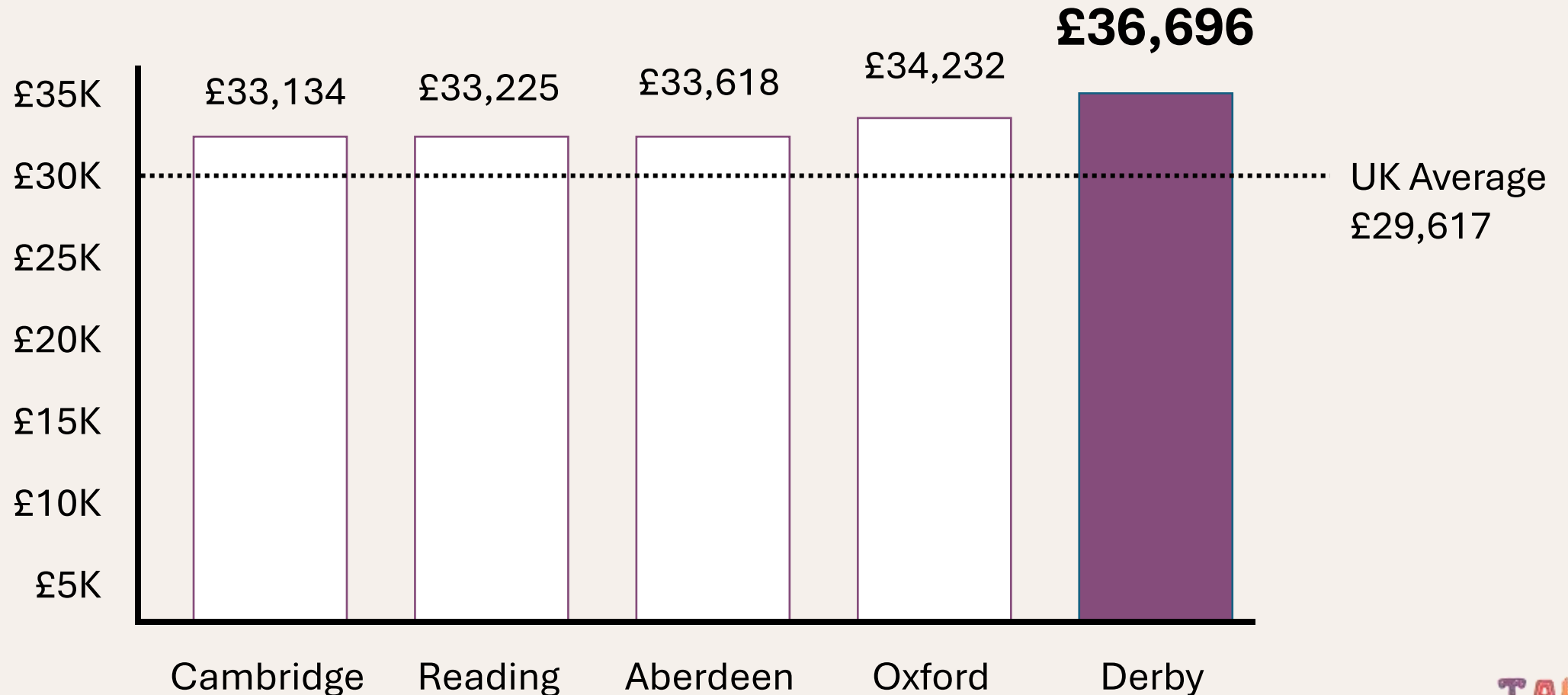


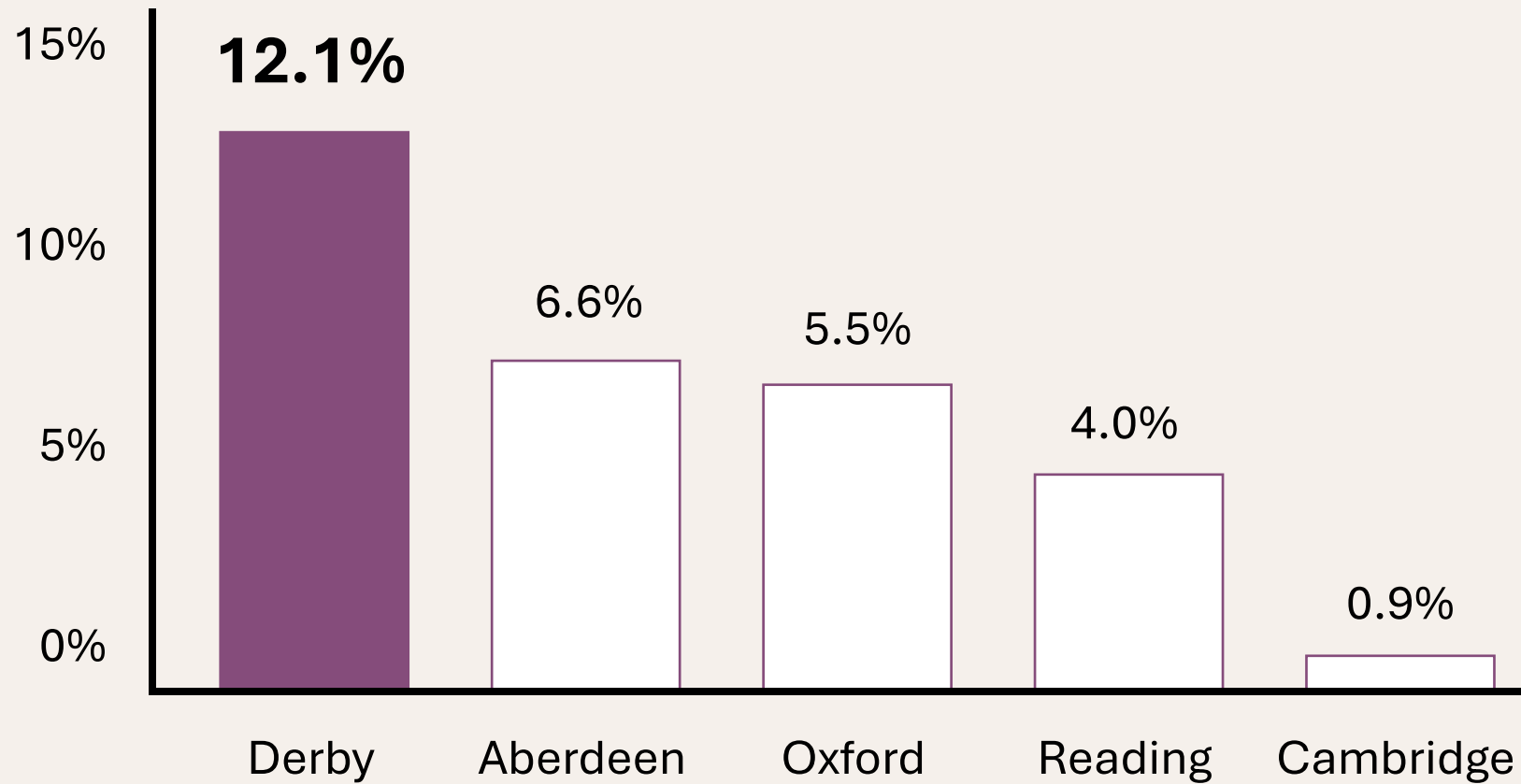
Tale of Two Cities Early Years

A city committed to improving the
life chances of our children

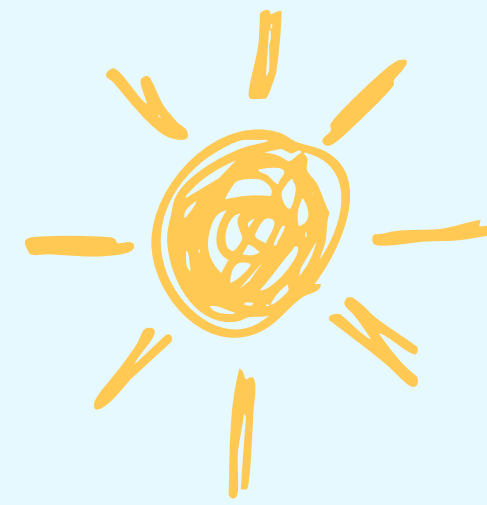
Highest salaries in the UK (excl. London)



Children in relative poverty (% change)



Dare to Dream



Team Derby does something about this.

With early encouragement and guidance from the following.....



Poverty is shaping children's development before they start school.

Children eligible for Free School Meals are on average five months behind by age five; by age 16 this widens to 19 months+.

Child Poverty Strategy

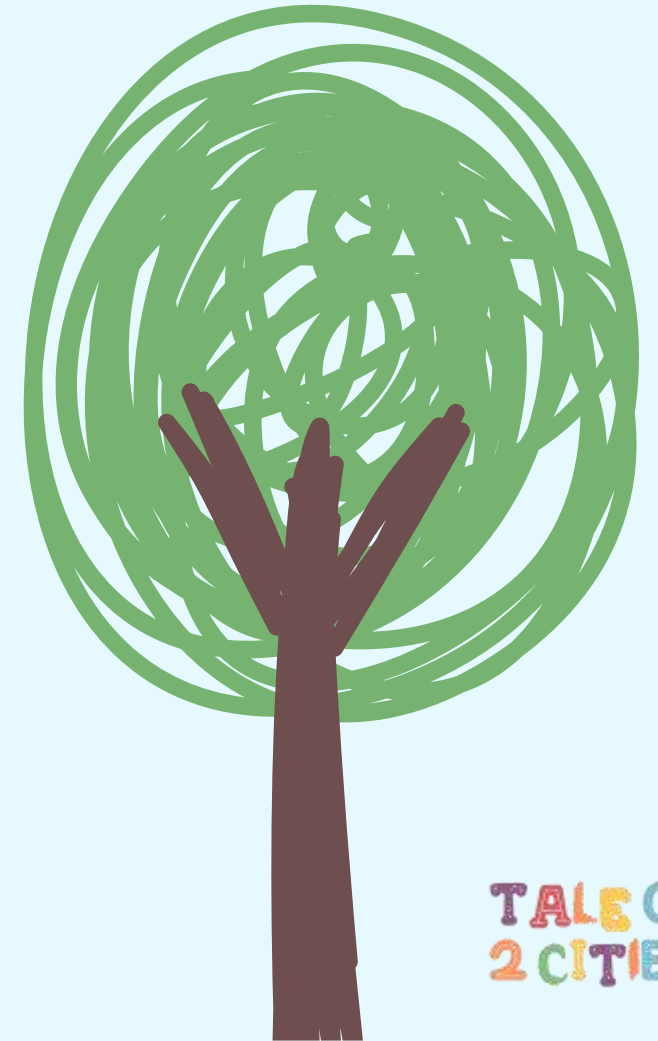


Developmental and communication needs are socially patterned.

Royal College of Speech and Language Therapists (2020)
Bercow: Ten Years On. London: RCSLT.

Children from the most deprived areas are nearly three times more likely to be identified with developmental needs on entry to school.

Over 40% of children in deprived communities show delayed social communication skills on entry to school.





Language gaps equivalent to over a year are visible by age five.

By age five, children from the lowest-income families are 16–19 months behind in vocabulary compared with peers from higher-income households.

National Literacy Trust

1 in 4 children

have limited access to
learning materials.



Daily reading, talking and play
have fallen sharply from 2019
to 2024.



Daily **reading** with children
fell from **66.1%** to **50.5%**



Daily **play**
fell from **76.2%** to **56.0%**



Daily parent–child **conversation**
fell from **90.3%** to **78.1%**

Starting behind usually means staying behind.



Children with poor language at age 5 are six times more likely to fail expected levels at age 11 and more than twice as likely to be unemployed at age 34.

National Literacy Trust



TALE OF
2 CITIES



Early stress, poor nutrition and lack of stimulation have lifelong consequences.

Poverty and stress disrupt brain development; up to 90% of brain development occurs before age five.

The Act for Early Years Report

Picture paints a 1000 words.



This performance was made possible by
Vaillant Group, HUUB and YMCA Derbyshire
and brought to life with real stories shared by local nurseries,
Food4Thought and Derby City Council.

Scripted by Tom Hopcroft and Katy Maclaughin
performed by KTCO Studies.

HUUB

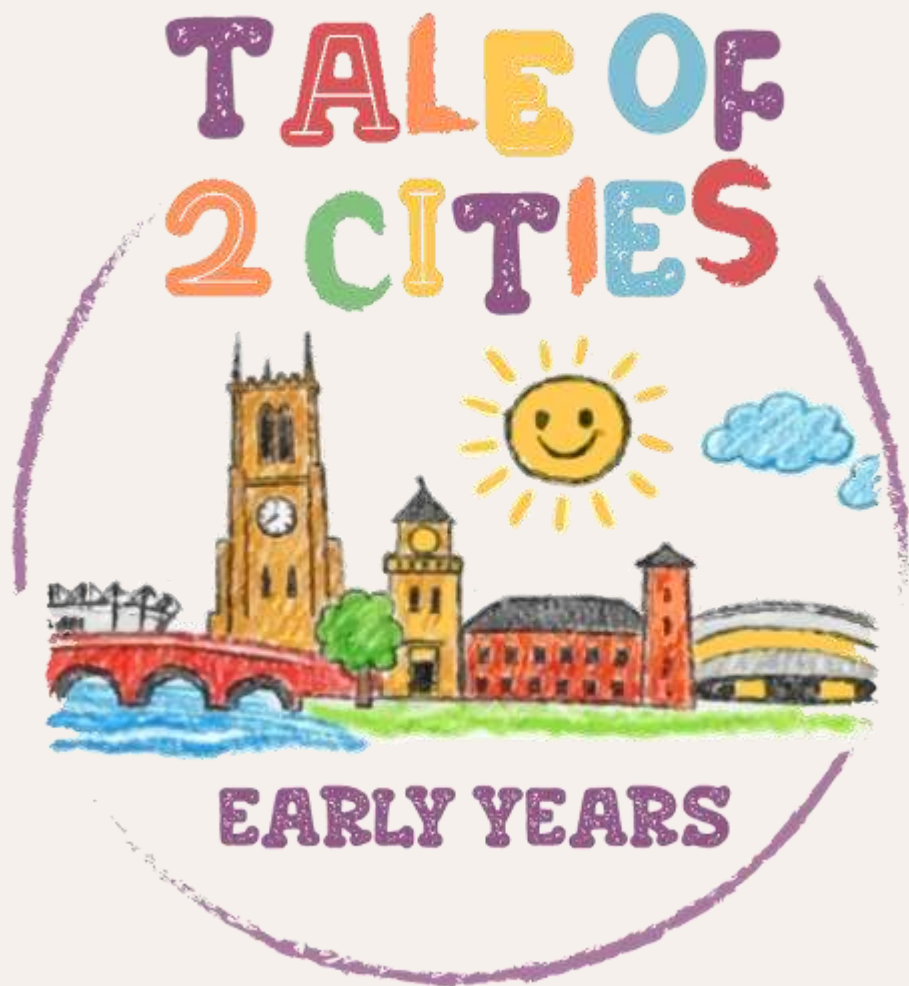


Vaillant

YMCA

**TALE OF
2 CITIES**





Improved Life Chances Fund.

- 9 community nurseries
- 567 children (of which 519 would be eligible for free school meals)



Geographical Deprivation

IMD Rankings (Index of Multiple Deprivation) by LSOAs (Lower Layer Super Output Are)

The following wards are among the most deprived in the country:

Arboretum	Normanton	Sinfin and Osmaston	Alvaston North	Chaddesden North/West	Alvaston South
100% of LSOAs ranked among the most deprived nationally	88.9% of LSOAs in the most deprived nationally	77.8% of LSOAs in the most deprived nationally	50% of LSOAs in the most deprived nationally	44.4% of LSOAs in the most deprived nationally	44.4% of LSOAs in the most deprived nationally

These nurseries need improved life chances fund.



Early **literacy and reading**, through programmes that encourage adults and children to read together.



Healthy eating, supported by nursery-led meal bursaries.



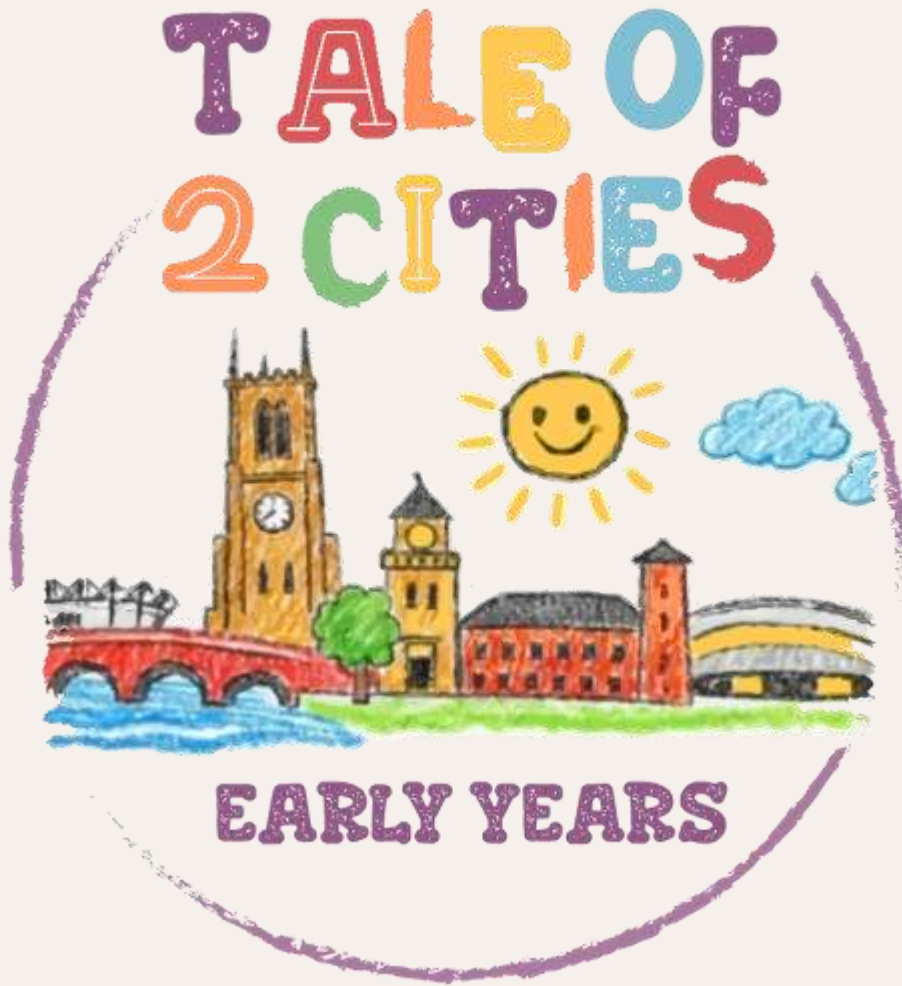
Access to appropriate **clothing**, ensuring children can participate fully in nursery activities.



Access to **enrichment opportunities**, reducing inequality from the earliest years.



Speech and language development, supporting school readiness and long-term educational outcomes.



City of Opportunity

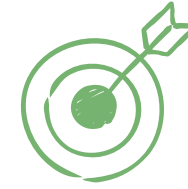
**Let's be the city
that makes the
difference.**

A photograph of a group of young children sitting around a white table in a brightly lit room, likely a school cafeteria or a community center. They are eating watermelon slices and drinking from colorful plastic cups. In the background, an adult in a red shirt is standing near a white shelving unit. The scene is overlaid with a semi-transparent grey filter.

Our annual funding requirement:

£438,000

1 in 5 bondholder employees giving £1 per week.



Annual funding requirement:
£438,000



There are **47,000 employees** working for organisations connected to Marketing Derby bondholders.

If just **8,423 employees** contributed **£1 a week**, we would raise enough funding every year to **improve life chances** and **give children in our city the opportunities they deserve.**

A shared commitment.



Annual funding
requirement:
£438,000

If **100 businesses** pledged:

- **£4,380 per year**
- **£365 per month**
- **£84 per week**

...we would secure the funding needed each year to **improve life chances** and **create real opportunity** for children across our city.





Measuring impact with confidence.

In partnership with the University of Derby, we are establishing a baseline of school readiness now, so we can clearly measure and demonstrate the impact of the fund over the next three to five years.

Political advocacy.

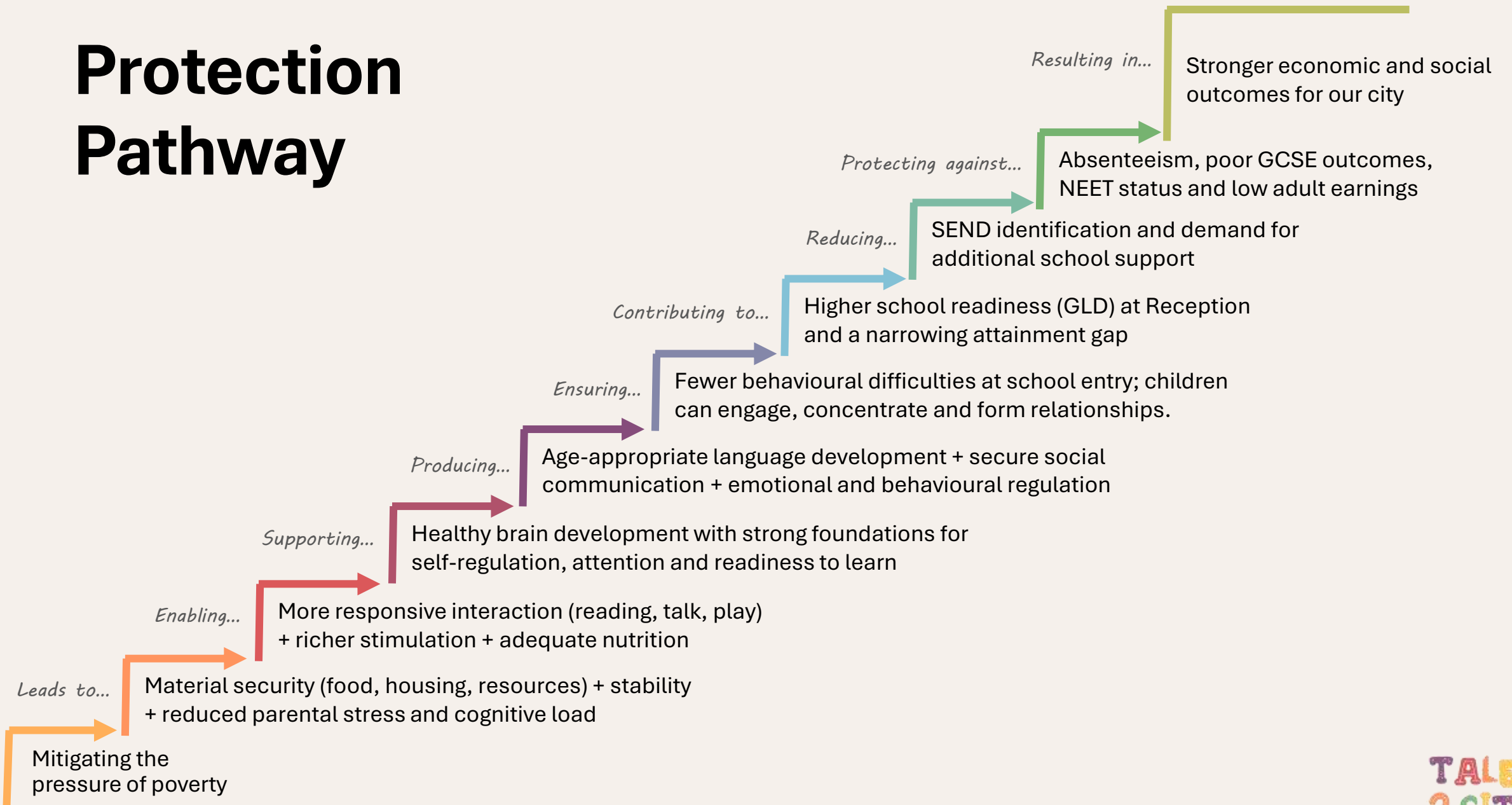


We are working to influence social policy so that **children in nursery settings can access free meals**, in the same way that children receive free meals in primary schools.

With your support, we can help **shape evidence-led change**, ensuring early years provision gives every child the best possible start.



Protection Pathway

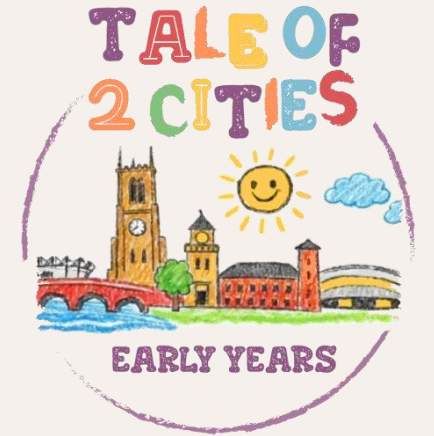


Support us.



Scan the QR code to learn more about the initiative and discover how you can get involved.

Or visit taleof2cities.co.uk



With thanks to **MacMartin** and **TMLA**, who contributed their time and expertise to build the website and support this work.