

# **Childcare Sufficiency 2011-2014**

## **Community Childcare Plan for Bradford on Avon**

**April 2012**

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## Introduction

The Childcare Act 2006 (Section 11) places a duty on local authorities to undertake an assessment of the Sufficiency of Childcare in their area.

Sufficiency of childcare is defined as childcare that is sufficient to meet the requirements of parents who require childcare in order to enable them to take up or remain in work or to undertake education or training which could reasonably be expected to assist them to obtain work.

For a full analysis of the sufficiency of childcare in Wiltshire, please see the Childcare Sufficiency Assessment 2011 at [www.wiltshire.gov.uk/childcare](http://www.wiltshire.gov.uk/childcare). The next full report will be published in April 2014.

For a full list of childcare available in your area please contact Wiltshire's Family Information Service at **ask** on 08457 585072 or visit [www.askwiltshire.org](http://www.askwiltshire.org). The **ask** website also contains lots of useful information for families including holiday playschemes, financial information and services available to parents.

### 1 Bradford-on-Avon community area profile

Bradford-on-Avon Community Area comprises the town of Bradford-on-Avon with a number of surrounding villages: Winsley, Holt, Limpley Stoke, Freshford and Westwood.

#### 1.1 Population trends

According to Wiltshire Council population projections and 2001 Census data:

- The resident population was estimated at **16,570** for 2009
- Bradford on Avon has a population density of **337** people per km<sup>2</sup>.
- The current number of 0-14s in Bradford on Avon is estimated to be around **2,650**.
- Wiltshire is developing a register of disabled children (The Key). The 2001 census data tells us that there were **54** children with a Limiting Long Term Illness (LLTI) in Bradford on Avon.
- At 2001 Bradford on Avon had **301** lone parents
- At 2001 Bradford on Avon had black and minority ethnic population of **1.5%**.

#### 1.2 Deprivation (2007)

Bradford on Avon has no Lower Super Output Areas (LSOAs) that are within the top 30% deprived in the country according to the Index of Multiple Deprivation (IMD). However, Bradford on Avon South-east is in the top 20% most deprived in Wiltshire and in the top 20% in the South West with regard to income deprivation.

### 2 Bradford on Avon community area – key childcare tables

All provider data is correct as at Summer 2010 unless otherwise indicated.

## Registered childcare places (0-7)

Table showing 0-7 registered childcare places (2010)

	0-7 population	Total registered childcare places	% of population aged 0-7
<b>Bradford on Avon</b>	1,390	581	<b>42%</b>
<b>Wiltshire</b>	42,130	14,681	<b>35%</b>
<b>Highest % (Malmesbury)</b>	1,520	783	<b>52%</b>
<b>Lowest % (Westbury)</b>	1,920	442	<b>23%</b>

**Table showing 0-1 year old registered childcare places (2010)**

	<b>0-1 population</b>	<b>Total registered childcare places</b>	<b>% of population aged 0-1</b>
<b>Bradford on Avon</b>	350	85	<b>24%</b>
<b>Wiltshire</b>	10,320	2,161	<b>21%</b>
<b>Highest % (Downton-South Wiltshire)</b>	330	148	<b>45%</b>
<b>Lowest % (Salisbury)</b>	1,080	144	<b>13%</b>

**Table showing 2 year old registered childcare places (2010)**

	<b>2 year old population</b>	<b>Total registered childcare places</b>	<b>% of population aged 2</b>
<b>Bradford on Avon</b>	180	139	<b>77%</b>
<b>Wiltshire</b>	5,300	3,332	<b>63%</b>
<b>Highest % (Pewsey)</b>	120	137	<b>114%</b>
<b>Lowest % (Westbury)</b>	250	75	<b>30%</b>

**Table showing 3-4 year old registered childcare places (2010) (not just free entitlement places)**

	<b>3-4 year old population</b>	<b>Total registered childcare places</b>	<b>% of population aged 3-4</b>
<b>Bradford on Avon</b>	250	274	<b>78%</b>
<b>Wiltshire</b>	10,460	6,276	<b>60%</b>
<b>Highest % (Malmesbury)</b>	380	333	<b>88%</b>
<b>Lowest % (Trowbridge)</b>	1,050	413	<b>39%</b>

**Table showing 5-7 year old registered childcare places (2010)**

	<b>5-7 year old population</b>	<b>Total registered childcare places</b>	<b>% of population aged 5-7</b>
<b>Bradford on Avon</b>	510	83	<b>16%</b>
<b>Wiltshire</b>	15,750	2,912	<b>18%</b>
<b>Highest % (Corsham)</b>	660	214	<b>32%</b>
<b>Lowest % (Downton- South Wiltshire)</b>	540	48	<b>9%</b>

**Table showing 8-14 year old registered childcare places for breakfast care (with registered childcare providers) (2010)**

	<b>8-14 year old population</b>	<b>Total places in registered childcare settings</b>	<b>% of population aged 8-14</b>
<b>Bradford on Avon</b>	1,260	22	<b>2%</b>
<b>Wiltshire</b>	40,790	517	<b>1%</b>
<b>Highest % (Corsham, Downton-South Wiltshire)</b>	1,620, 1,580	42, 49	<b>3%</b>
<b>Lowest % (Melksham, Pewsey, South West Wiltshire)</b>	2,520, 1,060, 1,820	3, 4, 3	<b>0%</b>

Table showing 8-14 year old registered childcare places for after school care (with registered childcare providers) (2010)

	8-14 year old population	Total places in registered childcare settings	% of population aged 8-14
Bradford on Avon	1,260	44	3%
Wiltshire	40,790	901	2%
Highest % (Corsham)	1,620	101	6%
Lowest % (Melksham, Pewsey, South West Wiltshire)	2,520, 1,060, 1,820	12, 4, 4	0%

Table showing 8-14 year old registered childcare places for school holiday care (with registered childcare providers) (2010)

	8-14 year old population	Total places in registered childcare settings	% of population aged 8-14
Bradford on Avon	1,260	34	3%
Wiltshire	40,790	933	2%
Highest % (Downton-South Wiltshire)	1,580	156	10%
Lowest % (Marlborough, Melksham, Pewsey, South West Wiltshire)	1,880, 2,520, 1,060, 1,820	4, 10, 4, 4	0%

## Free entitlement places

Table showing 3-4 free entitlement places (2010)

	3-4 year old population	Total free entitlement places	% of population aged 3-4
Bradford on Avon	350	309	88%
Wiltshire	10,460	6,292	60%
Highest % (Malmesbury, Pewsey)	380, 280	367, 270	97%, 96%
Lowest % (Westbury, Salisbury)	1,040, 470	176, 405	37%, 39%

A lower percentage is not immediately a cause for concern as children don't take their free entitlement until the term after their third birthday and often go to school well before their fifth birthday.

## Early starts and late finishes

Table showing the number and percentage of providers with early starts (before 8am)

	Number of childcare providers	Early start before 8am	% of providers
Bradford on Avon	41	9	21%
Wiltshire	1,050	300	29%
Highest % (Amesbury)	103	43	42%
Lowest % (South West Wiltshire)	34	3	9%

Table showing the number and percentage of providers with late finishes (After 6pm)

	Number of childcare providers	Late finishes after 6pm	% of providers
Bradford on Avon	41	5	12%
Wiltshire	1,050	122	12%
Highest % (Calne)	56	12	21%
Lowest % (Marlborough)	29	1	3%

Table showing the number and percentage of providers who care for over 8s

	Number of childcare providers	Care for over 8s	% of providers
Bradford on Avon	41	14	34%
Wiltshire	1,050	403	38%
Highest % (Westbury)	46	25	54%
Lowest % (South West Wiltshire)	34	8	24%

Table showing the number of providers stating they are able to care for children with additional needs

	Number of childcare providers	Number able to care for children with additional needs	% of providers
Bradford on Avon	41	27	66%
Wiltshire	1,050	577	55%
Highest % (Bradford on Avon)	41	27	66%
Lowest % (Pewsey)	29	13	39%

## Cost and affordability

Table showing the average cost of a childminder (2010)

	Childminder average cost per hour	Highest cost per hour	Lowest cost per hour
Bradford on Avon	£4.10	£5.00	£3.00
Wiltshire	£3.67	£4.41	£2.85
Highest average (Bradford on Avon)	£4.10		
Lowest Average (Amesbury)	£3.23		

Table showing average cost of a preschool or playgroup (2010)

	Preschool average cost per hour	Highest cost per hour	Lowest cost per hour
Bradford on Avon	£3.56	£3.86	£3.00
Wiltshire	£3.71	£5.08	£2.87
Highest average (Pewsey)	£4.77		
Lowest Average (Westbury)	£3.18		

Table showing average cost of full day care nurseries (2010)

	Full day care average cost per hour	Highest cost per hour	Lowest cost per hour
Bradford on Avon	£4.27	£5.25	£3.59
Wiltshire	£3.91	£4.88	£3.27
Highest average (South West Wiltshire)	£4.90		
Lowest Average (Tidworth)	£3.03		

**Table showing average cost of breakfast clubs (2010)**

	Breakfast clubs average cost per hour	Highest cost per hour	Lowest cost per hour
<b>Bradford on Avon</b>	£4.08	£5.25	£2.00
<b>Wiltshire</b>	£3.56	£4.28	£2.79
<b>Highest average (Salisbury)</b>	£4.33		
<b>Lowest Average (Chippenham, South Wiltshire, Melksham)</b>	£3.00		

**NB** No breakfast club costs received for Pewsey, South West Wiltshire, Tidworth or Westbury.

**Table showing average cost of after school clubs (2010)**

	After school clubs average cost per hour	Highest cost per hour	Lowest cost per hour
<b>Bradford on Avon</b>	£4.64	£5.25	£3.66
<b>Wiltshire</b>	£3.59	£4.61	£2.91
<b>Highest average (Corsham)</b>	£4.83		
<b>Lowest Average (Malmesbury)</b>	£2.59		

**NB** No after school club costs received for Pewsey or South West Wiltshire. Only one provider in Tidworth provided costs.

**Table showing average cost of holiday clubs (2010)**

	Holiday clubs average cost per hour	Highest cost per hour	Lowest cost per hour
<b>Bradford on Avon</b>	£4.63	£5.25	£3.65
<b>Wiltshire</b>	£3.00	£3.59	£2.45
<b>Highest average (Bradford on Avon)</b>	£4.63		
<b>Lowest Average (South Wiltshire)</b>	£2.00		

**NB** No holiday club costs received for Marlborough, Pewsey or South West Wiltshire. Only one provider in South Wiltshire, Westbury and Wootton Bassett provided costs.

**Table showing the number of affordable childcare places per low income family (2010)**

	Total no. of affordable places	^Total no. of households	no. of low income house-holds with dependent children (0-16 year olds)	Number of affordable childcare places per low income household with dependent children
Bradford on Avon	295	7,050	332	0.9
<b>Wiltshire</b>	10,689	189,442	9,038	1.2
Highest number (Malmesbury)	655	7,321	273	2.4
Lowest number (South West Wiltshire)	201	10,945	612	0.3

\*The hourly rate of £4.00 was used as an indicator for 'affordable childcare'. This is the approximate average figure provided for free entitlement funding. For information on making childcare more affordable please contact Wiltshire's Family Information Service (see introduction).

Low income is a household income falling below 60% of the average income.

## Quality

Bradford on Avon community area has no registered childcare providers rated as inadequate by Ofsted.

**Table showing the number and percentage of providers with 'good' or 'outstanding' Ofsted inspection grades (2010)**

	Total grades available	% Good/ Outstanding
<b>Bradford on Avon</b>	26	<b>81%</b>
<b>Wiltshire</b>	829	<b>69%</b>
<b>Highest % (Bradford on Avon) (Malmesbury) (Salisbury)</b>	26	<b>81%</b>
	31	<b>81%</b>
	64	<b>81%</b>
<b>Lowest % (Melksham)</b>	28	<b>46%</b>

**Table showing the percentage of parents from the parent survey who were unhappy with the quality of childcare available**

	Total responses to survey	Number of parents unhappy with quality	Percentage of parents unhappy with quality
<b>Bradford on Avon</b>	40	4	<b>10%</b>
<b>Wiltshire</b>	1,844	238	<b>13%</b>
<b>Highest % (Westbury)</b>	64	12	<b>19%</b>
<b>Lowest % (Corsham)</b>	92	4	<b>4%</b>

### **Some comments made by Bradford on Avon parents in the parent survey 2010:**

<b>Parents who state that their current childcare arrangements meet their needs</b>	<b>Comments from parents who state that their current childcare arrangements do not meet their needs</b>
<ul style="list-style-type: none"> <li>• Have been very lucky, a wonderful childminder we have used for 8.5 years</li> <li>• [The] preschool is a wonderful setting which the children love</li> <li>• My daughter enjoys her nursery, which has a large garden.</li> </ul>	<ul style="list-style-type: none"> <li>• I would like close to home childcare - not available at our village</li> <li>• Would like provision for working parents before and after school hours at school.</li> </ul>

### 3 Summary of local picture

This space is for childcare officers and other key partners to summarise the local picture.

#### **General comments (initials and date)**

##### **Childcare and childminding (NH April 2012)**

Bradford on Avon naturally divides into two parts, these being the upper and lower town centre. At the bottom of the hill there is the children's centre with attached nursery, this nursery offers care for older children as the registration is up to 8 years. There is also one other full day care nursery and two sessional groups in this area.

At the top of the hill there is one full day care nursery which does advertise out of school care. There is one community run sessional setting and one after school club this is based at Christ Church School. St Laurence comprehensive school runs a large number of after school activities and providing informal childcare and these give children and young people the opportunity to access a range of activities in a safe environment that will support parents to work.

There are currently 18 registered childminders in the Bradford on Avon community area including eight who are accredited to offer free entitlement to 3 & 4 year olds. There are several new childminders awaiting registration. Many offer flexible provision and will link into local schools to offer school holiday as well as before and/or after school care.

##### **Extended services comments (September 2011)**

All schools in Bradford on Avon are in the Extended Services Network (extended services is the formal name given to the extended school service provided or signposted to by schools.) The network primary schools are: Christ Church, Fitzmaurice, Winsley, Churchfields The Village School, Westwood-with-Iford. St Laurence is the only secondary school in the network.

The network is supported by a co-ordinator who is responsible for supporting the schools to continue to meet the five elements of the extended services core offer of services of which childcare is one. In accordance with Government guidelines, all schools in the Bradford on Avon network are meeting the full core offer so the stage of development is to assess how well schools are continuing to do as an extended school in providing extended services. The assessment will include looking at the quality of 'access to childcare provision' including how frequently the schools consult with parents and students to help identify gaps in provision. This assessment is being undertaken using Wiltshire Quality Standards guidelines. There is plenty to offer for the older age group as there is much happening at St Laurence. Christchurch School now offers a breakfast club.

#### 4 Action plan for county gaps – applicable to all community areas

Goal	Action to address gaps	Responsible organisation/person	Date to be achieved	Monitoring & evaluation
<b>Develop new provision to fill identified gaps</b>	Recruit childminders in areas of need and incentivise new and potential childminders to pick up from schools particularly for the 5-7 year old age group	Childcare officers	From April 2011	Sufficiency meetings 3 times a year
	Link schools in rural areas to after school care and sharing transport where possible in areas of need. Use assessment criteria for sustainability funding (page 51 Childcare Sufficiency Assessment Report 2011)	Childcare officers Extended services	From April 2011	Sufficiency meetings 3 times a year
	Refer to data and information given by Children and Young People in the sufficiency assessment when developing childcare	Childcare officers Extended services	From April 2011	Sufficiency meetings 3 times a year
	Ensure robust collection and mapping of out of school childcare data in schools and local areas	Family information service Early years team	July 2011	Sufficiency meetings 3 times a year
	Respond to employment and demographic changes such as the military areas – tracking the movement of troops in particular the super garrison in Tidworth and Bulford and RAF Lyneham exodus.	Childcare officers Childcare providers	2011/12	Sufficiency meetings 3 times a year
	Develop more after school and holiday care/a safe place to be for 5-14 year olds, particularly the older age range (11-14) in all community areas	Childcare officers Extended services Schools Childcare providers	December 2011	Sufficiency meetings 3 times a year
	Develop more holiday care for disabled children aged 8-17 (contributing to Aiming High for Disabled Children, the local offer, as well as working parents)	Childcare officers	December 2011	Sufficiency meetings 3 times a year
<b>Adapt existing provision including special events</b>	Promote and develop childcare that enables parents to work in school holidays (full days, every day, each week of the school holiday) and more atypical hours in military areas	Childcare officers Childcare providers	From April 2011	Sufficiency meetings 3 times a year
	Continue to offer training to childminders and staff in settings and leisure centres to increase their confidence in caring for children with difficulties and disabilities	Childcare officers Bright Horizons	From April 2011	Sufficiency meetings 3 times a year
	Continue to support and develop suitable childcare including leisure centres, mainstream secondary schools and out of school settings to make them inclusive with difficulties and disabilities	Childcare officers Childcare providers	From April 2011	Sufficiency meetings 3 times a year
	Continue to work with providers and suggest possible ways of making provision more flexible and helpful to working parents	Childcare officers	From April 2011	Sufficiency meetings 3 times

				a year
	Ensure improved quality of some childminders through additional support	Childcare officers	From April 2011	Sufficiency meetings 3 times a year
	Conduct annual activities to gather children's ideas for the development of childcare such as 'Max the cat'	Childcare officers	Summer term each year	Sufficiency meetings 3 times a year
	Develop differentiated and more enriching activities for older children in out of school club provision including childminders	Childcare officers Extended services Childcare providers	From April 2011	Sufficiency meetings 3 times a year
	Continue the very successful Play Parties for disabled children aged 5-16 and expand across the county. Links to Aiming High for Disabled Children (AHDC)	Childcare officers	From April 2011	Sufficiency meetings 3 times a year
<b>Improve communication and the provision of information</b>	Improve communication and the provision of information about issues surrounding childcare to all parents. In particular young and ethnic minority parents for example translation and brokerage service	Family information service	From April 2011	Sufficiency meetings 3 times a year
	Regularly promote financial assistance to pay for childcare including verbally, through leaflets, website advertising, press releases, bulletins, Job Centre Plus, employers etc. targeting parents taking up or returning to employment	Family information service	From April 2011	Sufficiency meetings 3 times a year
	Develop an information strategy to address communication issues and encourage joint working between FIS, schools, extended services, childcare team and childcare providers	Childcare manager	By May 2011	Sufficiency meetings 3 times a year
	Link childminders and other providers with schools where appropriate and encourage schools to activity promote the use of childminders and other available childcare, to parents, so that they can make an informed decision about returning to work or education	Childcare officers Schools Extended services Childcare providers	From April 2011	Sufficiency meetings 3 times a year
	Ensure that all schools are using the extended services Quality Standards Assessment Tool and encourage improvement in practice regarding the childcare offer and communication with parents	Extended services Schools	From April 2011	Sufficiency meetings 3 times a year
	Link in with planning department, housing developments and the core strategy plan - 'Wiltshire 2026-Planning for Wiltshire's Future to plan childcare alongside employment and demographic changes	Childcare manager	From April 2011	Sufficiency meetings 3 times a year

**5 Action plan to address childcare gaps in Bradford on Avon – September 2011**

<b>Desired outcome</b>	<b>Action</b>	<b>By when</b>	<b>Person/s responsible for action</b>	<b>Complete/ongoing</b>
Existing affordable voluntary groups in the area continues to remain sustainable	Ensure groups have business support on a regular basis	Ongoing	Childcare officer	
That pre-schools signpost parents to town holiday clubs (villages)	In discussion with the pre-school leaders	Ongoing	Childcare officer	

**Planned projects which are relevant to developing childcare in Bradford on Avon**

Consider location of affordable children on Christchurch school site.  
 Enquiries have been received in the office over the summer and autumn 2011 for development of childcare and childminding services in Bradford on Avon and the nearby village of Winsley.