

Childcare Sufficiency 2011-2014

Community Childcare Plan for Chippenham

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. 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. The **ask** website also contains lots of useful information for families including holiday playschemes, financial information and services available to parents.

1 Chippenham community area profile

Chippenham community area comprises the town of Chippenham with a number of surrounding villages: Sutton Benger, Yatton Keynell, Kington St Michael, North Wraxall, Nettleton, Grittleton, Stanton St Quinton, Seagry, Christian Malford and Kington Langley. It has easy access to the M4 at Junction 17.

1.1 Population trends

According to Wiltshire Council population projections and 2001 Census data:

- The resident population was estimated at **42,060** for 2009
- Chippenham has a population density of **308** people per km².
- The current number of 0-14s in Chippenham is estimated to be around **8,530**.
- Wiltshire is developing a register of disabled children (The Key). The 2001 census data tells us that there were **254** children with a Limiting Long Term Illness (LLTI) in Chippenham.
- At 2001 Chippenham had **827** lone parents
- At 2001 Chippenham had black and minority ethnic population of **2.5%**.

1.2 Deprivation (2007)

Chippenham has one Lower Super Output Area (LSOA) that is amongst the top 30% most deprived in the country according to the Index of Multiple Deprivation. This is Chippenham Queens – east. There are 2 areas that fall within the most 10% deprived in the South West in terms of income deprivation affecting children and two that fall within the top 20%. These are Chippenham Hill Rise (North West) (top 10%), Chippenham Queens (East) (top 10%), Chippenham Avon (East) (top 20%), and Chippenham Audley (South) (top 20%).

2 Chippenham 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
Chippenham	4,260	1,610	38%
Wiltshire	42,130	14,681	35%
Highest % (Malmesbury)	1,520	783	52%
Lowest % (Westbury)	1,920	442	23%

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

	0-1 population	Total registered childcare places	% of population aged 0-1
Chippenham	1,050	281	27%
Wiltshire	10,320	2,161	21%
Highest % (Downton-South Wiltshire)	330	148	45%
Lowest % (Salisbury)	1,080	144	13%

Table showing 2 year old registered childcare places (2010)

	2 year old population	Total registered childcare places	% of population aged 2
Chippenham	530	311	59%
Wiltshire	5,300	3,332	63%
Highest % (Pewsey)	120	137	114%
Lowest % (Westbury)	250	75	30%

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

	3-4 year old population	Total registered childcare places	% of population aged 3-4
Chippenham	1,060	667	63%
Wiltshire	10,460	6,276	60%
Highest % (Malmesbury)	380	333	88%
Lowest % (Trowbridge)	1,050	413	39%

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

	5-7 year old population	Total registered childcare places	% of population aged 5-7
Chippenham	1,620	351	22%
Wiltshire	15,750	2,912	18%
Highest % (Corsham)	660	214	32%
Lowest % (Downton- South Wiltshire)	540	48	9%

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

	8-14 year old population	Total places in registered childcare settings	% of population aged 8-14
Chippenham	4,270	92	2%
Wiltshire	40,790	517	1%
Highest % (Corsham, Downton-South Wiltshire)	1,620, 1,580	42, 49	3%
Lowest % (Melksham, Pewsey, South West Wiltshire)	2,520, 1,060, 1,820	3, 4, 3	0%

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
Chippenham	4,270	147	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
Chippenham	4,270	138	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
Chippenham	1,060	613	58%
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
Chippenham	124	42	34%
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
Chippenham	124	12	10%
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
Chippenham	124	49	40%
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
Chippenham	124	63	51%
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
Chippenham	£3.73	£4.00	£2.74
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
Chippenham	£3.81	£8.75	£2.81
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
Chippenham	£4.57	£7.50	£3.50
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
Chippenham	£3.00	£4.00	£2.00
Wiltshire	£3.56	£4.28	£2.79
Highest average (Salisbury)	£4.33		
Lowest Average (Chippenham, South Wiltshire, Melksham)	£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
Chippenham	£3.89	£7.25	£2.40
Wiltshire	£3.59	£4.61	£2.91
Highest average (Corsham)	£4.83		
Lowest Average (Malmesbury)	£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
Chippenham	£3.84	£5.00	£3.00
Wiltshire	£3.00	£3.59	£2.45
Highest average (Bradford on Avon)	£4.63		
Lowest Average (South Wiltshire)	£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
Chippenham	1,449	17,258	766	1.9
Wiltshire	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

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

	Total grades available	% Good/ Outstanding
Chippenham	90	72%
Wiltshire	829	69%
Highest % (Bradford on Avon)	26	81%
(Malmesbury)	31	81%
(Salisbury)	64	81%
Lowest % (Melksham)	28	46%

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
Chippenham	215	36	17%
Wiltshire	1,844	238	13%
Highest % (Westbury)	64	12	19%
Lowest % (Corsham)	92	4	4%

Some comments made by Chippenham parents in the parent survey 2010:

Parents who state that their current childcare arrangements meet their needs	Comments from parents who state that their current childcare arrangements do not meet their needs
<ul style="list-style-type: none"> • Our childminder is very accommodating with my shifts • [My preschool] provided fantastic care • I have been really impressed with [my nursery], they have cared for my son and encouraged his development • I have used the same childminder since my children were babies and they have benefitted from this consistent approach • Clubs offered by [the school] before and after school have been a great help • Holiday clubs offered are very good • After school club provision is excellent and very professional in a caring environment. 	<ul style="list-style-type: none"> • After school club ends too early - and is frequently booked up • The school has no breakfast club • There is no childcare for evening workers that I can find in my area and not due to lack of searching • Since the closure of the college playgroup, not one nursery/playschool does the hours you want • No on-site wraparound care at school • There is no facility for overnight care or care before 0700 or after 1900 • A dedicated website for the Chippenham area with all local childcare is needed • Social Services should be funded to provide more care for disabled children.

3 Summary of local picture

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

General comments

The childcare requirements seem to change in Chippenham on a more regular basis than other community areas in Wiltshire. This is linked to the area's economy which is also constantly changing. Families move in and out of Chippenham frequently and it has a growing population. In fact Chippenham has the highest town population in Wiltshire. There are around 5, 500 houses to be developed in the Chippenham area over the next five years. The childcare officers closely monitor occupancy levels **(JG April 2012)**.

Childcare and childminding

There are spaces currently available through settings and childminders and this is closely monitored. Business health checks carried out with settings help to monitor affordable childcare and keep the market buoyant. Working parents require longer hours than regularly given by childcare providers and atypical hours will need to be considered for newly registering childminders. Chippenham has sufficient out of school care, some holiday clubs and after school/breakfast clubs offer care for children up to 14. There is now provision for children of secondary school age at the Rise in Pewsham and there is a Youth Café offered for the children of Hardenhuish and Sheldon schools. Although the over 5's clubs offer inclusive provision many social workers are looking for childcare places for children with specific requirements and many clubs cannot cater for this. This has been highlighted as a gap.

There is a plan to develop a childcare provision on the Hardenhuish secondary school site.

There is also a plan to develop a childcare provision at the Spring Rise Childcare centre adjacent to Frogwell School in the summer of 2012. This will cater for increasing numbers of funded two year olds from September 2012.

There are spaces within the childminding community and care for ages 0-14 is offered. There are some new potential childminders who wish to **register (JG March 2012)**.

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
Develop new provision to fill identified gaps	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
Adapt existing provision including special events	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	Childcare officers	From April	Sufficiency

	making provision more flexible and helpful to working parents		2011	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
Improve communication and the provision of information	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 Chippenham (March 2012)

Desired outcome	Action	By when	Person/s responsible for action	Complete/ongoing
Wide range of childcare at different fee levels continues. It is important that those groups at the lower end of the market are supported so that it remains affordable	Continue to carry out business health checks that would support committee run settings who are on the lower end of the market	Ongoing	Childcare officer	
Choice for working parents on the North side of Chippenham.	New Nursery to open in September 2012.	Ongoing	Childcare officers	
There is plenty of provision for children with difficulties and disabilities however, parents need to know it is there	Encourage settings to advertise inclusive practice by giving them advice on where, when and what should be advertised. Promote salary sacrifice and childcare tax credits	Ongoing	Childcare officers Family Information Service	
Create dedicated holiday provision for children with specific requirements.	Approach the local opportunity group to discuss options.	Instigate spring/summer term 2012	Childcare Coordinator and Childcare Officer.	
More spaces for funded Two Year olds.	Work with an identified local provider in order to try and create additional spaces for two year olds.	Spring/summer term 2012.	Childcare Manager/childcare Coordinator and Childcare Officer.	

Planned projects which are relevant to developing childcare in Chippenham

- Chippenham is a rapidly changing community. Not only is it situated on the M4 corridor, the change is mainly due to the expanding retail sector. There are a variety of jobs on offer, which also means that there is on-going housing development on a large scale. It is planned that the Childcare Officers covering this area continue to monitor occupancy levels on an on-going basis to ensure sufficient childcare.
- There will be a new full day care nursery opening on the North side of Chippenham. This has been delayed due to planning issues and won't be open in 2012. .