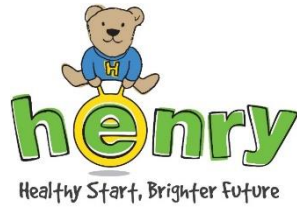




**Blackpool
Better Start**

CENTRE FOR EARLY
CHILD DEVELOPMENT



HENRY Infant Feeding Service Manager

Blackpool Better Start

Application Pack



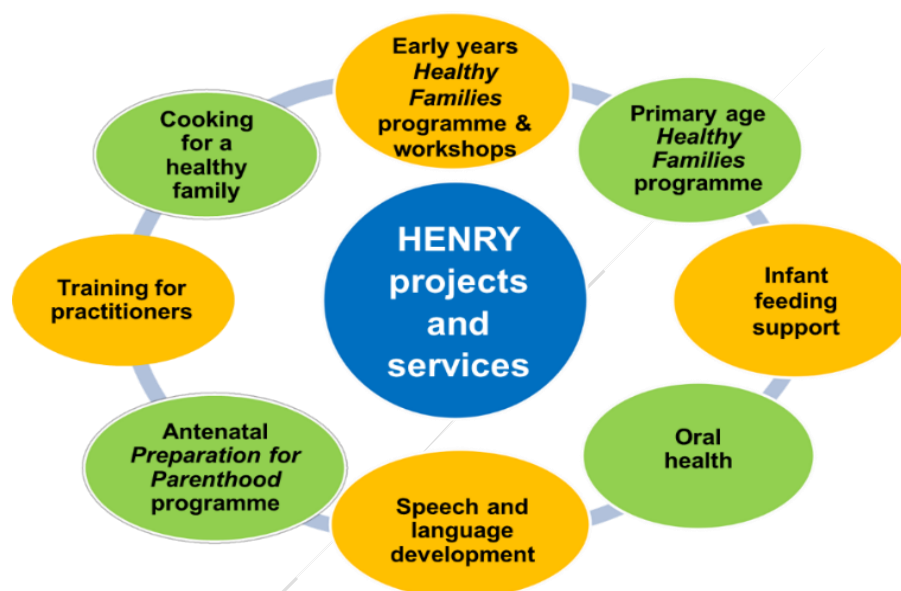
About HENRY

Childhood experiences last a lifetime - so every child deserves the best possible start in life. And although parents want a happy healthy future for their children, family life isn't always easy. Our mission is to support a healthy, happy start for children and lay the foundations for a brighter future – by making sure families get the support they need.

Our service offer

Founded in 2009, HENRY is now the leading national provider of evidence-based services to support a healthy start. We are currently working in partnership with NHS trusts, public health teams, children's services and other partners in around 40 local authorities and 5,634 families benefited from HENRY support in the last year.

We support parents to transform family life for the better in all sorts of ways – including emotional wellbeing, family relationships, parenting skills, infant feeding, the home learning environment, improved nutrition and getting more active.



Our values

HENRY aspires to be a values-led organisation. All of our work with families, partners and HENRY colleagues is underpinned by the following explicit values:

- **Partnership:** parents are the experts in their own family so we start with their experience and support them to make changes that they believe will lead to a healthier and happier life.
- **Strengths-based:** we acknowledge and build on all the things that are going well, fostering hope and self-belief.
- **Person-centred:** families face different challenges - we get alongside families and listen, building a relationship based on trust and empathy.
- **Respect:** we value families for who they are and seek to understand rather than judge.
- **Inclusive:** we find out about the difficulties that some families face in accessing support and work proactively to overcome barriers.
- **Excellence:** we strive to provide families with high quality and effective support; we value learning about what doesn't work as well as what does, approaching new ideas

with an attitude of curiosity and using reflective practice, evidence and feedback to improve our services.

Our impact: 10 years of making a difference to the lives of children and their families

Our 10-year impact report¹, published last year, tells the HENRY story through the voices of families, volunteers and local practitioners – as well as bring to life many of the collective changes that children and families have achieved.

I started a programme and ended up with a new life



Every day, we are helping some of the UK's most vulnerable and deprived families provide a great start for their children, so they flourish throughout childhood and beyond. Following a HENRY programme:

- 93% of families lead a healthier lifestyle
- 77% of parents have improved emotional wellbeing, including feeling happier, less isolated and less stressed
- 86% of parents are able to hold boundaries more effectively

I'm now the Mum my child deserves

It was one of the best decisions in my life to attend the HENRY programme. Before, as a single mum (with no relatives in UK), I was full of doubts how to raise my child. Now I am a confident parent who knows what is best, both for me and my child.

I had to realise that everything depends on us, parents. Happy mum, happy child. Before the programme, I was not sleeping enough, no exercising, I was eating junk food, I was frustrated.

During the programme, I introduced new habits, such as sleeping more, eating fruits and vegetables every day, looking at the food labels before buying anything, introducing new foods, exercising more, tidying the flat, giving choices to my baby girl, reading to her more.

It also gave me the opportunity to meet other parents, and to avoid depression. I really enjoyed that somebody is taking care of me. We got flowers, candles to chill and relax at home. I learned that "me time" is very important, not just for me but for my baby as well.

¹ www.henry.org.uk/impactreport

We got free vitamins, balls, books (what my baby girl loves so much that there is no day without reading the Henry Bear story to her).

Hackney parent

Our team of staff and volunteers

HENRY currently employs 64 staff. Just over a third of staff are based at our national office near Oxford, with the majority of staff based locally (Hackney and City of London, Lambeth, Waltham Forest, Southend, Bradford and Blackpool) delivering services and projects.

In addition to our employed staff team, teams of freelance trainers, sessional facilitators and volunteers also play a crucial part in delivering HENRY services.

HENRY's supportive ethos and high levels of staff satisfaction and commitment are evident in our annual staff surveys. 100% of staff tell us they are proud to work for HENRY, would recommend HENRY as an employer and have continued to feel well-supported during the challenges of the coronavirus pandemic.

Our future

In April 2019 we began implementation of our new 3 year plan to maximise:

- **impact:** the greatest positive change for the people we support
- **reach:** the number and diversity of people we support, as well as our geographical reach
- **revenue:** ensuring financial sustainability to deliver our charitable objectives

Our strategic objectives in achieving this are to:

- Continue to strengthen our work in pregnancy and the early years
- Extend HENRY to parents of children aged 5-11 and to teenagers
- Extend our reach through the use of digital technology and new partnerships
- Develop and maintain our reputation as a 'centre of excellence', working with academic partners to strengthen our evidence base and influencing national policy
- Develop new income-generating activities to support our core mission

This is an exciting time to be joining HENRY. Over the last 5 years we have successfully implemented ambitious plans for growth, and are projecting further growth through 2021.in 20/21.

The coronavirus pandemic has impacted face-to-face delivery and accelerated our plans for digitalisation, with rapid adaptation of our family support and training activities for online delivery meaning that we are now able to offer families more flexible support and extend our reach into local communities throughout the UK



About Blackpool Better Start

The role of Blackpool Better Start is to ensure that our communities are supported to make positive changes in their parenting to better take care of their children's needs and help our children achieve their full potential.

The Blackpool Better Start Partnership is one of only five locations in the UK to receive funding from the National Lottery Community Fund to support initiatives in early intervention and prevention in the early years. The partnership brings together the NSPCC, Blackpool Council, NHS health organisations, Police, local parents and community to collaboratively make the sustainable changes needed within services and systems supporting early years to ensure every baby has the best start in life.

For more information please visit www.blackpoolbetterstart.org.uk

About Blackpool Centre for Early Child Development

Blackpool Centre for Early Child Development (CECD) is the engine room of the Better Start Partnership, the Centre ensures that the vision and ambition of the partnership is translated into action and results. The Centre gives leadership and strategic direction to the partnership and ensures that all partners are actively engaged in the delivery and co-production of services.

The Centre is a multidisciplinary team which includes, Programme and Community Development, Research and Evaluation, Communications, Business Support and Data Management. The centre is building local capacity and expertise by ensuring the latest knowledge of early years is adopted in Blackpool and the learning of what works is then cascaded nationally and internationally.



Overview of role

Job Title	Service Manager – HENRY Infant Feeding Service in Blackpool Better Start
Office Base	To be confirmed
Hours per week	0.8 fte (30 hrs per week)
Salary	£32,016 rising by increments to £36,055 (£25,613 to £28,844 pro-rated)
Contract term	To 31 March 2025
Responsible to	Head of Service Delivery
Annual leave	30 days per year plus bank holidays (pro-rata)
Pension	Access to pension scheme with a matched employer contribution of up to 6%

Job Purpose

To lead on the development and delivery of HENRY Infant Feeding Service in the wards of Better Start Blackpool.

HENRY services aim to improve health outcomes for young children and reduce health and social inequalities, giving children a healthy start for a brighter future.

Key working relationships:

- Direct reports:
 - Infant feeding practitioners
- HENRY national staff:
 - Director of Operations
 - Head of Service Delivery
 - National Training and Development Manager
 - Head of Partnerships and Business Development
 - Head of Finance and Administration
 - Head of Marketing and Fundraising
 - Digital Data Manager
- Blackpool Better Start partners including:
 - Blackpool Centre for Early Child Development
 - Midwifery Services
 - Health visiting
 - Social care
 - Public health

- Breastfeeding support
- Children's centres
- Community and voluntary sector

Other information

The service will work closely with Blackpool Teaching Hospital Trust, health partners and local feeding network groups to drive a significant and permanent shift in Blackpool towards increased and sustained breastfeeding, more responsive and safer bottle feeding and a later healthier introduction of solid foods. We will work together to support the initiation of breastfeeding, with the aim of creating a seamless experience for parents, wrapped around their needs. We will continue to support parents with both breastfeeding and bottle-feeding through our infant feeding helpline and individual follow up. A range of group workshops will also be offered, including the introduction of solid foods and our digital hub will provide easy access to information.

Our service provision will include:

1. Infant Feeding Helpline
2. Individual Follow-up Calls
3. New Digital Hub – New parents in Blackpool will have access to HENRY's new Digital Hub which contains digital and video content to support a great start in life including responsive and nurturing early feeding, introducing solids, parenting tips, looking after parents' own emotional needs, oral health, developing babies' communication skills and more
4. Live Online Themed Group Sessions - We have developed 5 different group 1-hour workshop sessions to support early feeding and we can develop further sessions as needed. Themed sessions help engage parents in a specific topic; the positive experience of the session will then encourage them to access further support from the service.
5. Online Starting Solids Workshops

Key Responsibilities

1. Leadership and operational management of HENRY Blackpool services aligned with contractual performance targets and standards.
2. Development of high quality service delivery to families in response to local needs and providing effective person-centred support.
3. Working as part of the Better Start partnership and being a member of the Enhanced Healthy Child Programme sub-group, providing progress reports on HENRY services and modelling integrated working.
4. Promoting continuous improvement and learning and the delivery of high quality training and support to partners.
5. Working as part of the leadership team to support organisational development, management and sustainability

1. Leadership and operational management of HENRY Blackpool services aligned with contractual performance targets and standards.

- Build and maintain relationships with local commissioners and partners, creating a shared understanding, a joint problem-solving approach, and enabling local influence through an awareness of issues relevant to successful delivery.
- Analyse data for both internal and external use, assessing the efficiency and effectiveness of services and determining areas for service improvement.
- Seek the views of those benefiting from HENRY services and use these to plan and improve the quality of support for families.
- Provide regular reports for commissioner-provider meetings on outcomes of the project and contracted services, analysing trends and discussing ways forwards in response to local feedback so that the service is responsive to local need.
- Support staff through HENRY's supervision, appraisal and employment policies, enabling individual development and driving optimum team performance.

2. Development of high quality service delivery to families in response to local needs and providing effective person-centred support.

- Offer on-going consultation with families and partner organisations to identify gaps in provision, emerging needs and innovative ways of supporting families who are not accessing HENRY support.
- Develop effective relationships, information-sharing and referral protocols with midwifery, health visiting and community-based services to ensure sensitive, accessible and joined-up support for parents.
- Ensure services are highly visible in the community and targeted appropriately, developing publicity materials to a professional standard and in line with HENRY branding guidelines.
- Lead the team in providing timely, evidence-based and person-centred support to parents and families.
- Align service delivery with agreed local and national standards and accreditation processes, and work with the Quality Team/HENRY governance to address areas for improvement as needed.
- Promote and support local and national public health campaigns.
- Manage the service budget and make recommendations to HENRY to maximise service delivery and value for money.
- Plan and oversee data collection, analysis and evaluation to support accurate and effective reporting for internal and external use.
- Be the team safeguarding lead, following local safeguarding procedures and HENRY safeguarding policy; monitor that team members and volunteers are trained to the appropriate level in safeguarding.

3. Promoting continuous improvement and learning and the delivery of high quality training and support to partners

- Implement best management practice across the service, working with colleagues – Service Managers and Leaders within HENRY - to develop HENRY as a learning organisation and embed collective leadership.
- Create a developmental culture with HENRY practitioners to reflect upon and learn from their experiences so that they have the skills, knowledge and confidence to provide effective support to parents and in the training of practitioners.
- Provide a range of training, coaching and mentoring to practitioners and others working with families to support delivery of consistent evidence-based approaches and key

messages around responsive infant feeding, healthy lifestyles and child development that meet UNICEF and HENRY's quality assurance standards.

- Oversee and/or support local or national accreditation processes
- Respond to feedback from partners, commissioners and families to improve services and tailor these to local needs.

4. Working as part of the leadership team to support organisational development, management and sustainability

- Feed in the experiences of service delivery into the development of HENRY services and strategic planning, sharing with Service Managers, the CEO and SLT as appropriate.
- Work closely with HENRY Managers and in particular with the Infant Feeding Lead to influence, implement and monitor organisational business plans.
- Promote and support best practice across the organisation, including equal opportunities, management of risk, safeguarding, health and safety, continuous improvement and staff support and development.

5. Attitudes, behaviour and values

- Build respectful relationships, understanding the impact of your behaviour on others and being willing to adapt it when necessary.
- Work effectively as a member of the team by consulting and sharing information with colleagues, managing your time to meet deadlines and preparing for meetings.
- Maintain clear and accurate records.
- Communicate effectively with partners.
- Comply with all organisational policies and procedures.
- Model HENRY values.
- Support own development through on-going reading, research

Person specification

	Essential	Desirable
Qualifications	<p>Relevant qualification to degree level</p> <p>Breastfeeding/lactation course</p> <p>UNICEF course (pre requisite to train the trainer)</p>	<p>Registered Health Visitor or Midwife</p> <p>UNICEF train the trainer</p>
Experience	<p>Proven experience of best practice breastfeeding support</p> <p>Proven experience of managing services / projects and people</p> <p>Delivering experiential training to adults</p> <p>Working in a community setting with groups and individuals</p> <p>Working with disadvantaged groups</p> <p>Partnership working</p> <p>Measuring outcome and impact in relation to key indicators / undertaking audits</p>	<p>Developing, managing and supporting peer breastfeeding support volunteers</p> <p>Managing and supporting team members with safeguarding concerns</p>
Knowledge	<p>In-depth knowledge and understanding of best practice in relation to infant feeding, including up-to-date research and Baby-Friendly guidance</p> <p>Healthy Child Programme</p> <p>Understanding of healthy child development</p> <p>Knowledge and understanding of safeguarding policies and procedures</p>	<p>Understanding of children's centres – aims and activities</p> <p>Understanding of local health needs</p> <p>Public health and early years policy</p>
Skills and attitudes	<p>High motivation to contribute to HENRY's work</p> <p>Strategic thinker with ability to innovate and develop creative solutions</p> <p>Strong leadership and interpersonal skills and an ability to work with a range of stakeholders at all levels and to skillfully influence and collaborate</p> <p>Commitment to excellence in service design, management and delivery</p> <p>Empathic and non-judgemental approach to work with children and families</p>	

	<p>Excellent communication and presentation skills (verbal, written and IT)</p> <p>Ability to motivate others, share feedback and inspire excellence</p> <p>An eye for detail and a concern for accuracy, together with the ability to keep sight of the broad picture</p> <p>Willingness to work flexibly, including evenings and weekends as required, to reach families</p> <p>Committed to upholding diversity and equality of opportunity principles</p>	
Ability	Able to travel and work across the area with occasional national travel	

It is the responsibility of individuals registered with a professional body to:

- act within the professional body's Code of Practice
- maintain their work profile and ensure revalidation standards are met
- assist junior registered staff in achieving revalidation
- contribute to and participate in the development of nurses and nursing practice through leading projects and supporting training
- ensure optimum use of working time

Note: This post requires a satisfactory DBS check

Application timetable

Deadline for applications	9 am 17 May 2021
Interviews	26/27 May 2021

For more information please contact recruitment@henry.org.uk. To submit an application please complete the application form and equal opportunities form available from our website <https://www.henry.org.uk/jobs>.