

Childcare Sufficiency 2011-2014

Community Childcare Plan for Melksham

April 2012

Contents	Page
1 Melksham community area profile	2
1.1 Population trends	2
1.2 Deprivation	2
2 Melksham community area – key tables	2-7
Registered places (0-7)/8-14 places	2-4
Free entitlement places	4
Early starts and late finishes	4
Cost and affordability	5-6
Quality	7
3 Summary of local picture	8
4 Action plan to address childcare gaps in Wiltshire	9-10
5 Action plan to address childcare gaps in Melksham	11

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 Melksham area profile

Melksham Community Area comprises the town of Melksham with a number of surrounding villages: Shaw, Whitley, Atworth, Seend and Broughton Gifford.

1.1 Population trends

According to Wiltshire Council population projections and 2001 Census data:

- The resident population was estimated at **26,470** for 2009
- Melksham has a population density of **516** people per km².
- The current number of 0-14s in Melksham is estimated to be around **4,910**.
- Wiltshire is developing a register of disabled children (The Key). The 2001 census data tells us that there were **181** children with a Limiting Long Term Illness (LLTI) in Melksham.
- At 2001 Melksham had **486** lone parents
- At 2001 Melksham had black and minority ethnic population of **1.9%**.

1.2 Deprivation (2007)

Melksham has 2 Lower Super Output Areas (LSOAs) that are amongst the 30% most deprived in the country according to the Index of Multiple Deprivation (IMD). These are Melksham Kings Park and Melksham Queensway Chapel.

2 Melksham 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
Melksham	2,390	785	33%
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
Melksham	580	112	19%
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
Melksham	300	182	61%
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
Melksham	600	361	60%
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
Melksham	910	130	14%
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
Melksham	2,520	3	0%
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
Melksham	2,520	12	0%
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
Melksham	2,520	10	0%
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
Melksham	600	360	60%
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
Melksham	44	6	14%
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
Melksham	44	2	5%
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
Melksham	44	12	27%
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
Melksham	44	24	55%
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
Melksham	£3.75	£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
Melksham	£3.33	£3.90	£2.25
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
Melksham	£3.64	£3.86	£3.20
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
Melksham	£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
Melksham	£3.31	£4.00	£2.75
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
Melksham	£2.38	£2.50	£2.25
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
Melksham	590	9,875	528	1.1
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

There are no childcare providers in the Melksham community area who were judged 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
Melksham	28	46%
Wiltshire	829	69%
Highest % (Bradford on Avon) (Malmesbury) (Salisbury)	26	81%
	31	81%
	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
Melksham	120	19	16%
Wiltshire	1,844	238	13%
Highest % (Westbury)	64	12	19%
Lowest % (Corsham)	92	4	4%

Some comments made by Melksham 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"> The local council ran a week of childcare at local schools last summer at a very competitive cost and my children enjoyed it We have used [an after school club] in Melksham which was great as lots of activities The nursery which my children attend has been excellent so I do not worry about my children when I am working pre school works well and choices for 3/4 year old children are good The after school club at [a nursery] is good because they pick up from the school We've been extremely lucky to have a wonderful childminder. 	<ul style="list-style-type: none"> School offers no breakfast or after school club. There are no childminders in the village so school drop off/pick up would be difficult Getting childcare for ADHD children would be greatly appreciated Childminder was forced to give up due to the demand of the paperwork involved and the poor pay I think my school is one of the only ones without breakfast club/early bird drop off options.

3 Summary of local picture

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

General comments

The Melksham community area is well served with affordable childcare for all ages. Though there are some gaps regarding childcare for the over 5s in some of the villages this is addressed if a need is identified. The quality of settings in the Melksham community area continues to improve.

Childcare and childminding (April 2012 NH)

- In Melksham and in the surrounding villages there are number of pre-schools and nurseries. The provision ranges from children's centres through to private daycare and voluntary and private pre-school settings.
- There are after school clubs, breakfast clubs and holiday clubs available in the town itself and in the Bowerhill area. There is the opportunity for children to be collected from some village schools to attend an after school club, and parents occasionally require more of these in their particular village.
- The secondary school runs a good range of activities/clubs after school for children attending there and although not always seen as childcare parents may using it as such for the 11 plus children to support their childcare needs.
- There are 16 registered child minders in Melksham community area. Two of these child minders are accredited and another two are training to be so. They can offer the Free Entitlement to two three and four year olds. Two of these child minders provide respite care working with parents closely who have children with complex needs.
- Currently there are childminders with vacancies in the Melksham community area. There is an ongoing interest from local people to become childminders.
- Please contact your local children centre if you are interested in becoming registered as a childminder with Ofsted.
- One of the local community pre schools (Broughton road Pre School) has relocated onto the school site at the Manor School as Sunflowers Pre School.
- There is a new large nursery opened at the Boomerang Soft Play centre.

Extended services comments –there is a new community run extended schools service and this is co-ordinated from the local secondary school.

Please contact your individual school for details of the services available.

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	FIS 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 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
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 Melksham – September 2011

Desired outcome	Action	By when	Person/s responsible for action	Complete/ongoing
New provision	Ongoing monitoring of places available for 8-14 year olds	Ongoing	Childcare officers	
New provision	Schools need to check demand for breakfast and after school clubs ready to set up provision where there are gaps.	Ongoing	Childcare officers and early years inclusion advisor	

Planned projects which are relevant to developing childcare in Melksham

There is a new out of school provision on the Shaw school site.