

The Childcare Act 2006 requires local authorities to ensure that there is sufficient childcare to meet the needs of working parents and parents who are in training which will lead to work. The assessment of childcare supply and demand, known as a Childcare Sufficiency Assessment is published on a three year cycle and is updated annually.

Staffordshire's first Childcare Sufficiency Assessment was published in March 2008 and can be viewed together with the annual updates at <http://www.staffordshire.gov.uk/childcarecounts>

Sufficiency assessments are vitally important because they provide the basis for how local authorities direct their effort and work with partners to shape childcare supply so that it meets the needs of working parents. Childcare is part of the infrastructure that working parents depend upon in order to take up or stay in work. It therefore makes a major contribution to the economic prosperity not only of individual families but communities as a whole and also to achieving national priorities such as supporting lone parents to return to work and the eradication of child poverty.

### On line information

The background demographic information and much of the childcare supply data that was contained in the 2008 assessment is not included in this document and can be found on the Staffordshire Observatory web site, including more localised data at Community & Learning partnership level, see opposite for more information

### Methodology

Parents were consulted with a questionnaire on the county council website and also face to face through events held throughout July and August. Focus groups were held around the county with parents who had expressed an interest on the questionnaire and who had also been recruited through Children's Centres. Finally major employers and childcare providers were interviewed during September by the Early Years Quality Support Officers.

The questionnaires and interviews have been analysed and the key points included in this document.

The following document is split into the 9 benchmarks of sufficient childcare: Places, Flexibility, Accessibility, Quality, Range, Knowledge & Information, Affordability, Inclusivity, and Sustainability.

Staffordshire County Council, while believing the information in this publication to be correct, does not guarantee its accuracy nor does the County Council accept any liability for any direct or indirect loss or damage or other consequences, however arising from the use of such information supplied.

## Childcare Sufficiency Assessment

April 2011

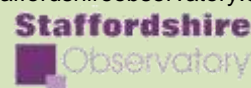
### Staffordshire Moorlands District

#### Methodology Summary

1. Parent & Carer Questionnaire:  
Undertaken over the summer, responses from 1902 parents countywide and 179 in this district.
  2. Parent focus groups:  
Delivered across the county, 1 in the evening, 1 on a Saturday. 36 parents in 9 sessions.
  3. Childcare provider questionnaire:  
Completed face to face with 121 providers.
  4. Employers questionnaire:  
41 face to face interviews with employers across the county.
- Plus demographic and local information about the childcare market.

#### Online Information

Background demographic information and more localised childcare supply data can be accessed on the Staffordshire Observatory website: [www.staffordshireobservatory.org.uk](http://www.staffordshireobservatory.org.uk)



Information relating to:

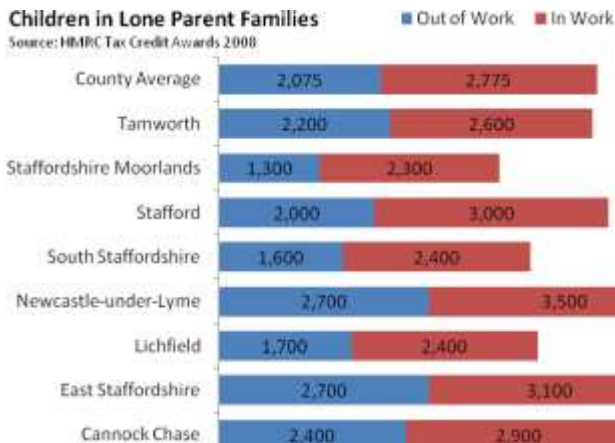
- Demographic data including birth rate
- Household composition
- Child Poverty
- Disability, Child & Working Tax Credits
- Childcare providers & places

If you do require a hard copy, please contact the Family Information Service on 0300 111 8007 or email [fis@staffordshire.gov.uk](mailto:fis@staffordshire.gov.uk).



# Places

Places is about securing sufficient places determined by population and trends across the county and in each district; that there are sufficient places for one parent families, working families, parents studying or training and to support children in working families up to 14 (17 with a disability)



Based on HMRC Tax Credit data (about 80% of families claim tax credits), 36% of lone parent families in Moorlands district are currently out of work. Children from lone parent families represent 24% of all children, 4 percentage points below the county average.

## Population Trends

The latest population estimates (2009, National Statistics) show that there are 16500 children aged 0 to 15 in the district, which is 16.9% of the total population. This proportion is 1.1 percentage points lower than the county average. The overall birth rate has seen an increase of 3% between 2004 and 2008. Biddulph & Westwood C&LP areas have reported an increase in the birth rate over 10%; Moorside and Endon areas have seen a decline of over 12% in the same period.

## From the Parent Survey

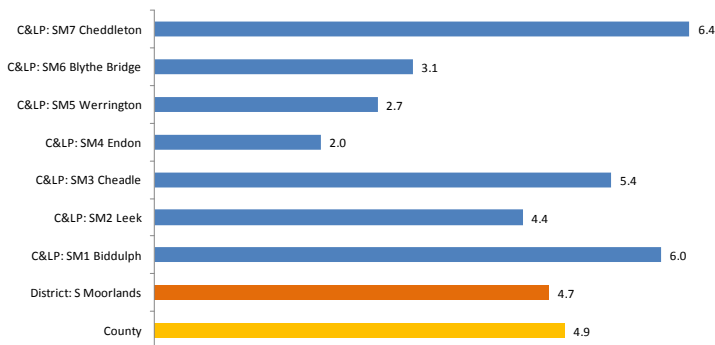
In the district and the county as a whole, over 50% of parents felt that there were enough childcare places to meet their needs. Feedback from the parent focus group reinforced this finding and pre-school provision, nurseries and free funded places were considered the most useful countywide. Parents in the district felt that there were insufficient places in certain types of childcare. These gaps will be discussed later in childcare 'range'.

In the Staffordshire Moorlands district 104 (55%) of parents said that they used childcare to enable them to work, 49 (26%) of parents said that they used childcare for their child's development, 31 (16%) of parents said they used childcare for the free funded nursery places and 3 (1.6%) of parents said that they used childcare for respite. In contrast only 2 (1%) of parents said that they used childcare to enable them to attend college or training.

From analysis of the parent focus group question on what worked well a small percentage of parents felt that their employment had been compromised, restricted or made impossible by the lack of suitable childcare such as:

- Having to move from full time to part time employment
- Not being able to study
- Being required to work during school term times only
- Taking a reduction in salary
- Having to work shifts, including night shifts

**Ratio of 0-14 Population to Places**



A basic measure of 0-14 population to childcare places shows that the district's ratio is close to the county average. However the ratio is about half less than the county average in Werrington and Endon. This data may be skewed by the structure of the district and the location of the major population centres. Cheddleton and Endon's ratio is ahead of the county average but not substantially in comparison to other districts.

## Children in Working Families

Source: HMRC Tax Credit Awards 2008



Children will be aged 0 to 19 for those in full time education/training and resident at home.

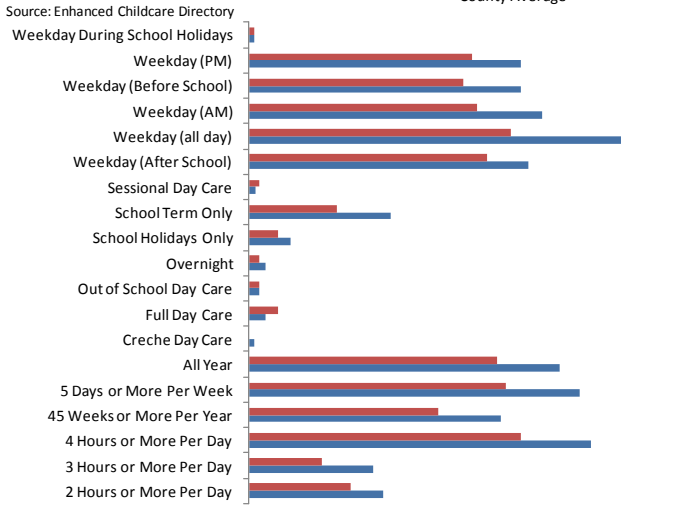
## Key Observations

- There are areas of the district where there may be an over-supply of places eg. Endon, Werrington
- Some childcare may be accessed out of county (eg Cheshire East, Derbyshire or Stoke on Trent) due to the geography of the district; although we have no data to support this.
- A relatively high proportion of parents use childcare to help with their child's development

# Flexibility

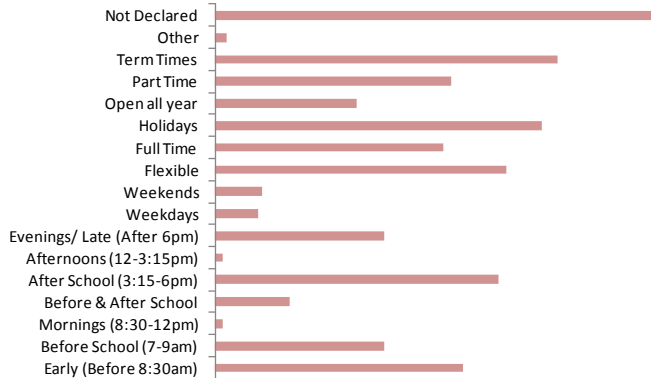
Ensuring places are available at the right times eg early morning, supporting irregular patterns of use throughout the day, be available 48 weeks of the year, between 8am and 6pm and support local working patterns.

## Registration Conditions



Ofsted registration conditions apply to childcare providers who are registered with Ofsted. The conditions form part of the providers registration and limit the opening periods of a setting. The number of providers registered to offer sessional day care and full day care is slightly higher than the county average; otherwise providers in the district are lower than the county.

## Broad Opening Times



Childcare providers may choose not to open for the periods stated on their registration conditions. Information sourced by the Family Information Service about the broad opening times highlights that 14% of providers in the district offer early morning, before school provision and about 9% after school care. A small number of providers (2%) have indicated that they offer weekend care and around 6% of providers are willing to offer evening or late care to support working parents.

## School Census

The 2010 annual school census undertaken by the Local Authority revealed that 75% of schools provided some form of After School childcare and 65% provided before school childcare or activity for school aged children. These figures are 3 and 5 percentage points below county average respectively.

## The Parents Survey

The majority of parents in the district and countywide i.e. 85% stated that the opening hours of childcare are adequate to meet their needs. From analysis of parental survey feedback and rating of opening hours the following themes were raised: opening earlier and closing later, more before and after school provision, enhanced flexibility e.g. pick up times, choice of Free Childcare Place (NEF) hours, provide holiday provision and childcare to cover working parent's shift patterns. These comments were reinforced in responses from the employer survey in answer to the question 'How do you feel childcare provision could be improved?'

## Employer Survey (Countywide result)

Employers also identified a need for more after school and breakfast clubs, more affordable childcare and more information on childcare options. In order to meet the childcare needs of their employees more effectively the following changes were suggested: more provision for shift workers, holiday care at reasonable costs and no financial restrictions placed on out of hour's childcare.

## Parent Focus Group (Countywide result)

From analysis of the parent focus group, flexibility was seen to be very important for juggling the demands of work, school, childcare and family life. Many of the focus group parents spoke of the complex arrangements they had in place including different types of childcare, family and friends with grandparents being particularly important. The challenges presented by the school and working day, and the realities of children attending sessions and part time care were clearly described: one parent identified that they had to visit the school 3 times per day to access sessional childcare and the problems this caused with finding suitable employment.

## Key Observations

- There are more providers registered to offer full day care & sessional care in the district
- Providers have indicated a need for more before and after school provision and this is reflected in the broad opening times
- Although providers are registered to offer more flexible provision this is not currently being offered.

# Accessibility

Places are available so that parents do not have travel too far out of their way, they are easy to reach without physical constraints such as motorways or railway lines preventing easy access, meet parents preferences for childcare in familiar locations and that parents take up provision within their perceived cultural community.

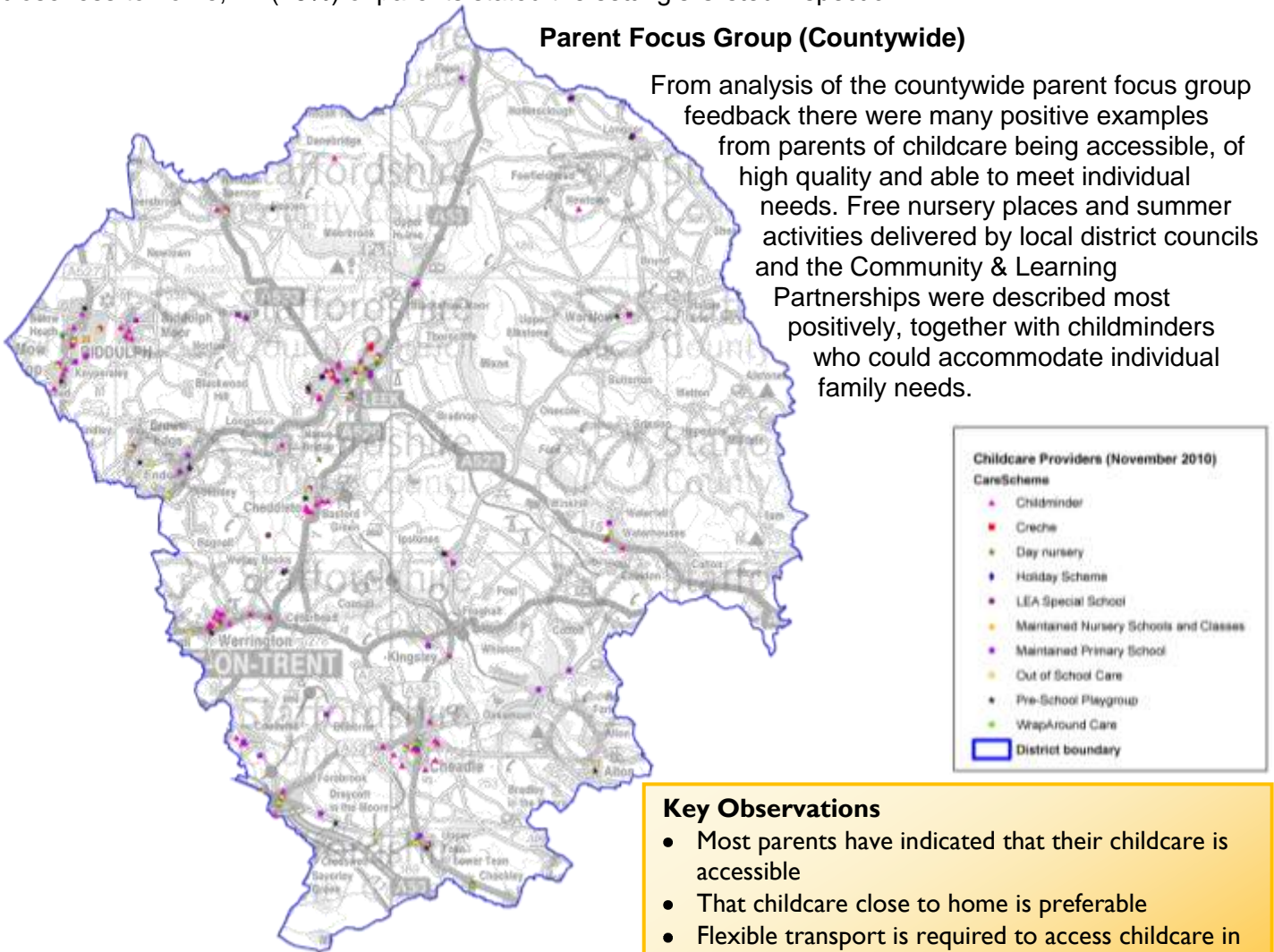
## Parents Feedback

From analysis of the Parent Survey from a county perspective a high percentage of parents travelled between 0 and 3 miles to their childcare setting. From correlating the type of childcare used and distance travelled day nurseries, pre-school playgroups, before & after school care and family & friends were cited most frequently for travelling less than a mile. With reference to how easy parents felt it was to get to their childcare provision the following themes were identified countywide: Limited choice in immediate area, need to split care across 2 settings to accommodate siblings, busy roads and traffic congestion, poor car facilities and you need to be a car driver.

In the district 56 parents travelled less than a mile to their chosen childcare provision, 44 parents travelled between 1 to 3 miles to their childcare provision, 35 parents did not state the distance travelled, 14 parents travelled between 4 & 8 miles and 6 parents travelled between 9 & 15 miles. When asked to rate how easy it was to get to their childcare provision 82 parents scored highly. Of the 7 parents who scored 5 or below the following comments were made: "limited childcare for evenings and unsociable hours", "have to commute to two different settings", "without a car impossible", "roads and traffic always busy, can take 45 minutes to travel 7 miles". When asked to state what influenced their childcare provision 84 (53%) of parents stated closeness to home, 41 (26%) of parents stated the setting's Ofsted inspection.

## Parent Focus Group (Countywide)

From analysis of the countywide parent focus group feedback there were many positive examples from parents of childcare being accessible, of high quality and able to meet individual needs. Free nursery places and summer activities delivered by local district councils and the Community & Learning Partnerships were described most positively, together with childminders who could accommodate individual family needs.



**Childcare Providers (November 2010)**  
CareScheme

- Childminder
- Creche
- Day nursery
- Holiday Scheme
- LEA Special School
- Maintained Nursery Schools and Classes
- Maintained Primary School
- Out of School Care
- Pre-School Playgroup
- WrapAround Care
- District boundary

## Key Observations

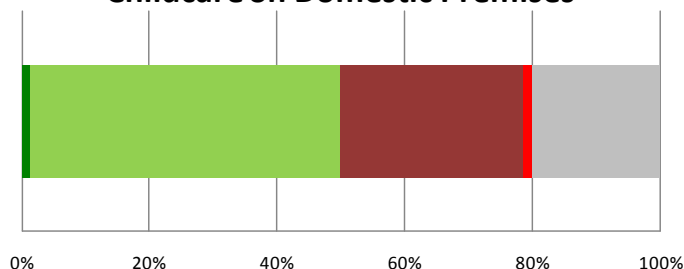
- Most parents have indicated that their childcare is accessible
- That childcare close to home is preferable
- Flexible transport is required to access childcare in the district eg Bus routes or a car

Map of Staffordshire Moorlands District with childcare providers.

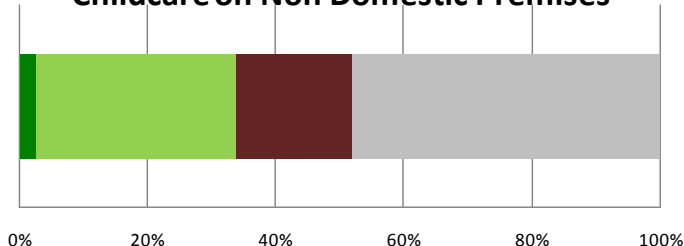
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Places are available with provision that is staffed by well qualified practitioners, a significant proportion achieve good or outstanding Ofsted judgements. Childcare provision is effective in narrowing the gap between those children at risk of the poorest outcome and the rest.

## Childcare on Domestic Premises



## Childcare on Non Domestic Premises



% Judgement	Domestic		Non-Domestic	
	District	County	District	County
Outstanding	1	4	3	4
Good	48	54	31	30
Satisfactory	28	24	18	13
Inadequate	1	1	0	0
N/A	20	17	47	52

Source: Enhanced Childcare Directory, SCC

A setting will be listed as N/A where they have not yet received an Ofsted inspection.

Quality of childcare provision is often based on a settings Ofsted inspection. Most provision is regulated by Ofsted and providers are inspected on a regular basis. Provision is categorised by Ofsted into Domestic (Childminders, Home Childcarers) and Non-Domestic (Day Nurseries, pre-school play groups).

For childcare on domestic provision, the district under performs the county, 49% of settings are good or better; compared to the county at 58%. For non-domestic settings, the percentage is the same at 34% achieving good or better.

### Narrowing the Gap

The county performance in narrowing the gap at the end of EYFS has seen the % gap decrease by 4 percentage points to 28% between 2008/9 and 2004/5. These figures are not publically available at district level, and it is not possible to easily identify the direct impact childcare has had on improving outcomes for children using this measure.

Source: Communities & Local Government National Indicator Set

Since the 2008 assessment the quality of provision as judged by Ofsted Inspection outcomes has increased. Since the introduction of the Early Years Foundation Stage in 2008 there has been an increase in Staffordshire and nationally in the proportion of providers judged as Outstanding or Good.

%	2008	2010	National
Outstanding	2	6	10
Good	61	64	58
Satisfactory	35	28	29
Inadequate	2	1	3

Source of national figures: The Annual Report of Her Majesty's Chief Inspector of Education, Children's Services and Skills 2009/10

The parents focus groups provided much revealing insights into parents perspectives of quality, a parent commented that they were dissatisfied as they 'didn't do any arts or that staff were not engaging with the children. It was felt that the increase in quality was predominately due to the introduction of the Early Years Foundation Stage and the Quality Access for All funding which enabled settings to improve their outdoor play areas. Children's Centres were also described as excellent in providing holistic care for the whole family, although there were still misconceptions on eligibility e.g. considered to be for disadvantaged families only.

A common perception amongst the focus group participants was that childminders provided lower quality care because they were lone workers and this raised concerns about safeguarding. Non-domestic care received criticism in terms of their opening hours and holiday provision received mixed reviews; especially amongst working parents. A key theme was the difficulties faced by families with children of different ages in accessing holiday or after school provision.

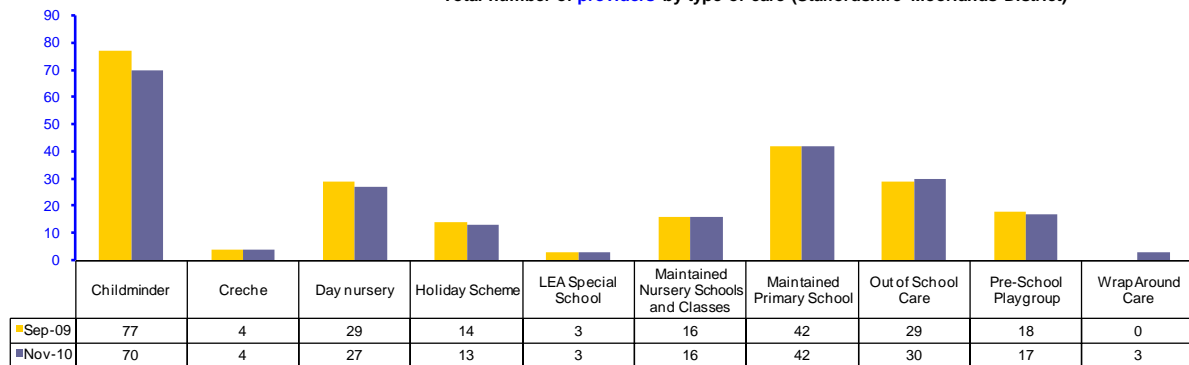
### Key Observations

- Parents have a different definition of quality to that of the Local Authority and Ofsted and make judgements based on their experience
- Although parents consider Childminders to offer poor quality provision, over 48% are good or better compared to 34% on non-domestic premises (eg Day Nursery). Childminders need to consider improving their marketing.
- The overall quality of childcare is improving

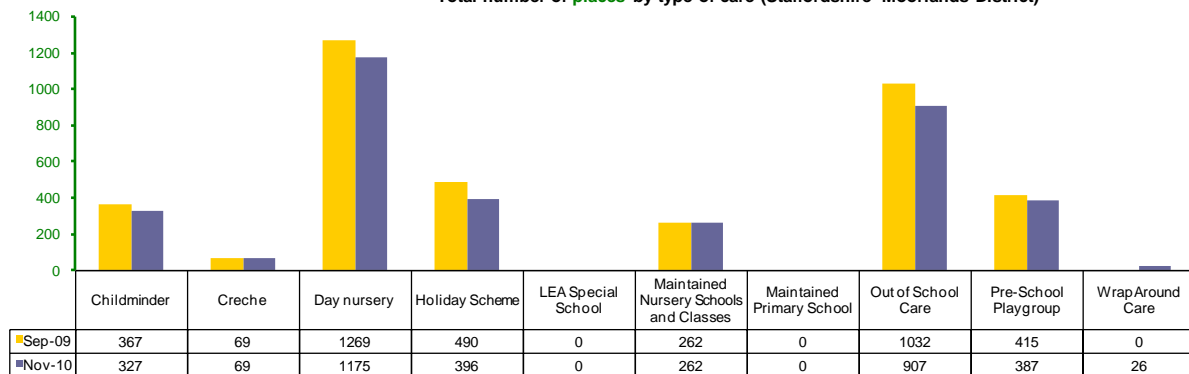
# Range

An appropriate balance of places is available in different types of childcare settings at both county and district level. Sufficient balance of places is available. Places are available in childminding, pre-school, nurseries and out of school.

Total number of providers by type of care (Staffordshire Moorlands District)



Total number of places by type of care (Staffordshire Moorlands District)



Source: Enhanced Childcare Directory, SCC

Over the previous 14 months there has been a 3% decline in providers (12) and a decline in places of 8% (260). Childminders have seen the largest decrease over the same period at a 10% decline. Other provision has remained relatively static, although there has been a reduction in places of up to 19% in the case of holiday schemes.

Place information is based on the Ofsted registered maximum. It may not represent the actual number of places offered by settings due to their staffing or local decisions on the number of children they wish to care for. Further to the reduction in providers, the fall in places is not just in the Childminding sector, there is a reduction in the number of places that they offer. This will be due to settings reducing their registered capacity.

## The Parent's Survey

From analysis of results from the Staffordshire Moorlands district 48 (27%) of parents used day nurseries, 41 (23%) of parents used before and after school care, 33 (19%) of parents used family and friends, 30 (17%) of parents used pre-school playgroups and 15 (8.4%) of parents used childminders. Parents in the Staffordshire Moorlands district did make the following comments about insufficient childcare within their area: "no places available close to home", "Ofsted reports and reputations not good", "feel that there should be more childminders in Werrington", "lack of places for babies", "struggle for childminders", "due to disability and areas of home really struggled to find after school care", "limited to pre school", "long waiting lists and days not available", "only one place that provides after school care & only 20 places", "very limited choice, only two in our area" and "a lot of the nurseries are full".

## Key Observations

- There has been a marked decline in the number of Childminders providing care in the last year, confirming parents perceptions
- Although the number of providers is relatively static, due to turn over in organisations offering care, the maximum number of registered places has reduced
- The rural nature of the district reduces choice in providers for parents – there may only be 1 or 2 providers in a village

## The Parents Survey

Word of mouth was by far the most cited response with over 40% of parents in the district and countywide giving this as the way they find out about childcare a finding which is consistent with the 2008 assessment.

The second most used source of information was schools and each of the other answer options; leaflet, health professional, web site, library, children's centre and Family Information Service (FIS) were mentioned by fewer than 10% of parents.

Although this finding appears disappointing for the FIS as its remit is to be an information hub for childcare and related information, the focus of its development strategy over recent years has been to make information widely accessible in venues used by parents so the part it has played is much more significant than is shown by the research.

When asked to rate the availability of information and advice on childcare the majority of parents in the district provided a high rating. This would suggest a degree of satisfaction with regard to their experiences of accessing childcare information.

Of the 20 parents who gave a score of 5 or below the following comments were made: "Don't see anything around e.g. in doctors surgery", "Health Visitor not helpful, didn't know about FIS", "Not had much available this summer and short hours", "only aware through playgroup", "Sure Start do help" and "Play days could be advertised more e.g. notice board in village hall and bigger posters on park gates".

## Employer survey

From analysis of the employer survey there was limited awareness of the Family Information service (FIS) and it was suggested that employers are provided with up to date FIS packs together with joint support/visits from the Early Years Quality Support Officers and FIS outreach team. For example drop in sessions on issues such as tax credits & childcare provision.

## Provider survey

When childcare providers in the Staffordshire Moorlands were asked to comment on ways in which the Early Years & Childcare service could help them support parents more effectively the following suggestions were made: "More frequent visits from Quality Liaison & ensure funding continues for training", "Would like information in writing on qualifications", "Would like more contact with quality liaison. QL is good. Process should be more visits in order to be better informed" and "Haven't had difficulty finding support. I know who to speak to."

## Parents Focus Groups (Countywide)

The countywide focus groups revealed strong views regarding the need to have good access to good quality, reliable childcare information. There was a perception that there is no central place for childcare information, the FIS was mentioned by some parents although the general level of awareness was low. The Staffordshire People's Panel survey in Spring 2010 found FIS awareness to be 26%. For those parents looking for childcare, the process of ringing around for vacancies was a 'soul destroying' and frequently unsuccessful activity.

At the focus groups many parents spoke of the difficulties they had experienced finding the information they required. Parents described the information search as a 'trial and error' process, 'unless you are a terrier like parent'. Searching the internet was also felt to have many short comings being described as 'hit & miss' and very time consuming if a childcare place could be secured at all.

Parents suggested that if you are involved in a voluntary project, regularly attend a children's centre, or know someone who works in services, you get more information. This was thought to disadvantage parents universally, especially working parents that cannot attend in the weekdays during the daytime.

## Key Observations

- Some parents find childcare confusing and struggle to access information
- Parents find word of mouth information important and trust information supplied by schools
- The Family Information Service needs to develop ways to effectively maintain its enhanced childcare directory
- Develop clear links with local employers

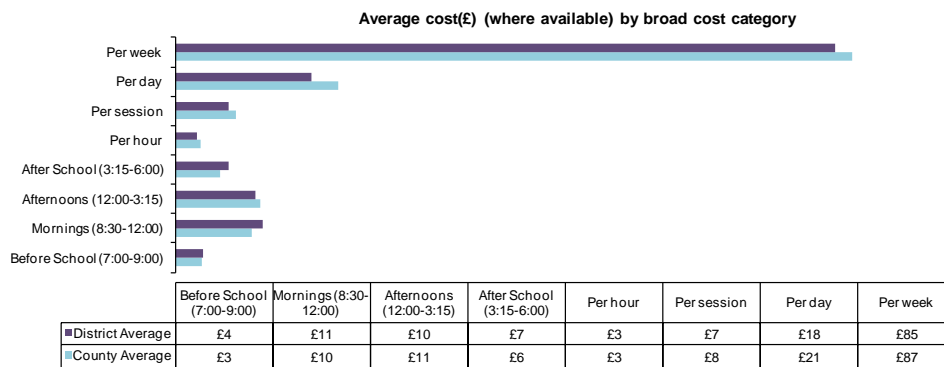
# Affordability

Working parents are able to pay for the childcare provision they need; they are fully informed of the funding or grants they are entitled to. Parents are supported to afford childcare and claim the funding available to them. Settings offer information and support to parents to help them afford fees.

## The Parents Survey

Parents voiced concerns about the lack of availability of holiday provision and its cost, the daily cost for 6 hours of care at a local authority / school run provision is £16 and rises to £21 in the private sector.

The parents' survey found that the majority of parents' were paying between £50-£100 per week (40%) and between £101-£150 (38%). A total of 126 parents which is 10% of those that supplied the information said they paid over £150 per week with 32 parents paying over £200 a week for



Source: Enhanced Childcare Directory, SCC

Cost information is provided by settings to the Family Information Service. Information is not held about all settings – some childcare providers do not provide information. It is not possible to directly compare the costs in the table above, for example to convert session prices to hourly rates. The hourly, sessional and after school costs are comparable to the county figure. Day rates and weekly rates are less than the county average.

childcare. Overall parents felt that the affordability of childcare was very much dependent upon their own wages and the age of the child receiving care.

The focus group discussion found that childminders were considered to charge reasonable rates and playgroups and pre schools were considered good value as they “do a lot with the children”. In contrast day nurseries were thought to be more expensive. The fees charged were not thought to be an indicator of better quality.

Although many parents considered nursery education entitlement to be a significant and useful contribution to a family's childcare fees, others commented that its awareness could be improved. It was said to be instrumental in some families' ability or inability to juggle work and childcare.

The cost of holiday childcare for school aged children was commonly agreed to be the biggest challenge along with fees for pre-school children requiring full time childcare. Parents with more than one child find the affordability of holiday & after school childcare a major and sometimes insurmountable challenge.

The parent survey found that countywide 33% of families were in receipt of childcare tax credit and 48% of families use the employer vouchers to help with their childcare costs. Parents in the focus groups had mixed experiences of using the vouchers and felt that publicity for them was poor.

A theme of the focus groups was the difficulty some parents faced in dealing with the charging policies of childcare providers with the perception being that there is a lack of transparency. Parents gave examples of inconsistencies in relation to levying of fees when child is absent, deposits and retainers.

The restrictive nature of nursery contracts were criticised with having to pay a month's deposit and providing a month's notice for changes causing particular difficulty. Generally, bills, payment and statements were thought to lack clarity.

The childcare provider survey explored ways in which early year's practitioners supported families with specific needs; including those on low incomes or out of work. The extent of support offered was dependent upon the type of setting, past experience of provider and the nature of the relationship they had with parents. When asked how the Local Authority could support parents more effectively, providers highlighted the need to offer parents choice in the type of childcare chosen, more up to date leaflets and training/financial funding to help staff support families living in areas of disadvantage or with a SEN child.

### Key Observations

- The cost of childcare in the district is slightly higher than the county average
- Parents do not link high fees with better quality provision
- Tax Credits and childcare vouchers are important to parents so that they can afford childcare and stay in employment
- Charges for childcare and invoicing are confusing for parents

## Short Break Sufficiency Report Findings (2010)

Of the 200,000 children in Staffordshire aged 0 -19, 4.2% have a limiting long term illness or disability (Census 2001). In the Staffordshire Moorlands district 793 (3.7%) of children have limiting long term illnesses. In April 2010 562 children aged between 0-18 were registered on Staffordshire's voluntary Children with Disabilities Record and 50 children in the Staffordshire Moorlands district. The estimated prevalence rates for mild & severe disability are likely to remain the same between 2008 and 2028, and a 1.6 % increase in severely disabled 0 -19 year olds

Consultation with parents from across Staffordshire in 2010 identified the following improvements to services for families who have a child with additional needs: more activities, better information, and participation by both parents/carers & children/young people in future service development.

In 2009/2010 Aiming High for Disabled Children (AHDC) consulted with 387 parents/carers of children with additional needs and found Staffordshire performed particularly well for health & education information and education assessment when compared to the national average, but performed less well for education participation and care/family support assessment.

## The Parent Survey

The parent survey identified the numbers of families caring for a child with a Special Educational Need (SEN) and explored parental views on the inclusiveness of their childcare setting. Of the 1652 parents who completed the survey 12% of parents said they had a child with a SEN. The type of need ranged from physical, medical to behavioural and emotional.

Other responses were specific rare medical conditions or from parents whose children were still undergoing assessment for SEN.

With regard to the inclusiveness of the setting, parents commented positively on the recognition that was shown for religious & cultural beliefs, foreign languages and support for children with special educational needs whether physical, psychological or medical in nature.

Feedback from the parents in the focus group who were caring for a child with SEN's or additional needs questioned the inclusiveness of childcare. It was either felt to be lacking or when it did exist, it was the result of lengthy, traumatic and all consuming efforts. When provision was achieved, parents had many ideas on how its shortcomings could be improved. It was thought there was a lack of trained staff with skills for working with children with a disability or an additional need.

With regard to the inclusiveness of childcare for working parents the employer survey identified a lack of provision for shift workers and to cover school holidays and after school care. This was particularly significant for employees without a close family network who struggled to find affordable childcare to cover their shift patterns. It was suggested that setting's offer reductions for families with two siblings at the same setting.

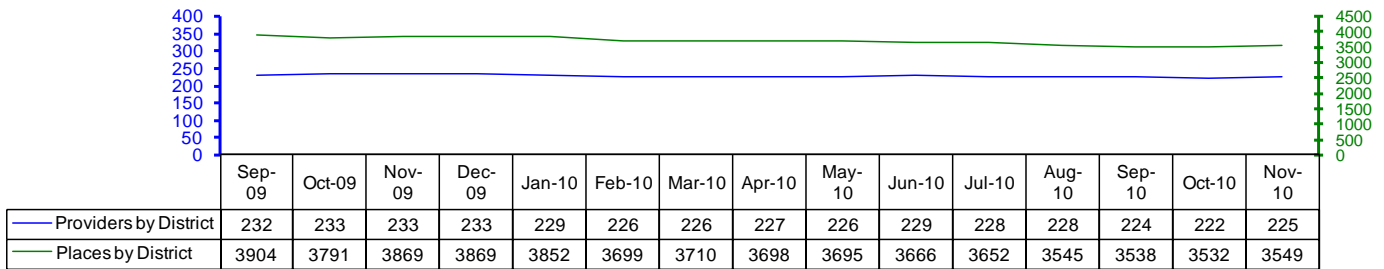
A recent survey undertaken by the Family Information Service for the Childcare for Disabled Children project ('DCATCH') revealed that the majority of childcare providers felt that their staff required training on specific disabilities, handling or any training that was available. Settings also indicated that they required support relating to adaptations – ramps, toilets. However, most settings understood that each special need or disability is specific to a child and requires additional information and support at the time. The findings of this research were reiterated in the Childcare Provider survey where settings indicated that they required more support and training on ways to support families who have a child with additional needs.

### Key Observations

- Both providers and parents have indicated that settings require additional support and training to better cater for children with specialist needs
- Parents of children with specialist needs find it difficult to access provision as there is a lack of trained staff to care for children with special or additional needs.
- District has the lowest number of children registered on the Children with disabilities record

Early Years and childcare settings are managed well and financially healthy, are able to balance the needs of families, the quality of provision and needs of their business. Settings continue to grow and develop and are reliable organisations.

Total providers and places by month (Staffordshire Moorlands District)



Source: Enhanced Childcare Directory, SCC

Over the previous 14 months there has been a 3% decline in providers (12) and a decline in places of 8% (260). This is compared to a county average of 4% for providers and 5% decline in places over the same period.

Childcare providers report that there are several different reasons why they may not be sustainable, ranging from staffing issues, demand and changes in the employment market. Providers were asked a series of questions relating to their sustainability.

### Changes in the recruitment and retention of staff

In the district 5 settings said they had seen no change in the recruitment & retention of staff, 3 settings had seen an increase in staff numbers, 2 settings had made reductions in staff working hours and 1 setting had seen a decrease in staff numbers. Out of the 10 settings consulted in the district, these findings would suggest that they are not currently experiencing difficulties in the recruitment and retention of staff.

### Changes in parental employment patterns

In the Staffordshire Moorlands area 7 settings said that some of their parents were on reduced hours, 6 settings said that some of their parents had been made redundant, 2 settings had not yet noticed any changes but were aware of imminent redundancies & job changes in their parent's work places, comments included: "Some parents have taken children out because they have lost their job".

### Impact of future changes to the local employment market to their delivery of childcare services

From analysis of results from the Staffordshire Moorlands 5 settings said that in the future they predicted a reduced demand for childcare places, 4 settings said that they would have to increase nursery fees, 3 settings said that they would have to decrease staff numbers, 2 settings did not predict any changes, 2 settings said that they would have to make changes to the type of services they could offer; other changes included: "Look at operational hours". 6 of the 10 settings consulted said that they had made contingency plans to deal with these potential problems. Comments included: "Increasing fees in September and cutting staff hours", "no charge for school holidays to reserve places and flexible", "will remain flexible" and "recession not affected us, have never been busier".

### Settings priorities for development over the next 12 months

In the Staffordshire Moorlands settings prioritised their development plans for the future has follows: Staff development (8), Sustainability (7), Marketing (6), filling childcare places (5), Other (2) and staff recruitment (1). Other priorities included: "3 hours possibly for January to July" and "development of access ramp for free flow play & to continue to develop the outdoor area".

### Key Observations

- Noticeable decline in Childminders operating in the district
- Providers report that staff recruitment is not an issue for their setting
- Unlike other districts, staff development is a key priority over sustainability and filling places
- Need to repeat the provider survey to determine more fully how parents have been affected by the recession

A group of people working in the childcare sector; which included Head Teachers, district council officers, and Children's Centre staff met to discuss the initial findings of the Staffordshire Moorlands CSA report. The following feedback was collated in relation to each of the 9 benchmarks:

**Places:**

- There are no childminders in Endon & limited provision for children under 2 years of age
- Informal care by grandparents in Blythe Bridge, need to assess child developmental outcomes

**Flexibility:**

- Parents would like free or very cheap out of school provision but providers have issues with sustainability
- Group agreement on the importance of conveying to parents that childminders are highly qualified and offer the same standards of care as day nurseries. Suggestion that this could be done by the QL team during their support visits

**Accessibility:**

- Provision in the Moorlands is few and far between due to the rural nature of the area
- Very few children using the provision so difficult to stay viable financially
- One childminder has had no children for 2 years
- Childcare market in Longnor is highly competitive
- Settings reluctant to work together to ensure places are equally shared
- Fulford has now been recognised in the Families First mapping. Caversall families will travel across the border to access childcare.
- Many 3 and 4 year old children attend provision in Stoke where they can access up to 30 free funded hours per week

**Quality:**

- It is positive that parents do not focus on the Ofsted rating as only judgement of a setting's quality
- Settings need to balance out the time spent on extra paperwork versus spending quality time with the children
- The perception that childminders offer lower quality of care may be due to past bad experiences
- Childminders need to advertise their service more effectively to overcome negative perceptions

**Range:**

- Several childminders in Werrington have no children
- In the Blythe Bridge area many childminders have resigned due to burden of administration.

**Knowledge & Information:**

- In the Blythe Bridge area information is available to parents 24 hours a day through plasma screens in all Community & Learning Partnership (C&LP) cluster schools and libraries
- Many health visitors are new to the area and lack the local knowledge and information to perform their role
- Health Visitors are making less visits to families and thus are not accessing all of the disadvantaged children & families

**Affordability:**

- Blythe Bridge area childcare costs are actually higher, some settings charging up to £38 per day – only becomes cheaper if child attends for longer hours.

**Inclusivity:**

- More specialist needs guidance and support needed for out of school provision & non accredited childminders, excluded from Special Educational Needs Coordinator (SENCO) support
- Parent Partnership research findings – inadequate training & support for settings
- Statementing process complex for children under school age

**Sustainability:**

- Number of registered childminders is misleading because childminders will stay on the register until their next Ofsted inspection is due
- Some breakfasts clubs are not competitive e.g. only charging 20p a day.
- Current redundancies will leave a lot of families in financial hardship & unable to afford childcare

# Action Plan

Implementation of the Childcare Sufficiency Action Plan will be monitored by the Market Management Group. The actions themselves will be delivered by many different parts of the local authority working in partnership with childcare providers and other agencies such as Job Centre+, health and voluntary and community groups.

Benchmark	Action	Who / When by
All	Establish Childcare Market Management Group	County Commissioner by April 2011
Places	Data Development: Capture data of Provision on School site / Governor Run	FIS / Quality Liaison On-going Review Summer 2011
	To review reasons and implications of the oversupply of places in Endon & Werrington	Research & Evaluation Coordinator /Summer 2011
	Mini assessments for areas which cross border with district e.g. Stoke, Derbyshire to look at needs at local level	Childcare Market Management Group March 2012
	Outreach activity in the district to identify childcare needs and to support families	FIS Development On-going March 2012
Flexibility	Establish links with Positive Activities teams and district councils for holiday activities	Childcare Market Management Group & district councils March 2012
Accessibility	Quality Liaison to ensure consideration of parking is part of advice for development of new settings	
	Childcare in rural villages, FIS to work closer with existing support agencies & share information	FIS development Ongoing until March 2012
Quality	Consult with parents to further understand perceptions attached to childminding	Research & Evaluation Coordinator Summer 2011
	Work with National Childminding Association (NCMA) & conduct focus groups with childminders and parents	Research & Evaluation Coordinator Summer 2011
	Children's Centres to conduct marketing awareness training with childminders	Children's Centres Aug/Sept 2011
	SEQUIP (Programme to assess quality standards in Early Years settings) – review analysis conducted with childminders on programme	Quality Liaison & Research & Evaluation coordinator /Summer 2011
	To review the quality of Childcare Training & qualifications & make recommendations to improve	Workforce Development & training providers – ongoing
	Early Years Foundation Stage (EYFS) Framework – assess parental awareness & benefits to child through focus groups, write up in code of practice	Research & Evaluation coordinator /Summer 2011
Range	Collect accurate data of number of childminders actually practising	Data development agenda & FIS Information officers
	Impact of Single Formula Funding – reports from Pre school Learning Alliance (PLA) to be shared with Market Management Group	PLA & Market Management Group
	New childminder set up –share records of interest & training uptake	Quality Liaison Team, Childminder Admin Officer & FIS Info Officers – Aug/Sept 2011
	Consult with parents on their understanding of terminology used to describe childcare types & use more parent friendly words as required.	Research & Evaluation coordinator Summer 2011
	Review range of childcare in rural areas & FIS to advertise/monitor uptake	Data development agenda & FIS team

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	To monitor the impact of the decline in settings over the last 12 months	Data development agenda & FIS team
Knowledge & Information	Develop project plan to market childcare & improve communications/updating of records	Data Development agenda, Market Management Group & FIS team - ongoing
	Consider how corporate website provides childcare information.	All – ongoing
	Establish more effective links with schools to develop them as information points.	FIS Development Officers
	To provide employers with FIS updates & info packs so that they can disseminate to employees	FIS Development Officers
Affordability	Review impact via consultation of changes to childcare tax credits & vouchers on parents & settings.	Data Development agenda & Research & Evaluation coordinator /Summer 2011
	Set up standardised pricing & invoicing system with settings & monitor impact via consultation + Quality Liaison to support settings to adopt process	Data Development agenda, Research & Evaluation coordinator & Quality Liaison team/Summer 2011
	Set up pilot project with providers to identify a more consistent way to record childcare costs & share info with FIS/data team	Data Development agenda & Research & Evaluation coordinator /Summer 2011 & FIS team
Inclusivity	Representative of Aiming High to sit on Market Management Group.	Aiming High & Market Management Group
	Data development team to liaise with the Local Support Team (LST) & Early Intervention Project	Data Development agenda & LST – ongoing
	To acquire accurate details of setting's Special Educational Needs (SEN) training requirements & qualifications/skills	Data Development agenda & FIS team
	Develop formalised links with the LST re ways Early Years can support them & identify process for referral	Data Development agenda & FIS team
	FIS development officer to be proactive in raising awareness of the FIS with LST & deliver workshops to support providers in caring for a child with additional needs	FIS Development officer
Sustainability	To offer support to settings through the 'Staffordshire Means Business' & 'Business Support Fund'	All – ongoing
	Record the number of settings opening & closing by district and how many places are being taken up compared to what setting is registered to offer	Data Development agenda & FIS team
	To look at reasons why the number of settings has declined over the last 12 months	Research & Evaluation coordinator /Summer 2011
	To work with settings offering out of school provision to ensure that pricing is competitive & settings work in partnership	Quality Liaison team