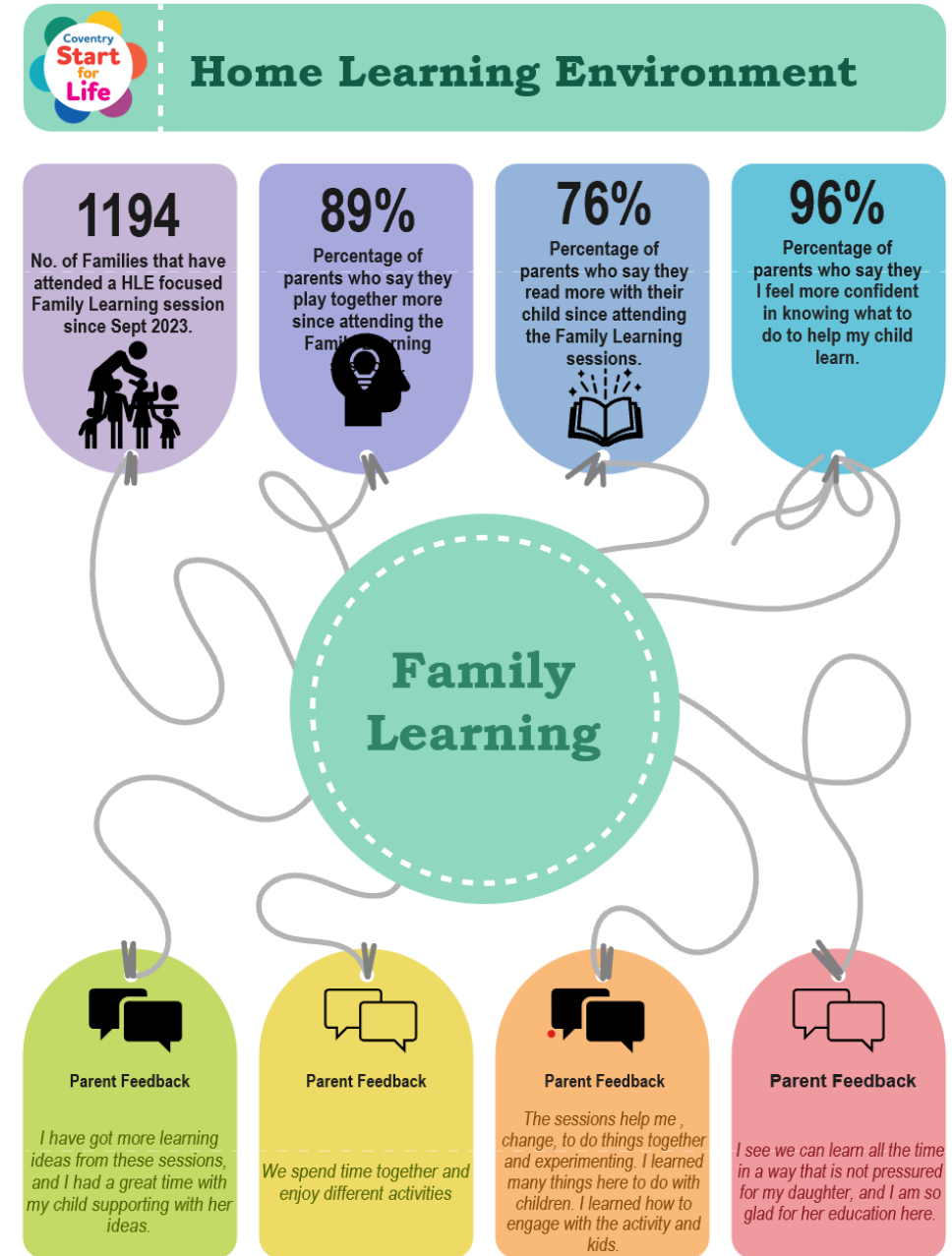
Citywide System:

- Marmot Partnership - strengthening system partnership – we can't tackle SDH alone. What can business, faith sector, education, built environment do to support child health equity?



Start for Life universal and targeted support

- Start for Life funded, HLE advisory teacher for 3 years
- Coventry Libraries and information service promote 50 things sessions and Talking Tots programme
- 50 Things used as framework with sessions in all 8 Family hubs
- Influencing home learning approaches in schools with many schools now offering family workshops
- Working with most vulnerable – Eritrean Women's Group Those in temporary accommodation - Frank Walsh House
- 25,934 activities have been accessed at Family Hubs since 1st April 2024
- 51 partners deliver an offer as part of Family Hub network offer



Early Years Strategy 2025 – 2028

What did we do

- Coalition Model
- 3-year strategy
- Data driven and evidence led actions across 4 priorities
- Aligned to Marmot Principles
- Communication and Language is a clear focus

Achievements to date

- A clear, coordinated approach to supporting the development, learning, and well-being of young children from birth to five
- Signed off by senior leaders
- Committed Early Years Board

Why is it important ?

- It sets out the vision, priorities, and actions for early years provision across the LA.
 - Helps ensure that all partners (e.g. health, education, childcare providers) are working together toward common goals
 - Sets measurable targets and outcomes so progress and improvement can be tracked.
- 



Marmot principles



Download and print a copy of the Marmot Monitoring Tool

This priority focuses on

- Reducing inequalities in the early development of physical and emotional health, cognitive, linguistic, and social skills.
- Working with families to support language development, including children with EAL (English as an Additional Language).
- Maximising the take up of 2, 3, and 4-year-old funded places.
- Ensuring high-quality maternity services, parenting programmes, childcare and early years' provision to meet need across the social gradient including support for families from ethnic minority backgrounds.
- Building the resilience and well-being of young children across the social gradient.

Background

The Marmot Review summarised the importance of quality provision for under-5s as 'crucial for securing health and reducing health inequalities across the life course. The foundations for virtually every aspect of human development – physical, intellectual, and emotional – are laid in early childhood. What happens during these early years, starting in the womb has life-long effects on many aspects of health and well-being.'

What we know

There are a number of programmes of work and interventions evidenced to positively support the aim to give every child the best start in life. These include:

- Integrated universal, targeted and specialist support to families from the antenatal period up to adolescence across the social gradient.
- Targeted high-quality family learning interventions to maximise children's learning in the home environment for families across the social gradient.
- Interventions at the earliest opportunity for the multiple and complex problems families face.
- Early years provision to maximise children's learning, development, and school readiness.
- General information and advice to parents and carers to support positive parenting and nurturing home environments.
- Programmes to help ensure that babies and toddlers stay safe in and around the home to reduce the number of unintentional injuries.

Legislation and government guidance to support the give every child the best start in life

Key reflections:

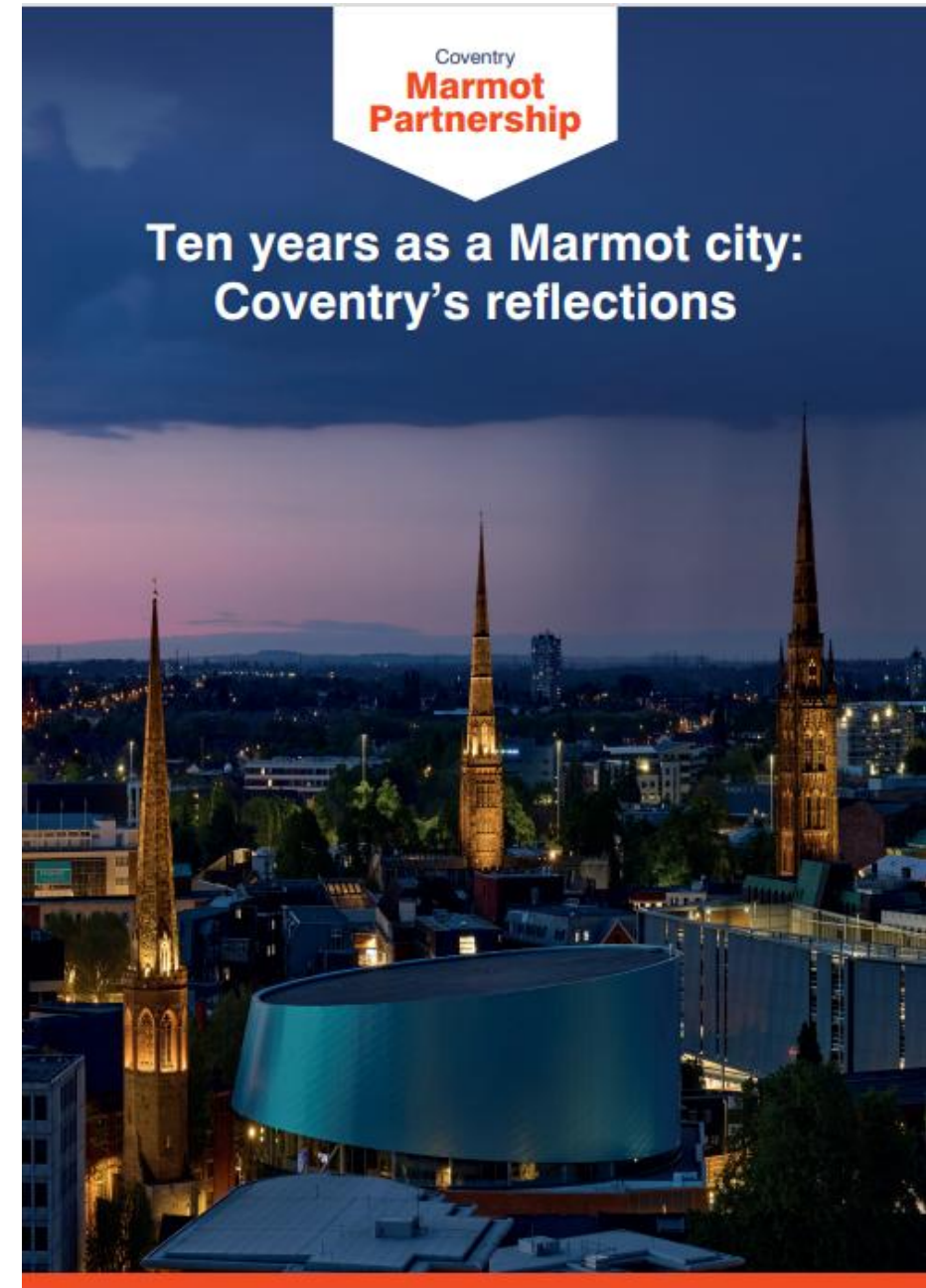
Part 1

1. Positive Progress
2. Challenging Contexts
3. Creating, Measuring, and Sharing Impact

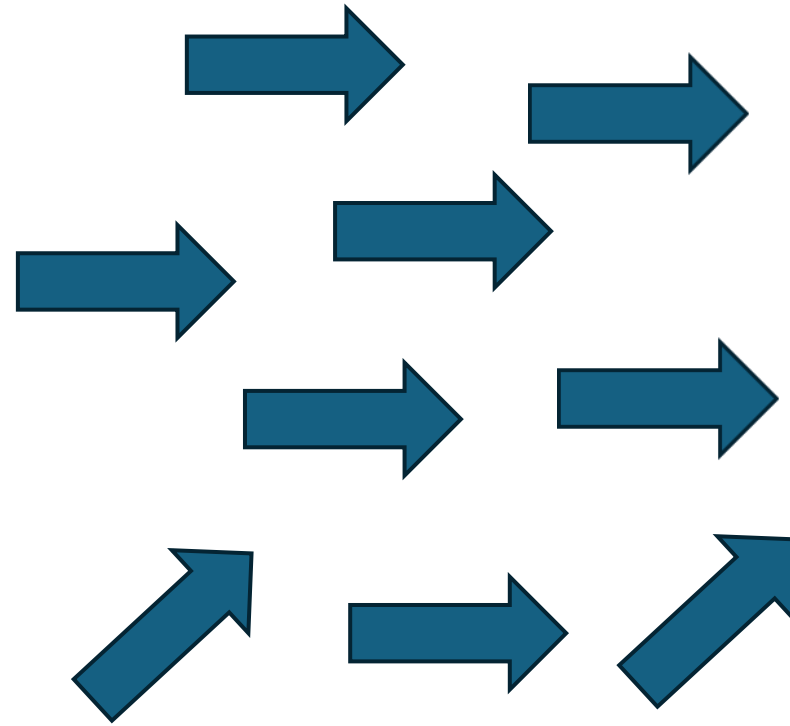
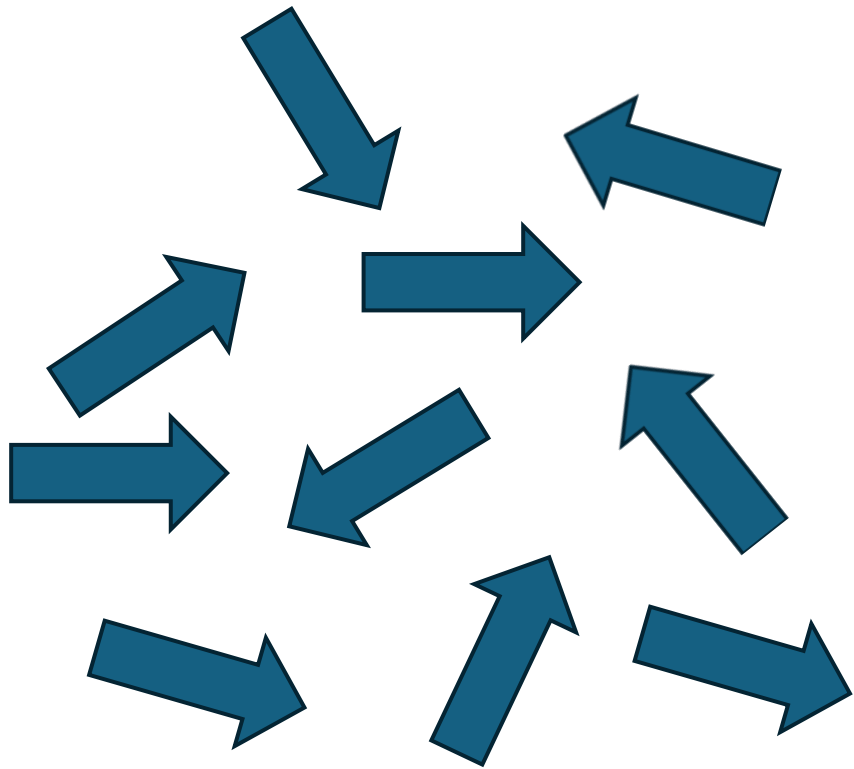
Part 2:

Partner organisations Case Studies
of supporting Coventry residents

Ten years as a Marmot city – Coventry City Council



Culture shift



Thank you for listening!

Any questions?

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