

Childcare Sufficiency 2011-2014

Community Childcare Plan for Trowbridge

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 Trowbridge community area profile

Trowbridge community area comprises the town of Trowbridge with a number of surrounding villages: Semington, Hilperton, Keevil, Steeple Ashton, Great Hinton, West Ashton, Yarnbrook, Wingfield, North Bradley, Southwick and Staverton.

1.1 Population trends

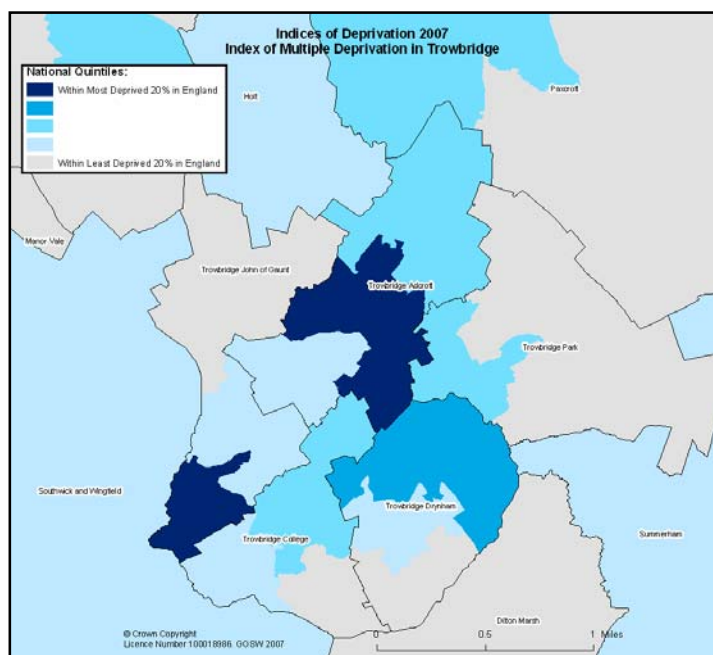
According to Wiltshire Council population projections and 2001 Census data:

- The resident population was estimated at **43,710** for 2009
- Trowbridge has a population density of **538 people per km²**.
- The current number of 0-14s in Trowbridge is estimated to be around **8,220**.
- Wiltshire is developing a register of disabled children (The Key). The 2001 census data tells us that there were **281** children with a Limiting Long Term Illness (LLTI) in Trowbridge.
- At 2001 Trowbridge had **944** lone parents
- At 2001 Trowbridge had black and minority ethnic population of **2.6%**.

1.2 Deprivation (2007)

Trowbridge has three Lower Super Output Areas (LSOAs) that are amongst the top 30% most deprived in the country according to the Index of Multiple Deprivation. These are Trowbridge John of Gaunt - Studley Green (top 20%), Trowbridge Adcroft - Seymour (20%) and Trowbridge Drynham - Lower Studley (top 30%). Staverton & Hilperton (part) are within the top 10% most deprived in Wiltshire.

Map of Index of Multiple Deprivation (IMD) for LSOAs in Trowbridge, 2007



2 Trowbridge 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
Trowbridge	4,340	1,173	27%
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
Trowbridge	1,140	207	18%
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
Trowbridge	530	275	52%
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
Trowbridge	1,050	413	39%
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
Trowbridge	1,620	278	17%
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
Trowbridge	3,880	33	1%
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
Trowbridge	3,880	47	1%
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
Trowbridge	3,880	60	2%
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
Trowbridge	1,050	416	40%
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
Trowbridge	90	22	24%
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
Trowbridge	90	9	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
Trowbridge	90	38	42%
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
Trowbridge	90	50	56%
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
Trowbridge	£3.44	£5.00	£2.50
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
Trowbridge	£3.33	£3.80	£2.50
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
Trowbridge	£3.66	£4.20	£3.00
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
Trowbridge	£3.60	£4.10	£3.00
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
Trowbridge	£3.72	£4.10	£3.40
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
Trowbridge	£2.38	£3.40	£1.35
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 house-holds	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
Trowbridge	860	19,055	922	0.9
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
Trowbridge	68	71%
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
Trowbridge	172	31	18%
Wiltshire	1,844	238	13%
Highest % (Westbury)	64	12	19%
Lowest % (Corsham)	92	4	4%

Some comments made by Trowbridge 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"> • I have a great childminder and my children both love attending • Taking child at 7.45 allowed me to start work early and finish early • [The nursery] is great, so is the childminder we use • The fun days held in schools..... are excellent in the holidays • Nursery has been great, both convenience wise and socially • We are extremely happy with our nursery. 	<ul style="list-style-type: none"> • The local nursery does not provide care just for school times, we have to pay for the full day • Childminders do not know Makaton • Unable to find affordable childcare that the children want to do • Childminders cannot 'sign' and some do not wish to look after special needs children • Pre school is fully booked can only have certain days • Need more after school and holiday clubs • There could be more, within walking distance, with lower rates.

3 Summary of local picture

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

General comments

Employment is fluctuating in this area. Parents are currently using less formal childcare arrangements where employment is unstable.

Childcare and childminding

- Trowbridge has a diverse range of childcare across the age range. There are a large number of nurseries and pre-schools offering the 'free entitlement'.
- There is a plan for a new nursery to open in West Ashton in September 2012
- There is a new afterschool club at Moove the soft play centre in the centre of the town. This club picks up from a number of town and edge of town schools.
- There is currently no evidence of need for childcare other than a lack of out of school childcare in some rural areas. This could be solved by combining transport or using the rural model.
- For older children in Trowbridge, the leisure centre offers a wide selection of after school activities as do some secondary schools.
- The local nurseries also offer after school and holiday childcare as well as the local child minders and the local leisure centre and Trowbridge Town Council offer activity based alternatives.
- Trowbridge community area has 56 registered child minders, of which 10 are accredited and offering free entitlement to 2, 3 and 4 year olds. Some have spaces.
- Several child minders are currently providing care for children with specific needs and many are linked to schools and children centres.
- Child minders are able to offer flexible care for babies, toddlers, pre-school and school aged children during term time and holiday periods. Vacancies are available. Some are able to offer overnight/respice care. Child minders within the area have previous experience of working with children with additional needs.
- For further information regarding any child minder vacancies please contact **ask** – Family Information Service 08457 585072.
- Children's Centres hold details of local child minder vacancies, please ask at reception for details regarding the Child minder Wrap around Scheme. If you are interested in exploring a career in child minding or would like further information on child minders in the local area, please make contact with your local childcare officer through the Children's Centre.
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Extended schools comment date and initials

The extended schools hub at John of Gaunt school is used as a base to co-ordinate services to the primary and secondary schools in the area.

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 Trowbridge – September 2011

Desired outcome	Action	By when	Person/s responsible for action	Complete/ongoing
To assist rural schools with regards to sustainable childcare	To work with early years team to link schools with existing childcare providers/childminders linking with extended services co-ordinators	Ongoing	Childcare officers and extended services co-ordinators	Ongoing
To further promote the range of activities available through the secondary school, leisure centre and all other providers	To work with the extended services co-ordinators to establish what activities are on offer. To link with other schools within a cluster. To include activities as a way of accounting for the older age range for childcare	Ongoing	Childcare officers, extended services co-ordinators and Family Information Service	Ongoing
To further promote inclusive childcare providers/childminders. To promote activities and childcare for children with complex disabilities	To promote to parents that all providers are inclusive and to provide parents with information on what to ask when approaching a setting in connection with caring for a child/ren with specific requirements	Ongoing	Family Information Service	Ongoing
To continue to assess opening hours in connection with local employment.	Early years team to work with Job Centre Plus in monitoring local employment and the needs of local employers and employees	Ongoing	Job Centre Plus and childcare officers	Ongoing