

# **Childcare Sufficiency 2011-2014**

## **Community Childcare Plan for Westbury**

**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 Westbury community area profile

Westbury Community Area comprises the town of Westbury with a number of surrounding villages: Hawkeridge, Heywood, Chapmanslade, Dilton Marsh, Bratton and Edington.

#### 1.1 Population trends

According to Wiltshire Council population projections and 2001 Census data:

- The resident population was estimated at **17,900** for 2009
- Westbury has a population density of **244** people per km<sup>2</sup>.
- The current number of 0-14s in Westbury is estimated to be around **3,530**.
- Wiltshire is developing a register of disabled children (The Key). The 2001 census data tells us that there were **89** children with a Limiting Long Term Illness (LLTI) in Westbury.
- At 2001 Westbury had **359** lone parents
- At 2001 Westbury had black and minority ethnic population of **1.1%**.

#### 1.2 Deprivation (2007)

Westbury has one Lower Super Output Area (LSOA) that is amongst the 30% most deprived in the country according to the Index of Multiple Deprivation (IMD) – Westbury Ham – west.

### 2 Westbury 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>Westbury</b>	1,920	442	<b>23%</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>Westbury</b>	210	50	<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>Westbury</b>	250	75	<b>30%</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>Westbury</b>	470	193	<b>41%</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>Westbury</b>	690	124	<b>18%</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>Westbury</b>	1,610	19	<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
Westbury	1,610	24	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
Westbury	1,610	41	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
Westbury	470	176	37%
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
Westbury	46	13	28%
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
Westbury	46	7	15%
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
Westbury	46	25	54%
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
Westbury	46	25	54%
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
Westbury	£3.43	£3.60	£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
Westbury	£3.18	£3.53	£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
Westbury	£3.38	£4.00	£2.93
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
Westbury	*	*	*
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
Westbury	£3.00	£3.00	£3.00
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
Westbury	£2.16	£2.16	£2.16
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
Westbury	652	7,932	377	1.7
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
Westbury	41	68%
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
Westbury	64	12	19%
Wiltshire	1,844	238	13%
Highest % (Westbury)	64	12	19%
Lowest % (Corsham)	92	4	4%

Some comments made by Westbury 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>• My childminder is experienced and excellent with my son who has Aspergers</li> <li>• The nursery is excellent - very welcoming and supportive</li> <li>• <b>ask</b> service and website is good way to find childcare in the area</li> <li>• I have a lovely childminder who I found on the government website</li> <li>• I have two fantastic Childminders and they fully understand all the children's needs no matter what age, ability or disability</li> <li>• It's brilliant</li> </ul>	<ul style="list-style-type: none"> <li>• There is no registered childminder in village</li> <li>• None available</li> <li>• School holidays are a big issue</li> <li>• The pre-school is very good but doesn't open long enough - I am unable to get a childminder willing to collect from pre-school</li> <li>• Ofsted Sports Clubs – none take 3 - 4 years olds.</li> </ul>

### 3 Summary of local picture

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

#### **General comments**

There are commuting parents in Westbury who work in Trowbridge and Frome. Westbury Leigh is a large modern development and parents are accessing a variety of childcare in the town itself and surrounding areas. Numbers of children are increasing in Westbury year on year and historically there has been a shortage of places in the town and Westbury Leigh area.

#### **Childcare Provision (PW April 2012)**

Work has been done over the last two years to extend provision in the rural villages around Westbury to enable parents to work at least part-time. A new nursery has opened in Westbury offering places for two, three and four year olds, meeting a previously identified need for this provision in the area. Full day care settings are finding that there is little demand for childcare after 4pm.

Westbury community area has 50 registered Childminders with four offering the free entitlement to two, three and four year olds. There are also a further two childminders who can offer free entitlement for two year funding. This need has been identified by the Childcare Officers in the area and they are looking to increase number of Network Childminders who can then meet this need.

Out of school services are currently being covered and demand has been decreasing throughout the recession. Provision around the town is offering cover for after school group settings and Inclusion for under and over 5's is incorporated into the settings work. Wylde Coyotes club at Codford is now picking up from Westbury schools.

There is a plan to develop a nursery provision alongside the new community centre which is being built in Westbury Leigh.

The Childcare team are working to develop the quality of settings as an ongoing priority with particular mindful to meet the demand for two year old provision in line with the government's plans to expand the national entitlement for two year olds to free early education.

#### **Extended services comments**

The secondary school is currently giving good support to older children enabling them to access early morning and after school activities.

#### 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	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
<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 Westbury – September 2011**

<b>Desired outcome</b>	<b>Action</b>	<b>By when</b>	<b>Person/s responsible for action</b>	<b>Complete/ ongoing</b>
More part-time places for 2, 3 and 4 year olds (term time only 9am-3pm)	New group provision needed in Westbury for these children and parents to meet current demand	As soon as possible	Childcare team	
Flexible childminder offer of hours for parents	Draw together pattern of attendance and gaps across the childcare sector to effectively track gaps in childcare provision	Sept 2011	Childcare officer	