

# **Childcare Sufficiency 2011-2014**

## **Community Childcare Plan for Marlborough**

**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 Marlborough community area profile

Marlborough Community Area comprises the town of Marlborough situated on the A4 in Wiltshire which has a frequent bus service and connects a number of surrounding villages also included in the profile: Aldbourne, Avebury, Baydon, Chilton Foliat, East Kennet, Froxfield, Fyfield, Great Bedwyn, the Kennetts, Little Bedwyn, Lockeridge, Manton, Mildenhall, the Ogbourne St George, Ogbourne St Andrew, Preshute, Ramsbury, Savernake, West Overton.

There is a passenger rail service to and from Great Bedwyn which passes through Hungerford in Berkshire stopping at Reading where you can connect for other rail journeys.

#### 1.1 Population trends

According to Wiltshire Council population projections and 2001 Census data:

- The resident population was estimated at **17,580** for 2009
- Marlborough has a population density of 45 people per km<sup>2</sup>.
- The current number of 0-14s in Marlborough is estimated to be around **3,520**.
- Wiltshire is developing a register of disabled children (The Key). The 2001 census data tells us that there were **93** children with a Limiting Long Term Illness (LLTI) in Marlborough.
- At 2001 Marlborough had **326** lone parents
- At 2001 Marlborough had black and minority ethnic population of **1.2%**.

#### 1.2 Deprivation (2007)

Marlborough has no Lower Super Output Areas (LSOAs) that fall within the most 30% most deprived in England according to the Index of Multiple Deprivation (IMD). However Marlborough East-north falls just outside the 10% most deprived (IMD) in the South West, in the most 20% most deprived in the South West with regards to income and income deprivation affecting children. This LSOA also falls within the top 10% in Wiltshire for the latter two deprivation analyses.

## 2 Childcare sufficiency gaps

### 2.1 Wiltshire

Please refer to the countywide action plan on pages 10-11 for areas of development that are applicable to all community areas. The main recommendations are:

- Develop age appropriate out of school care that enables parents to work
- Increase parental awareness of financial assistance available to pay for childcare
- Develop childcare at a local level (community area plans)
- Achieve a fuller picture of the available out of school childcare
- Develop childcare that is suitable for children with difficulties and disabilities

- Increase flexibility in provision to help working parents
- Engage with employers to increase awareness of childcare issues and family flexible policies
- Raise awareness to parents (in particular ethnic minority parents) of information around childcare including financial assistance
- Increase the confidence of young parents to use registered childcare to enable them to attend college/work

## 2.2 Marlborough 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>Marlborough</b>	1,640	572	<b>35%</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)

	0-1 population	Total registered childcare places	% of population aged 0-1
<b>Marlborough</b>	310	73	<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)

	2 year old population	Total registered childcare places	% of population aged 2
<b>Marlborough</b>	190	114	<b>60%</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)

	3-4 year old population	Total registered childcare places	% of population aged 3-4
<b>Marlborough</b>	390	280	<b>72%</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)

	5-7 year old population	Total registered childcare places	% of population aged 5-7
<b>Marlborough</b>	750	105	<b>14%</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)**

	8-14 year old population	Total places in registered childcare settings	% of population aged 8-14
<b>Marlborough</b>	1,888	13	<b>1%</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
<b>Marlborough</b>	1,888	15	<b>1%</b>
<b>Wiltshire</b>	40,790	901	<b>2%</b>
<b>Highest % (Corsham)</b>	1,620	101	<b>6%</b>
<b>Lowest % (Melksham, Pewsey, South West Wiltshire)</b>	2,520, 1,060, 1,820	12, 4, 4	<b>0%</b>

**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
<b>Marlborough</b>	1,888	4	<b>0%</b>
<b>Wiltshire</b>	40,790	933	<b>2%</b>
<b>Highest % (Downton-South Wiltshire)</b>	1,580	156	<b>10%</b>
<b>Lowest % (Marlborough, Melksham, Pewsey, South West Wiltshire)</b>	1,880, 2,520, 1,060, 1,820	4, 10, 4, 4	<b>0%</b>

## 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
<b>Marlborough</b>	390	258	<b>66%</b>
<b>Wiltshire</b>	10,460	6,292	<b>60%</b>
<b>Highest % (Malmesbury, Pewsey)</b>	380, 280	367, 270	<b>97%, 96%</b>
<b>Lowest % (Westbury, Salisbury)</b>	1,040, 470	176, 405	<b>37%, 39%</b>

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
Marlborough	29	5	17%
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
Marlborough	29	1	3%
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
Marlborough	29	8	28%
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
Marlborough	29	15	52%
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
Marlborough	£3.92	£4.00	£3.75
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
Marlborough	£4.17	£8.83	£3.34
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
Marlborough	£3.91	£3.86	£4.00
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
Marlborough	£3.98	£4.33	£3.45
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
Marlborough	£3.23	£3.40	£3.05
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
Marlborough	*	*	*
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
<b>Marlborough</b>	289	8,998	398	0.7
<b>Wiltshire</b>	10,689	189,442	9,038	1.2
<b>Highest number (Malmesbury)</b>	655	7,321	273	2.4
<b>Lowest number (South West Wiltshire)</b>	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
<b>Marlborough</b>	38	74%
<b>Wiltshire</b>	829	69%
<b>Highest % (Bradford on Avon)</b>	26	81%
<b>(Malmesbury)</b>	31	81%
<b>(Salisbury)</b>	64	81%
<b>Lowest % (Melksham)</b>	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
<b>Marlborough</b>	66	9	14%
<b>Wiltshire</b>	1,844	238	13%
<b>Highest % (Westbury)</b>	64	12	19%
<b>Lowest % (Corsham)</b>	92	4	4%

**Some comments made by Marlborough 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"> <li>• After school clubs are excellent value both educationally and financially. There is no change of venue to resolve after school</li> <li>• Breakfast and after school clubs are really good at [my village]</li> <li>• Our local preschool is brilliant and I wish I could use it more often</li> <li>• We used a registered childminder for 4 years which was excellent</li> <li>• The whole day preschool in [my village] is brilliant.</li> </ul>	<ul style="list-style-type: none"> <li>• There is no longer an after school club for my children's school and no suitable childcare for holidays (leisure centre only 8.30 til 5)</li> <li>• It doesn't start early enough or finish late enough for hospital shifts</li> <li>• No out of school hours provision at local primary unlike many other surrounding village schools</li> <li>• Need breakfast club, after school club, holiday clubs</li> <li>• Need more childminders.</li> </ul>

**3 Summary of local picture**

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

<p><b>General comments</b> For up-to-date information on childminding vacancies or childcare provision in your area, please enquire at Reception at your local Children's Centre, school or telephone Wiltshire's Family Information Service at <b>ask</b> on 08457 585072.</p> <p><b>Childcare and childminding</b></p> <ul style="list-style-type: none"> <li>• The Marlborough area has a number of private and voluntary childcare settings, many in the smaller rural villages. However, due to their rurality, some of these have few children in attendance. (EC Apr 2012)</li> <li>• There is sufficient provision for out of school care with various providers, many on schools sites (EC Apr 2012)</li> <li>• There are insufficient places for funded two year olds in the town.(SC April 2012)</li> <li>• There are registered childminders in Marlborough and some of the surrounding villages. However there is a need for more childminders in the town itself. (EC Apr 2012)</li> <li>• Marlborough children's centre holds a list of childminding vacancies. Please ask at reception for details of their wraparound scheme. (EC Apr 2012)</li> <li>• If you are interested in exploring childminding as a career please contact your local childcare officer through the children's centre. (EC Apr 2012)</li> </ul> <p><b>Extended services comments</b> Holiday club activities are available via Activate at Marlborough Leisure Centre (KD 10) Woodleys after school club run an on demand holiday club during the summer All schools in the area are meeting the core offer where there is demand for childcare. (KD 10)</p>
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#### 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 Marlborough - September 2011

Gap	Action	By when	Person/s responsible for action	Complete/Ongoing
Not all parents are able to access childminders in the area.	Monitor childminder numbers in remote areas for pre school and out of school, and recruit where necessary by offering an enhanced start-up grant. <b>Currently trying to recruit in Marlborough, Shalbourne and Burbage.</b>	September 2011	Childcare Officers	Ongoing
Working parents would like flexible free entitlement in the town	Childcare team will continue to encourage flexible provision.	September 2011	Childcare officers	Ongoing

### Planned projects which are relevant to developing childcare in Marlborough

- Currently more childminding provision is required in Marlborough and surrounding villages so childcare officers are focussing on recruitment in specific areas. (EC Apr 2012)
- Interests have been expressed in setting up childcare in Marlborough Town and a suitable venue is currently being explored (EC Apr 2012)