

A Childcare Sufficiency Plan for Gateshead

2008 - 2011



'Gateshead families, in every community, know the wide ranging benefits of childcare and are able to access childcare services that meet their needs'.

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A Childcare Sufficiency Plan for Gateshead 2008 - 2011

Contents

	Page
Executive summary	1
Introduction	3
Purpose of The Childcare Sufficiency Strategy	3
Linking the strategic and national contexts	5
Local context	9
Equal opportunities and diversity	10
Community cohesion	10
Outcomes, objectives and delivery	11
Performance and review	14
Appendix 1 – Action Plan	15



Executive Summary

Gateshead Local Authority has the duty to act as a co-ordinating body, with the active engagement of a range of partners to ensure sufficient childcare to meet local demand.

The Childcare Sufficiency Plan is written as a 3-year strategic plan, identifying both the vision and key objectives. To produce the Plan two surveys were undertaken: one of demand for childcare and one of current provision (supply).

A childcare services demand-side survey took place in 2007. The resulting data was broken down to provide representational responses for each of the 5 Neighbourhood Management areas in Gateshead. A childcare supply side survey was carried out by the Early Years and Childcare Service of all Ofsted registered childcare in the borough.

There were no significant unmet childcare needs shown by the survey in any of the 4 areas: West; Inner West; South; Central. In the East of the borough, supply is lower than in other Neighbourhood Management areas. Across the East area, demand was higher and minor adjustments need to be made to the supply of childcare places.

Actions to address the disparities between Neighbourhood Management areas and to meet new demand as they arise, due to changed conditions, are drawn up under objectives one, two and three.

Daycare nursery provision had the highest level of demand in the South, and Central areas. The only area with a high level of demand for childminders was in the Inner West.

The supply-side data showed that Daycare childcare places available for pre-school age children were sufficient to meet demand. Additionally, a significant number of vacancies in provisions were found.

There is a low take up of childcare by children and young people with disabilities and special educational needs, despite 98% of providers in the supply-side survey stating they can offer care for children with disabilities and special educational needs. Actions to address low take up are drawn up under objective six of the strategy.

The demand-side survey did not identify that opening times were a significant barrier to accessing childcare. There was some low level dissatisfaction regarding early morning, evening, overnight and weekend childcare in each of the 5 Neighbourhood Areas. This is addressed in objective two and the underpinning action plan.

Regarding costs, the demand-side survey shows parents living in areas with higher levels of deprivation (Index of Multiple Deprivation) are less likely to say they can pay average childcare costs. Objective four has actions to promote the support that is available to help low income families to pay for childcare.

The demand-side survey showed that parental knowledge was limited about the variety of childcare services across the borough. Providers showed in the supply-side survey that they did not initiate marketing campaigns themselves, but relied on word of mouth or the Children's Information Service. A full copy of the demand-side survey is available on the Early Years and Childcare webpage. Objective four, with the attached action plan, addresses issues around communication, information, marketing and advice.

Overall, the Childcare Sufficiency Strategy and Action Plan responds to these two major childcare surveys.

The Local Authority will do what is 'reasonably practical' to facilitate the childcare market to provide:

- Sufficient childcare places overall;
- Childcare that is sufficiently flexible;
- Childcare that is sufficiently accessible;
- Childcare of sufficient high quality;
- Childcare sufficient in range;
- Sufficient knowledge and information on the supply of childcare;
- Sufficiently affordable childcare;
- Sufficiently inclusive childcare;
- Sufficiently sustainable childcare.

The Sufficiency Strategy has 7 key objectives, with a detailed Action Plan for each objective. The Local Authority has a duty to secure sufficient childcare to meet current and future need, drawing on the demand and supply-side surveys and also on local knowledge held by the Early Years and Childcare Service and partner agencies, e.g. Schools.

In addition, the Strategy and Action Plan address the new requirements to provide a more flexible, free entitlement to early years education for 3 and 4 year olds.

The Strategy and Action Plan supports the Gateshead 2030 Vision and Council Corporate Plan and contributes to the revised priorities of the Gateshead Children and Young Peoples Plan 2006-2009.

The Action Plan will be reviewed annually and the Strategy amended in light of changing policies and Government priorities.

The Childcare Sufficiency Monitoring Team, based in the Early Years and Childcare Service, will monitor the Action Plan 4 times a year. An annual report with amendments and revisions, will be taken to Gateshead Early Years and Childcare Partnership and the Children and Young Peoples Partnership, for information and endorsement.

The Childcare Sufficiency Plan has been written in consultation with childcare providers, Children's Centres, Schools, parents and partner services and has been presented to the Cabinet of Gateshead Council for endorsement.

Introduction

Purpose of the Strategy

- The Local Authority has the duty to secure sufficient childcare to meet local demand, with the role to act as a co-ordinating body, drawing up the plan with the active involvement of a range of partners.
- The Childcare Sufficiency Plan is written as a Local Authority 3 year strategic plan with a vision and key objectives. The plan is based on a current childcare demand-side survey and a supply-side audit of existing provision.
- Childcare is defined in the 2006 Childcare Act, section 18, as “any form of care for a child” aged from birth to 18 or 25 if there is a special educational need including “education...and any other supervised activity” but excluding:
 - Education provided by a school (except activities pre Key Stage 1);
 - Care provided by parent, person with parental responsibility, relative or foster parent;
 - Care provided by a children’s home, hospital, family centres etc.
- The distinction between early education and childcare for 0-5 years is removed. All this age group have access to the Early Years Foundation Stage (EYFS) from September 2008.
- Local Authorities (LA) will do what is “reasonably practical” to secure sufficient childcare to let people in their area work. The LA will provide “market facilitation” but will only provide new childcare themselves when no other provider is available.
- Sufficiency in this context equates to:-
 - Sufficient **places** overall in each Local Authority area (with regard to demographic trends)
 - Sufficient **flexibility** i.e. opening hours and days
 - Sufficient **accessibility** i.e. No long distances to travel
 - Sufficient **high quality**
 - Sufficient **range** i.e. sessional, full daycare etc.
 - Sufficient **knowledge** and **information** on the supply of childcare
 - Sufficient **affordability**
 - Sufficient **inclusivity** and meeting **particular needs**
 - Sufficient **sustainability**
- Local Authorities will take into account current and potential future demand.
- The Local Authority will secure an extended free entitlement for 3 and 4 year olds and from 2010, ensure that the entitlement can be used flexibly by parents and carers.
- The Local Authority will be transparent in procuring new childcare places.

The Childcare Sufficiency Strategy has been developed following an audit of the supply and demand for Childcare across Gateshead. A group with strategic knowledge, professional skills and knowledge of childcare was set up in November 2007. The group is representative of services across the Council, and external agencies, that have a strategic interest in childcare. Information from the work of this group, as well as national research, an analysis of the local context, and the views of the Private, Voluntary and Independent childcare sectors, as well as parents, have been used to inform the content of this document.

Participants included representatives from:

- Council services;
- Children’s Centres;
- Families in Gateshead;
- Private, Voluntary and Independent Childcare Providers.

Overall demand and supply

Overall, Central Neighbourhood Management Area (NMA) has the highest number of places and East NMA area the lowest. Across all of the NMA areas, demand is highest for after-school provision. The position in relation to each of the NMA areas is summarised below.

West

From analysis of supply data, West is ranked third out of the five areas in terms of number of places. In comparison with the other NMA areas, West appears to be particularly well served in terms of the number of childminder places, and less well served in terms of the number of pre-school / nursery places (although mapping shows pockets of denser provision towards the centre of the area). The picture is mixed in relation to out-of-school provision, with the southern half of West area appearing to have a higher density of out-of-school places than the northern half.

Overall levels of demand appear to be higher in the northern half of West area. Demand is highest for out of school care, particularly after school clubs, and lowest for day nursery provision. West appears to have the highest levels of low occupancy (Supply-side survey May 2007).

Inner West

Inner West is ranked fourth out of the five areas in terms of number of places. Demand is highest for out of school care, particularly after school clubs, and for childminders (the highest figure across the five areas). The provision of childminder and out of school places appears to be sparser in the northern half of the area. The southern half of the area is sparser in terms of pre-school / nursery provision.

Overall, demand appears to be concentrated towards the centre and northern half of the area. Demand is lowest for day nursery provision. Inner West appears reasonably balanced in terms of occupancy with low levels of low and high occupancy (Supply-side survey May 2007).

South

South is ranked second out of the five areas in terms of number of places. Demand is highest for out-of-school care, particularly holiday clubs, and for day nursery provision (second highest demand level after Central), although mapping shows that pre-school / nursery provision is relatively sparse across most of the area. Demand for childcare provision overall appears to be concentrated towards the north east of the area bordering Central and East NMA areas although there are pockets of demand towards the south east. The Supply-side Survey Report indicates that South has the highest numbers of Early Years and OSC providers with waiting lists and low levels of low occupancy.

Central

Central is ranked first out of the five areas in terms of number of places, with the highest density of pre-school / nursery provision and the lowest density of childminder provision. Generally the south east of the area appears to be less well served in terms of supply of places. Demand is highest for out-of-school care, particularly after school clubs, and for day nursery provision (highest of the five areas) and lowest for childminder provision (also lowest of the five areas).

Occupancy appears split between low and high with no middle ground (Supply-side Survey May 2007).

East

East is ranked fifth out of the five areas in terms of number of places, with particularly low numbers of out-of-school places. Demand is highest for out-of-school care, particularly after school clubs (East has the highest demand figures out of the five areas). Demand is lowest for day nursery provision (lowest of the five areas). The Supply-side Survey Report suggests low levels of low occupancy, and no extremes of high occupancy.

Provision for children with SEN/disabilities

Overall, the demand survey has illustrated that demand for childcare for children with SEN / disabilities is low, with the majority of parents not needing to access childcare or preferring to leave their child in the care of friends and family. The supply-side research suggests that provision is adequate in terms of the number of providers stating that they can cater for children with SEN / disabilities. However, the demand survey findings illustrate that there are a proportion of parents of SEN / disabled children currently using childcare that would like to see more facilities / trained staff available within settings; suggesting that parents lack confidence that their child's needs are fully understood or catered for by the setting. In support of this, the Gateshead supply-side survey also showed that around one in five providers required support with inclusion in their setting, and in particular, around a third were looking for training.

Flexibility of provision

The Parental Demand Survey revealed that flexibility / opening times of provision were not significant barriers preventing those not currently using childcare from accessing it in the future. Furthermore, opening times and flexibility were not a significant issue for parents currently accessing childcare, although there are some (low) levels of dissatisfaction with the opening times of out-of-school care, particularly holiday clubs. It appears that some providers operate different opening and closing times during holiday periods, which may not meet the needs of working parents. Only South and Central NMA areas appear to have providers that offer 'non-standard' opening hours and days.

In addition, as per the Childminding Survey Report, the majority of childminders were available from 8.30am until 6pm on a Monday to Friday basis. However when asked most said they were unable to provide a more flexible service and very few were willing to work weekends.

Cost of childcare

The Parental Demand Survey revealed that over half of parents would be prepared to pay the average Gateshead costs for each of the childcare types. A higher proportion of parents in West area would be prepared to pay average (and above average) childcare costs, compared with the other NMA areas. This seems reasonable as, according to the Index of Multiple Deprivation, West area has the lowest levels of deprivation compared with the other NMA areas. Furthermore, the data suggests that a lower proportion of parents in Inner West would be prepared to pay average (and above average) childcare costs, compared with the other NMA areas. According to the Index of Multiple Deprivation, Inner West has some pockets where deprivation is higher than in other parts of Gateshead.

The demand survey findings also suggest that larger proportions of parents in lower income brackets are prepared to pay average childcare costs, compared with 'middle income' families; the proportion rises again amongst the highest income brackets.

Finally, the demand survey showed that awareness of Child and Working Tax Credit is generally high (over 90%) and over 70% of respondents found the system easy to use. Therefore, it could be that for some families (despite being well-informed about WTC) - when their specific individual circumstances are taken into account, to work and pay for childcare does not make economic sense

Linking the strategic and national contexts

A number of government agendas, locally and nationally, have demonstrable links with the Childcare Sufficiency Plan.

Childcare Act 2006

The Childcare Act has four parts: _

- Duties on local authorities in England (Part 1)
- Duties on local authorities in Wales (Part 2)
- Regulation and inspection arrangements for childcare providers in England (Part 3)
- General provisions (Part 4).

The Key provisions relevant to the Childcare Sufficiency Plan are as follows: -

Sections 6, 8-11 & 13 require local authorities to assess the local childcare market and to secure sufficient childcare for working parents. Childcare will only be deemed sufficient if it meets the needs of the community in general, in particular those families on lower incomes and those with disabled children. Local authorities take the strategic lead in their local childcare market, planning, supporting and commissioning childcare. Local Authorities will not be expected to provide childcare directly but will be expected to work with local Private, Voluntary and Independent sector providers to meet local need.

Section 7 re-enacts the duty for local authorities to secure a free minimum amount of early learning and care for all 3 and 4 year olds whose parents want it.

Section 12 extends the existing duty to provide information to parents, to ensure parents and prospective parents can access the full range of information they may need for their children, right through to their 20th birthday. Local authorities will be required to ensure that this service is available to all parents and that it is pro-active in reaching those parents who might otherwise have difficulty accessing the information service.

The "10 Year Strategy: Choice for Parents: The Best Start for Children".
This established early years and childcare provision as a permanent part of the welfare state.

Key aspects of 10-Year Strategy relevant to the Childcare Sufficiency Plan:

- Maternity leave entitlement will be extended to nine months paid leave, from April 2007, with the goal of a full year by the end of the next Parliament.
- Parents will get more financial support through an increase in the limits of the childcare element of Working Tax Credit to

£300 a week (£175 for one child) from April 2005.

- The current entitlement to free nursery education for 3 and 4 year olds will be extended to 12.5 hours, 38 weeks a year from 2006, and to 15 hours a week by 2010. There is a long-term goal of 20 hours free early education and childcare a week.
- By 2010, there will be a Sure Start Children's Centre in every community, offering access to integrated early years activities, childcare and family services.
- Extended Schools will provide a gateway to services for older children and their families. For Primary School children there will be a guarantee of care for children outside school hours and during the holidays between 8am and 6pm.
- Local Authorities will have a new duty to secure provision of childcare, complementing their responsibilities in relation to early education. Local communities, schools, Private and Voluntary sector providers and other key partners must be involved.

The 10 Year Strategy clarifies the role of the Local Authority

- The Local Authority must work with partners through Children's Trust arrangements to plan and deliver change
- Local Authorities will be judged against the success of early years and childcare services. By 2008 this will be a statutory responsibility.
- Local Authorities have a key leadership role in early years and childcare services:-
 - a) Joining up access to services to:-
 - (i) Support parental choice.
 - (ii) Ensure entitlement for 3 and 4 year olds is flexible.
 - (iii) Develop children's centres.
 - (iv) Link childcare into schools.
 - (v) Improve advice and information available to parents.
 - (vi) Achieve involvement of parents and the local community in the planning and delivery of services.

- b) Addressing affordability and sustainability by:
- (i) Ensuring demand and supply childcare match and meet parental needs;
 - (ii) Ensuring local provision is sustainable.
- c) Raising quality by:
- (i) Developing a programme to grow the local childcare workforce.
 - (ii) Ensuring staff are well trained by providing appropriate training and support.
 - (iii) Develop a programme to improve the skills of strategic and operational managers to deliver integrated services.
- d) Brokerage and Partnership working by:
- (i) Linking Private and Voluntary sector with schools.
 - (ii) Ensuring skilled business support and advice is available.

Children's Centres

These are a key priority for the 10 year strategy:-

- By 2006, 65% of children in 20% of most disadvantaged areas should be accessing services in children's centres.
- By 2008, 100% of children in 30% most disadvantaged areas should be accessing services through Children's Centres

All children's centres in disadvantaged areas to provide a core offer:-

- Integrated care and education 10 hours a day, 5 days a week, 48 weeks a year, supported by a qualified teacher.
- Outreach parental support
- Family support
- Family Health services
- Links with Jobcentre plus
- Base for childminder networks
- Advice and information
- Support for children with special needs

Education for 3 - 4 year olds

The strategy outlines the development of the free entitlement to early education for 3 and 4 year olds:-

- April 2006 – 12.5 hours a week extended from 33 weeks to 38 weeks.
- April 2010 – Extension to 15 hours for 38 weeks and must be available flexibly
- April 2015 – 20 hours a week for 38 weeks a year for all 3 and 4 year olds.

Extended Schools

- By 2008, half of children aged 5-11 years must be guaranteed affordable childcare places from 8am-6pm, 48 weeks a year in disadvantaged areas.
- By 2010, all children must be offered this service.
- Every Local Authority must produce a strategic plan for childcare provision (this is the Childcare Sufficiency Plan).
- By 2008, third of all secondary schools are to be open 8-6 and offer a range of activities
- By 2010, all secondary schools should be able to make this offer

Children with Disabilities (CWD)

- Every Local Authority must ensure CWD are able to access Childcare Services
- Children's centres must be fully accessible and inclusive

Affordability and Accessibility

- Every Local Authority is responsible for ensuring childcare is of high quality, using a Quality Improvement Programme to bring this about.
- Every Local Authority is responsible for improving skills and competences of workforce
- All daycare settings are to be led by graduates by 2015.

The Childcare Sufficiency Plan enhances the **Extended Schools initiative**. Childcare is a key element in the core offer. There are opportunities for childcare providers from the Private and Voluntary sector and childminders to support the full-service extended schools individually, or as part of a cluster.

The Childcare Sufficiency Plan **has self-evident links with the Sustainable Community Strategy, Vision 2030**. The strategy particularly supports the Big Ideas for:

- Creative Gateshead, by helping to ensure that Gateshead has a population of high achievers, driven by aspiration and creativity and a well educated community which utilises lifelong learning for both work and leisure;
- Sustainable Gateshead, by helping to ensure that economic performance exceeds the national average, and will contribute to the improvement target – By 2030 all residents in Gateshead are functionally literate and numerate and are qualified to at least NVQ Level 2;

The Childcare Sufficiency Strategy also supports the **Council's Corporate Plan**. In particular it contributes to the corporate priorities for building stronger communities, empowering children and young people and improving accessibility, connectivity and economic prosperity.

The Childcare Sufficiency Plan contributes to **Gateshead Children and Young People's Plan 2006-2009**. The underlying ethos of the Childcare Sufficiency Plan is that childcare will significantly reduce poverty by enabling parents and carers to have access to training and employment opportunities. Childcare, which is of high quality, also enables children to achieve high standards in education, with a particular emphasis on raising the attainment of the lowest achievers. Parents and carers are better equipped to bring up and promote positive outcomes for their children.

The Childcare Sufficiency Plan specifically contributes to the revised priorities of this Plan.

The Childcare Sufficiency Plan underpins all five outcomes of **Every Child Matters**.

Be Healthy:

Childcare providers work with key partners such as Health Visitors, Speech Therapists, children's centres and family centres. These professionals and the Centres have a trusting relationship with families and with the childcare providers who provide activities that promote healthy lifestyles.

Stay Safe:

Childcare provides a range of early intervention pre-school activities where social networks can be extended and children can flourish in a safe, secure and stimulating environment.

Enjoy and Achieve:

Childcare reduces under-achievement through activities that enable children and families to enjoy quality play and learning experiences together.

Make a Positive Contribution:

Childcare empowers children through enabling them to improve their skills.

Achieve economic well-being:

Childcare provides the environment for children and young people to become self-reliant and socially confident. Childcare enable parents and carers to be economically active and supports the economy by providing support services for the workforce.

- Aiming High for Children: Supporting Families
- DfES (2003 –2005) Skills for Families
- DfES (2003) 21st Century Skills: Realising our potential
- DfES (2004) Five Year Strategy for Children
- DfES (2005) Higher Standards, Better Schools for all
- DOH (2004) Choosing Health, Making Healthy Choices easier
- LSC (2003) Widening Adult Participation Strategy
- A Skills for Life Strategy for Gateshead 2005 – 2008

Local context

Gateshead has a population of 191,300, of which 45,600 are young people between the ages of 0 and 19. Gateshead is a large metropolitan borough within the Tyne and Wear Sub-Region of the North East of England. The most recent mid-year population estimate was 191,500 residents across 84,267 households. People from the minority communities make up less than 2% of the total population. In addition, there is a large Orthodox Jewish Community representing around 4,000 (0.8% of the population).

The eastern half of the borough is predominantly urban, stretching from the Metro Centre to Heworth, and from the River Tyne, its famous bridges and Gateshead Quays, to the Angel of the North. The western half of the borough is predominantly rural, but contains a number of substantial settlements.

In common with much of the North East, Gateshead has suffered from the decline of traditional industries, resulting in large areas of brownfield land. Nearly half the population live in the top 20% most deprived areas in England, making it the 26th most deprived local authority area in the country.

There are also low levels of adult basic skills - 22% of adults have low literacy skills, and 63% low numeracy skills. However, schools have shown dramatic improvement in recent years - for GCSE's we are the fifth best performing local authority in the country and the best in the region. Over 60% of Gateshead's population fall within the 20% most deprived

in England in terms of health and disability; on average those born in Gateshead can expect to live 2 years less than the national average. In Gateshead, the gap between the wards with the lowest and highest life expectancy is 10 years.

The Local Authority supports its PVI settings to have a graduate in every early years PVI setting by 2015 and also supports the delivery of the Early Years Foundation Stage for childminders and settings.

By 2010 all children's centres must have 1 member of staff with the Early Years Professional Status within their setting. Currently there are 21 early years staff working towards qualifications to gain status, with 3 having already achieved the status.

Training activity since Jan 07 - March 08 includes:

- 1097 staff attended training by Oct 07
- 333 current staff bookings to Dec 2007
- 133 Number of courses run from Jan - Dec 07
- 20 Number of courses due to run Jan - Mar 08

As reported for the Best Value (BV) return in March 2007, there is 32.04% of leaders in integrated early education and childcare settings, funded or part-funded by the local authority, with a qualification at Level 4 or above (103 leaders and 33 were leaders with NVQ Level 4 or above). It is anticipated that this will increase to 35% in 2007-2008.

Childcare in Gateshead (January 2008)

Childcare	No. of Providers	Number of Places
Childminders	231	1107
Day Nursery	29	1754
Crèche	17	440
Pre School Playgroup	24	577
Out of School Clubs	41	1549
	342	5427

Equal opportunities and Diversity

Gateshead Council aims to ensure that everyone who wants to access childcare is able to, regardless of age, gender, disability, ethnic origin or sexual orientation. Support is offered for some parents in certain circumstances with, where possible, free crèche places to support activities and with respite care, when certain criteria are met.

Through the targeting of provision, including the children's centre nurseries, the Council can provide access to childcare for families from the Jewish Community, other ethnic minorities and for parents of children with additional needs.

Community Cohesion

Gateshead's Community Cohesion Strategy aims to build stronger and more cohesive communities in Gateshead. It has an important role to play in addressing the divisions and problems that exist within communities and between some groups of people. It also addresses inequalities in accessing provisions and services within communities.

Childcare is a universal service for all communities. Through Children's Centres ring fenced funding is available to provide nursery places within the deprived communities in the borough.

Childcare services promote community cohesion through engaging and empowering disadvantaged families in these areas and improving access and strengthening their links with local services and professionals. Community cohesion is promoted by bringing together people from diverse backgrounds to access the universal, open access services available in children's centres and other registered childcare services across the borough.

Outcomes, Objectives and Delivery

***“Local people realising their full potential,
enjoying the best quality of life in a healthy,
equal, safe, prosperous and sustainable Gateshead.”***

(Vision 2030)

Vision Statement for childcare in Gateshead

**‘Confident families in every community that know of the wide-ranging benefits of childcare.
Families in every community able to access childcare services that meet their needs’.**

Outcomes

The 2006 Act, building on the 10 year Childcare Strategy, aims to maintain and strengthen diversity and gives choice to parents in accessing high quality, sustainable childcare in a variety of provisions. This is the guiding principle for the Gateshead Childcare Sufficiency Plan.

- Ensuring that provision is of high quality so that children and young people of all ages are given the opportunity to grow and develop.
- Maintain a diversity of supply to provide parents with choice, including the free entitlement for 3 and 4 year olds and meeting the diverse needs of children, including those with disabilities or special educational needs.
- Working effectively with other children’s services, in line with EVERY CHILD MATTERS.
- Ensuring a cost effective and sustainable childcare market.
- Offering fair, equitable and transparent support to childcare providers in the childcare market.

Objectives Childcare Sufficiency Plan

- **Objective One** - To provide sufficient childcare places in Gateshead, to meet current and future demand.
- **Objective Two** - To provide childcare places that are accessible, sustainable and affordable.
- **Objective Three** - To provide childcare places that are of good quality, with a service ethos to continuously improve.
- **Objective Four** - To increase the information available to current and potential users of childcare, and to ensure this information is accessible, accurate and of good quality.
- **Objective Five** - To provide childminding services as part of the overall childcare offer to current and potential childcare service users in Gateshead (a strategic plan for childminding underpins this objective).
- **Objective Six** - To provide inclusive and flexible childcare, to meet the needs of all children and their families.

This includes children with disabilities and special educational needs, children from black and minority ethnic communities and families who may have specific childcare requirements e.g. weekend or evening.

- **Objective Seven** - To ensure sufficient places for 3 and 4 year olds to access the free entitlement, and by 2010 to have a choice of more flexible take up of 15 hours of early education and care.

Each of these objectives are underpinned by detailed action plans, which include delivery of childcare services across the Neighbourhood Management Areas (NMA).





Delivery

The robust Action Plan, attached in Appendix 1, sets out how the outcomes and objectives will be delivered. The Strategy and Action Plan will be reviewed annually and a new strategy will be produced in three years. The Council supports seven children's centre nurseries. It also supports a team of staff who ensure that childcare delivered by the Private, Voluntary and Independent (PVI) sectors is of high quality. The team is based in the Early Years and Childcare Service but works closely with a team of staff based within the Raising Achievement Service. All staff in the PVI sector follow a Quality Improvement Programme, incorporating a comprehensive training programme to ensure that the services they provide are of the highest standards.

Childcare must not only be of high quality, but must be sustainable and affordable to parents. The Early Years and Childcare Service ensures that both of these objectives can be achieved through the work of the Business Support officer and the Extended School Childcare Officer.

Performance and Review

The Childcare Sufficiency Strategy and Action Plan will be reviewed and monitored on an annual basis. Overall responsibility will lie with the Council's Early Years and Childcare Service and ultimately the Group Director, Learning and Children. The Strategy will also be reviewed in the context of wider work being undertaken in Gateshead, to improve outcomes for children, young people and their families.

Partner agencies and service users including children, young people and their families, will also be involved in reviewing service provision and building in improvements.

The Action Plan sets out how the objectives will be delivered. The Childcare Sufficiency Plan Team who have drawn up the strategy will monitor progress against these action plans.

The Strategy will contribute towards achieving the following performance indicators:

- Percentage of leaders of integrated early education and childcare settings, funded or part-funded by the local authority, with a qualification at Level 4 or above.
- Percentage of leaders of integrated early education and childcare settings funded or part-funded by the local authority, which have input from staff with graduate or post graduate training in teaching or child development.
- Growth in the proportion of the poorest children aged 0-4 in England with access to children's centre services.
- Growth in school based childcare.
- The proportion of leaders of integrated early education and childcare settings with a qualification at level 4 or above.

Progress against the Strategy and Action Plan will be reported to the Gateshead Early Years and Childcare Partnership and to the Children and Young People's Partnership on an annual basis.

Childcare Sufficiency Plan 2008-11

Key Outcome/Objective One To provide sufficient childcare places in Gateshead to meet current and future demand				
Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. To continue to use the 'Routeway to Childcare' as the model to develop childcare in schools as part of Extended Schools Services, where local demand has been projected.	<ul style="list-style-type: none"> Ongoing - reviewed annually Deputy Manager, Early Years and Childcare Service (EYCS) and officers within the service with responsibility for childcare place development. 	<ul style="list-style-type: none"> Update 'Routeway to Childcare' document into a slimmed down version. Amend 'Routeway to Childcare' document to accommodate new Ofsted regulations Re-launch to schools of the updated 'Routeway to Childcare' document Schools following the step by step Routeway guide and using most appropriate model for meeting parental demand for childcare 	<ul style="list-style-type: none"> Schools to have a model routeway to follow to assess demand and provide good quality sustainable childcare, either through working in partnership or through procurement from the Private and Voluntary sectors More sustainable childcare places for school age children in a Neighbourhood area 	<ul style="list-style-type: none"> Records of local audits carried out by schools to assess demand Take up of new places by children
2. To continue to use Local Authority (LA) procurement procedures with schools to contract with the PV sector to provide childcare if a demand is identified	<ul style="list-style-type: none"> Ongoing - reviewed annually Deputy Manager EY&CS and officers within the service 	<ul style="list-style-type: none"> Review the procurement procedure as it is used Schools adopt model of contracting with PV sector where a new demand is identified 	<ul style="list-style-type: none"> More childcare places where demand is identified More PV and schools working together to meet childcare service demands 	<ul style="list-style-type: none"> Record of schools procuring childcare services from PV sector to meet an identified demand
3. Clear systems in place to identify where there is an unmet demand for childcare or a potential need for new childcare places	<ul style="list-style-type: none"> Ongoing - reviewed annually Deputy Manager EY&CS and officers within the service 	<ul style="list-style-type: none"> Extended Schools Childcare Officer and Business Support Officer liaise with: <ul style="list-style-type: none"> Schools Children's centres Employers to continuously assess rising demand for childcare 'Routeway to Childcare' provides the framework for rapid response to demand Early Years and Childcare Officers in 5 Neighbourhood Areas provide information to EY&CS on local childcare demand Children's Information Service monitors caller success in finding childcare 	<ul style="list-style-type: none"> Developing and identified unmet needs for childcare are picked up rapidly by EY&CS Business Support Officer (BSO) and Extended Schools Childcare Officer respond with model Pathway to establish childcare where demand is confirmed More childcare places available where required 	<ul style="list-style-type: none"> Ofsted registrations Take up of childcare places where there has been none before or expansion of number of places

Key Outcome/Objective One - Continued

To provide sufficient childcare places in Gateshead to meet current and future demand

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
4. Support for the PV sectors to set up new childcare places	<ul style="list-style-type: none"> ● Ongoing - reviewed annually ● Deputy Manager EY&CS and officers within the service 	<ul style="list-style-type: none"> ● 'Routeway to Childcare' reviewed and in use ● Children, parents and employers are consulted with when new places are developed ● Work co-operatively with other services to support childcare place development e.g. Schools, Play, Youth and Community Learning, larger voluntary organisations ● Grants for starting up new places in the PV sector available through EY&CS Capital and Finance Team. Grant application forms and procedures reviewed annually 	<ul style="list-style-type: none"> ● Standards of development and establishment of childcare are consistent and of good quality across the 5 Neighbourhood Areas 	<ul style="list-style-type: none"> ● Records of the Capital and Finance Group meetings ● Applications for Grant and records of development work Ofsted registration
5. Providing flexible childcare when there is a reasonable demand for this	Ongoing - Deputy Manager, Early Years and Childcare Service and officers of the service	<ul style="list-style-type: none"> ● Children's Centre Information Assistants support development with service user of a childcare customised packages to meet their childcare needs ● See Childminder objective ● Group provider recruited to pilot flexible hours in Neighbourhood area where demand is identified 	<ul style="list-style-type: none"> ● Flexible childcare packages available through existing service providers ● Childminders or group provision procured where a demand is identified 	<ul style="list-style-type: none"> ● Bespoke childcare packages put together and recorded ● Pilot group provision or childminder services record additional hours

Key Outcome/Objective Two

To provide places that are accessible, sustainable and affordable

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. To put in place processes to identify childcare providers who may have sustainability concerns	<ul style="list-style-type: none"> ● Ongoing - reviewed annually. ● Deputy Manager Early Years and Childcare Service (EY&CS) and Officers in the service, specifically the Business Support Officer 	<ul style="list-style-type: none"> ● Read and interpret the Early Years Education (3&4 year old funding) returns each term ● Receive reports from Quality Improvement Team, who regularly visit PV sector childcare providers ● Receive reports from Neighbourhood Area facing Quality Childcare Officers on local demand and supply ● Liaise with Children's Centres Area Teams on childcare issues 	<ul style="list-style-type: none"> ● Greater knowledge of current and future childcare demand and supply issues ● Receive early reports of childcare providers who experience sustainability issues ● More childcare places remain viable and available for children and young people 	<ul style="list-style-type: none"> ● Ofsted registrations and de-registrations ● Grant applications received by EY&CS Capital and Finance Group ● Case load of EY&CS Business Support Officer (BSO)
2. Grants available to Private and Voluntary sector are available to secure the sustainability of childcare places	<ul style="list-style-type: none"> ● Ongoing, reviewed annually ● Deputy Manager and the Capital and Finance Group of the service 	<ul style="list-style-type: none"> ● Grant available for a childcare setting transferred to a new management team or organisation. ● Current sustainability grant reviewed and made available for a further 3 years 	<ul style="list-style-type: none"> ● Grants not only secure childcare places in the short term, but improve general business practices in PV setting 	<ul style="list-style-type: none"> ● Records of grant allocation meetings of the Capital and Finance meeting ● Number of places retained following sustainability grants and business advice
3. Voluntary sector have health checks on committee structure and business management	<ul style="list-style-type: none"> ● Ongoing, but expected to be completed by April 2009 ● Deputy Manager, EY&CS and BSO and Ex School Childcare Officer 	<ul style="list-style-type: none"> ● Health checks prevent committee members from personal liability ● Schools and PV sector childcare businesses adopt service level agreements, contracts and licenses that meet legal requirements ● Legal advice is provided via grant where appropriate for a new committee structure 	<ul style="list-style-type: none"> ● Good quality and legally recommended business models in childcare settings in PV sectors and schools ● More sustainable businesses 	<ul style="list-style-type: none"> ● Records of BSO work with settings ● Information on businesses recorded on EY&CS Database
4. Information for PV, Local Authority Children Centre Nurseries and Schools on financial benefits for childcare fees, is easy to access	<ul style="list-style-type: none"> ● Ongoing, but reviewed annually ● Deputy Manager EY&CS and Communication and Information Officer, EY&CS 	<ul style="list-style-type: none"> ● Marketing to parents, providers and employers, WFT Credit Childcare Vouchers and JCP benefits etc (see Objective 4) 	<ul style="list-style-type: none"> ● More parents and carers accessing childcare because of knowledge of benefits available to them 	<ul style="list-style-type: none"> ● DWP data ● Information provided by local JCP Advisors ● Children's Centre Information Officer Assistants

Key Outcome/Objective Two - Continued

To provide places that are accessible, sustainable and affordable

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
5. Funding in the form of a bursary or support grant is in place to enable the most vulnerable children and young people to access childcare services	<ul style="list-style-type: none"> ● From April 2008 ● Children Services Commissioning Group 	<ul style="list-style-type: none"> ● Negotiation between services to pool budgets ● Criteria agreed and referral systems and allocation and monitoring in place 	<ul style="list-style-type: none"> ● Children and young people who may be excluded from accessing childcare services are able to take up places 	<ul style="list-style-type: none"> ● Records of bursary/grants given ● Monitoring records
6. Training and information made available on staff recruitment, induction and retention to PV sectors	<ul style="list-style-type: none"> ● Twice yearly training sessions. Reviewed April 2009 ● Deputy Manager EY&CS and Training Officer EY&CS 	<ul style="list-style-type: none"> ● Training procured and arranged ● Training delivered and evaluated ● Follow up by BSO with providers who attend training to discuss and record impact 	<ul style="list-style-type: none"> ● Lower turn-over of staff in PV childcare sector ● Reduction in staff recruitment budgets in PV sectors 	<ul style="list-style-type: none"> ● Training records ● BSO reports
7. Secure sustainable holiday provision to meet demand	<ul style="list-style-type: none"> ● Ongoing with expectation that will be annually reviewed ● Deputy Manager EY&CS and Ex School Childcare Officer and BSO 	<ul style="list-style-type: none"> ● Sustainable childcare provision during school holidays for 5-13 year olds who require childcare ● Childcare for older children where there is demand ● Each of 5 Neighbourhood Area provide holiday provision where there is demand 	<ul style="list-style-type: none"> ● Sustainable childcare across holidays in each of the 5 Neighbourhood areas 	<ul style="list-style-type: none"> ● Take up of places ● Vacancies and waiting lists
8. Support will be available to make childcare accessible to parents, carers and children in each of the 5 Neighbourhood areas in Gateshead	<ul style="list-style-type: none"> ● Support within each of the 5 areas by June 2008 ● Deputy Manager EY&CS, Children's Centre managers, EY&CS Communication and Information Manager 	<ul style="list-style-type: none"> ● Childcare mapped within each of the 5 areas: demand to supply ● Travel plans mapped out for each of the 5 areas ● Solutions to rural areas in place e.g. recruitment of childminders or group services who provide 'pick up' service for children/young people 	<ul style="list-style-type: none"> ● More accessible places in each of the 5 areas ● More take up of childcare places 	<ul style="list-style-type: none"> ● Take up rates of childcare places especially in rural areas ● Children's Centres Information Assistants records on supporting parents/carers to access childcare

Key Outcome/Objective Three

To provide childcare places that are of good quality with a service ethos to improve continuously

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. Develop and update, every six months, the Outcomes Duty Action Plan to improve the outcomes of Foundation Stage Profiles (FSP) of children aged 5 years.	<ul style="list-style-type: none"> ● Annual Target-setting ● LA Early Years Inspector supported by the Early Years and Childcare Quality Team 	<ul style="list-style-type: none"> ● Annual reviews of Outcomes Duty Action Plan, showing progress. ● Positive rating from Primary Strategy Advisor on achievements 	<ul style="list-style-type: none"> ● Improvement in Early Years Foundation Stage Profiles 	<ul style="list-style-type: none"> ● Annual collection and moderation of Early Years Foundation Stage Profiles. ● Annual Report on the Outcomes Duty Action Plan
2. Improve the Communication, Language and Literacy outcomes and the personal, social and emotional development outcomes of children aged 5 years, on FSP.	<ul style="list-style-type: none"> ● Annual Target-setting ● LA Early Years Inspector supported by the Early Years and Childcare Quality Team 	<ul style="list-style-type: none"> ● Actions laid out in the Outcomes Duty Action Plan are developed, achieved and reviewed annually. ● Positive rating from Primary Strategy Advisor 	<ul style="list-style-type: none"> ● Improvement in Foundation Stage Profiles in CLL and PSED scores 	<ul style="list-style-type: none"> ● Annual collection and moderation of Early Years Foundation Stage Profiles. ● Annual Report on the Outcomes Duty Action Plan
3. Reduce the gap between the lowest attaining 20% of children and the rest.	<ul style="list-style-type: none"> ● Annual Target – setting. ● LA Early Years Inspector supported by the Early Years and Childcare Quality Team. ● Children’s Centre Service 	<ul style="list-style-type: none"> ● Actions laid out in the Outcomes Duty Action Plan are developed, achieved and reviewed annually. ● Positive rating from the Primary Strategy Advisor. 	<ul style="list-style-type: none"> ● Improvement in the scores of children predicted to have low scores in their Foundation Stage Profiles. 	<ul style="list-style-type: none"> ● Annual collection and moderation of Early Years Foundation Stage Profiles. ● Annual Report on the Outcomes Duty Action Plan
4. Increase the numbers of practitioners that have the above minimum Ofsted required qualifications.	<ul style="list-style-type: none"> ● Annual Target – setting. ● Deputy Manager, Early Years and Childcare Service ● Early Years and Childcare Training Team 	<ul style="list-style-type: none"> ● BV Indicator achieved. ● Annual Training Plan for PV Sector in place. ● Increase in qualified staff in PV Sectors 	<ul style="list-style-type: none"> ● Increase in staff in PV settings with qualifications. ● Improved quality practice in childcare provisions 	<ul style="list-style-type: none"> ● Annual Report from Early Years Training Team. ● Ofsted Inspection Reports (PV Sectors) ● Records of the Quality Improvement Programme Team

Key Outcome/Objective Three - Continued

To provide childcare places that are of good quality with a service ethos to improve continuously

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
5. All Children's Centres have an Early Years Professional in their service, by 2010. All Daycare provision have an Early Years Professional (EYP) in their service by 2015.	<ul style="list-style-type: none"> ● Annual Target – setting. ● Deputy Manager, Early Years and Childcare Service ● Early Years and Childcare Training Team 	<ul style="list-style-type: none"> ● Professional Development Routeway to EYP Status in place for PV sectors and Children's Centre Nurseries. ● Financial Plan for effective use of Graduate Leader Fund in place. ● Network set up for EYP in Gateshead supported by the Early Years and Childcare Service (EY&CS) 	<ul style="list-style-type: none"> ● Increase in practitioners able to lead the implementation of the Early Years Foundation Stage (EYFS) in PV and Children's Centre Nurseries. ● Improvement in the quality provision in early years provisions 	<ul style="list-style-type: none"> ● Annual Report from Early Years Training Team. ● Ofsted Inspection Reports ● Records of the Quality Improvement Programme Team
6. Increase the number of staff with Playwork qualifications in the Out of School Sector (OOS).	<ul style="list-style-type: none"> ● Annual Target – setting. ● Deputy Manager, Early Years and Childcare Service ● Early Years and Childcare Training Team 	<ul style="list-style-type: none"> ● Increase in numbers registered to achieve Playwork qualifications in PV OOS Sector. ● Support the first practitioners achieving Playwork Foundation Degree 	<ul style="list-style-type: none"> ● Increase in practitioners in OOS PV Sector with Playwork qualifications. ● Improvement in the quality of practice in PV OOS Sector 	<ul style="list-style-type: none"> ● Annual Report from Early Years Training Team. ● Ofsted Inspection Reports ● Records of the Quality Improvement Programme Team
7. To plan and deliver ongoing training programme for Early Years PV, childminders and schools on the Early Years Foundation Stage (EYFS).	<ul style="list-style-type: none"> ● Annual Target – setting. ● LA Early Years Inspector supported by the Early Years and Childcare Improvement Team 	<ul style="list-style-type: none"> ● Phase 2 Training completed by July 2008 ● Mainstream and support services all receive appropriate training, with follow up by July 2008. ● CLLD and SED training delivered as part of EYFS by Sept 2008 	<ul style="list-style-type: none"> ● Improvements noted in reports of the Early Years Quality Improvement Team. ● Improved practice in Early Years Childcare Provision. ● Improved outcomes for children in early years provisions 	<ul style="list-style-type: none"> ● Annual collection and moderation of the Early Years Foundation Stage Profiles. ● Annual Report on the Outcomes Duty Action Plan
8. To improve the quality and assessment of practitioners delivering the EYFS.	<ul style="list-style-type: none"> ● Annual Target setting ● LA Early Years Inspector supported by the Early Years and Childcare Quality Improvement Team 	<ul style="list-style-type: none"> ● Effective assessment systems being used in Schools and PV Sectors. ● Reduction in settings needing extra professional development in observation and assessment 	<ul style="list-style-type: none"> ● A refined moderation process with a focus on observation in place in schools. ● Robust recording and assessment systems aligned to EYFS in place in E Yrs provisions. ● Improvements noted in the reports of the Early Years Quality Improvement Team. 	<ul style="list-style-type: none"> ● Annual collection and moderation of the Early Years Foundation Stage Profiles. ● Annual Report on the Outcomes Duty Action Plan

Key Outcome/Objective Three - Continued

To provide childcare places that are of good quality with a service ethos to improve continuously

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
9. To develop closer Partnership working with providers of EYFS.	<ul style="list-style-type: none"> ● Targets for Sept 2008 reviewed annually ● Early Years and Childcare Quality Improvement Team. 	<ul style="list-style-type: none"> ● Establish EYFS Area Clusters. ● EYFS page in monthly Childcare Bulletin ● EYFS Forum meeting each term ● Reps on the Schools Forum from PV Sectors 	<ul style="list-style-type: none"> ● PV and Schools share joint training ● Increased Information Sharing 	<ul style="list-style-type: none"> ● Attendance and feedback from Cluster and Forum meetings shows positive responses. ● Reps on the PV Schools Forum reports.
10. To implement the Gateshead Quality Improvement Programme (QIP). This incorporates a Quality Assurance Award.	<ul style="list-style-type: none"> ● Phase One Sept 2008 ● Early Years and Childcare Quality Improvement Team. 	<ul style="list-style-type: none"> ● 8 Modules of the QIP piloted and ready for use by Sept 2008 ● Launch in autumn 2008 ● LA meets the standards of the National Quality Improvement principles. 	<ul style="list-style-type: none"> ● PV Sectors more self-evaluative ● PV Sectors require lower levels of support from the Quality Team 	<ul style="list-style-type: none"> ● Records kept by PV and Quality Team on Quality Standards in PV settings. ● Ofsted Inspection Reports
11. Improve outcomes for most disadvantaged children 0-5	<ul style="list-style-type: none"> ● Annual Target setting and review of Strategies ● Early Years and Childcare Quality Improvement Team ● PV and Children's Centres 	<ul style="list-style-type: none"> ● Family Learning programmes developed ● Hard to Reach Action Plans in place in 15 established Children's Centres. ● Improved communication between Schools, Children's Centres and PV Sectors. ● EAL support systems in place for PV, Schools and Children's Centres. ● Parenting Support programmes and services, with clear referral and accessibility systems in place. ● Staff across all E Yrs and Childcare services trained to use CAF. 	<ul style="list-style-type: none"> ● More children and families identified and receiving additional services. ● Increased support for providers with children with EAL. ● More cooperative working between Schools, PV sectors and Children's Centres. ● More parents engaged with their child's learning. ● More children confident in their learning and play. 	<ul style="list-style-type: none"> ● Children's Centres Self Evaluation Annual Reports. ● Records kept by PV, Schools, Children's Centres and Quality Team. ● Ofsted Inspection Reports.
12. Improve the Quality of Training delivered to the PV Sector	<ul style="list-style-type: none"> ● Review actions annually ● EY&CS Deputy Manager and Training Team. 	<ul style="list-style-type: none"> ● Code of Practice for Commissioning Training in place. ● Robust monitoring and evaluation system in place. 	<ul style="list-style-type: none"> ● Improved training standards. ● Increase in PV sector accessing an completing training. ● Increased Value for Money 	<ul style="list-style-type: none"> ● Evaluations from Training Programmes from participants and trainers. ● Training records and reports and achievements and drop out rates.

Key Outcome/Objective Three - Continued

To provide childcare places that are of good quality with a service ethos to improve continuously

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
13. To improve outcomes and the choice of provision for children who have a disability.	<ul style="list-style-type: none"> ● Annual Target setting and planning ● Early Years and Childcare Service ● Early Years and Childcare Quality Improvement Team ● PV and Children's Centres ● Early Years and Childcare Service Training Team 	<ul style="list-style-type: none"> ● SENCO role is effectively embedded in PV and School E Yrs settings. ● Pathway for CWD, incorporating Early Support Programme is embedded in pre-school services. ● OOS childcare providers have evaluated practice against Quality Improvement Standards and written Action Plans. ● Training in place (CWD) to meet identified needs in PV and School Sectors. ● Partnership working in place with other services/professionals ● More information available for parents with CWD on childcare choices 	<ul style="list-style-type: none"> ● PV Sectors including more children with special needs and disabilities. ● More confident practitioners in PV sectors in including CWD in their provision. ● Improvements in quality of services for children with special educational needs and disabilities. ● Increase in CWD using children's centre services. ● Improved partnership working with parents and between services and professionals to meet the needs of children with disabilities and special educational needs in Pre-school, OOS Childcare Services and children's centres. 	<ul style="list-style-type: none"> ● Improved choices for CWD and Special needs in PV sector services ● Records kept by PV and Quality Team on Inclusion Standards ● Ofsted Inspection Reports ● Children's centres Self-Evaluation Annual Reports ● Children and Young Peoples Plan
14. Improve outcomes and choice of provision for BME, cultural and religious communities	<ul style="list-style-type: none"> ● Annual target setting and planning ● Early Years and Childcare Service ● EY&C Quality Improvement Team 	<ul style="list-style-type: none"> ● Data collected on number of children from BME and cultural and religious communities using childcare ● Targeted support to increase usage ● Staff in provisions have EAL training and support ● Learning from the success of the Matov Children's Centre in Gateshead is used in other childcare services 	<ul style="list-style-type: none"> ● More children from BME, cultural and religious communities using childcare ● Increase in providers who include children from minority communities 	<ul style="list-style-type: none"> ● Data collected by Quality Team ● Number of training days for provider of EAL and take up of places

Key Outcome/Objective Four

To increase the information available to current and potential users of childcare and to ensure this information is accessible, accurate and of good quality

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. Audit what information is already available on childcare in Gateshead	Michael Hunt March 2008	<ul style="list-style-type: none"> Report produced showing current resources 	<ul style="list-style-type: none"> Gaps identified in provision of information 	<ul style="list-style-type: none"> Audit produced of current information identifying gaps
2. Consult with parents/carers as to what information they would like to see available on childcare	Information assistants/M Hunt May 2008	<ul style="list-style-type: none"> Parents/carers consulted via Children's Centres to determine what is required 	<ul style="list-style-type: none"> Required information is identified 	<ul style="list-style-type: none"> Marketing Strategy to represent views of consultation
3. Consult with childcare providers as to how their services could be marketed more effectively	Information assistant/ Michael Hunt May 2008	<ul style="list-style-type: none"> Childcare providers consulted via Children's Centres to ascertain views 	<ul style="list-style-type: none"> Increased involvement for childcare providers in marketing their services 	<ul style="list-style-type: none"> Marketing Strategy to represent childcare providers ideas for marketing their services
4. Develop a Marketing Strategy for childcare	Michael Hunt June 2008	<ul style="list-style-type: none"> Marketing Strategy produced 	<ul style="list-style-type: none"> Plan in place to raise awareness of childcare and to ensure sufficient information is available 	<ul style="list-style-type: none"> Objectives in plan will be met. Increased provision of information
5. Information assistants to be trained to deal with full range of childcare enquiries	Michael Hunt June 2008	<ul style="list-style-type: none"> Set up training course for Information assistants Information assistants attend training programme 	<ul style="list-style-type: none"> Information assistants can deal with wide range of childcare enquiries 	<ul style="list-style-type: none"> Customer satisfaction surveys. High level of enquiries dealt with by Information assistants
6. Training programme to be put in place for CSA staff	Michael Hunt June 2008	<ul style="list-style-type: none"> Training programme designed CSA's attend training 	<ul style="list-style-type: none"> CSA's continue to provide high quality service with increased knowledge 	<ul style="list-style-type: none"> Childcare enquiries dealt with at first point Mystery shopper report highlights quality service
7. Hold an annual childcare sector event in Gateshead	March 2008 Michael Hunt/Kelly Nicholson	<ul style="list-style-type: none"> Recruit marketing company to manage event in 2008 	<ul style="list-style-type: none"> Childcare sector have opportunity to market services to public 	<ul style="list-style-type: none"> Evaluations of event Attendance at event Increased take up of childcare
8. Produce new suite of marketing materials for childcare	Michael Hunt July 2008	<ul style="list-style-type: none"> Commission new marketing materials Consult on design 	<ul style="list-style-type: none"> Distribution of new materials and exposure for childcare providers 	<ul style="list-style-type: none"> Increase in enquiries to CIS Increase in demand for childcare

Key Outcome/Objective Four - Continued

To increase the information available to current and potential users of childcare and to ensure this information is accessible, accurate and of good quality

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
9. Produce parent's leaflet explaining different types of childcare and what to ask when choosing childcare	Brenda Graham April 2008	<ul style="list-style-type: none"> Design leaflet 	<ul style="list-style-type: none"> New, easy to understand leaflet available to parents 	<ul style="list-style-type: none"> Increased take up of childcare in Gateshead
10. Include childcare. Providers information on solution finder	June 2008 Michael Hunt/ Karen Stewart	<ul style="list-style-type: none"> Childcare providers given opportunity to market services of solution finder 	<ul style="list-style-type: none"> Childcare providers have exposure on internet 	<ul style="list-style-type: none"> Increase in childcare searches on solution finder
11. Ensure all information outlets in Gateshead have up to date information on childcare	Michael Hunt/ Information assistants July 2008	<ul style="list-style-type: none"> Produce list of all current and proposed outlets 	<ul style="list-style-type: none"> Childcare information in greater number and variety of outlets 	<ul style="list-style-type: none"> Increase in number of enquiries to CIS
12. Development of a brokerage service in Gateshead	Michael Hunt August 2008	<ul style="list-style-type: none"> Ensure outlets have information 	<ul style="list-style-type: none"> Information assistants offer brokerage service from Children's Centres 	<ul style="list-style-type: none"> Number of parents receiving service and satisfaction levels
13. Increase provider information on ICHIS	Karen Stewart September 2008	<ul style="list-style-type: none"> Write brokerage service policy 	<ul style="list-style-type: none"> Childcare providers have comprehensive information on ICHIS and public receive greater depth of information 	<ul style="list-style-type: none"> Childcare providers fill vacancies
14. Develop CIS pages on Council website	Michael Hunt April 2008	<ul style="list-style-type: none"> Develop links and system for childcare providers to update information 	<ul style="list-style-type: none"> Up to date information available on Council website 	<ul style="list-style-type: none"> Increase in number of enquiries from website
15. Promote childcare through article in local press and Council News	Michael Hunt September 2008	<ul style="list-style-type: none"> Develop content with web design team 	<ul style="list-style-type: none"> Advert/article in local press and Council News 	<ul style="list-style-type: none"> Increase in enquiries to CIS
16. Run Tax Credit/financial support workshops in Children's Centres	Michael Hunt August 2008	<ul style="list-style-type: none"> Case studies of childcare produced as part of article 	<ul style="list-style-type: none"> Parents in Children's Centres receive up to date information on support available 	<ul style="list-style-type: none"> Greater take up of financial support in Gateshead
17. Ensure key staff are aware of CIS and what they offer (internal and external)	Michael Hunt December 2008	<ul style="list-style-type: none"> Develop workshop with key staff and JCP 	<ul style="list-style-type: none"> More staff aware of CIS offer 	<ul style="list-style-type: none"> Increase in referrals to CIS from other services

Key Outcome/Objective Four - Continued

To increase the information available to current and potential users of childcare and to ensure this information is accessible, accurate and of good quality

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
18. Develop links with Gateshead @ to have childcare information available at all Council buildings	Michael Hunt March 2009	<ul style="list-style-type: none"> ● Meet with Gateshead @ to explore idea ● Produce relevant information for Council building 	<ul style="list-style-type: none"> ● Information on childcare available at greater number of outlets 	<ul style="list-style-type: none"> ● Increased number of enquiries through outlets
19. Develop outreach programme with Information assistants for CIS	Michael Hunt/ Information assistants June 2008	<ul style="list-style-type: none"> ● Development and role out of outreach programme 	<ul style="list-style-type: none"> ● CIS and childcare information is made available to wide range of people including hard to reach parents 	<ul style="list-style-type: none"> ● Number of parents attending outreach and enquiries to CIS
20. Explore possibility of freephone and text it service for CIS.	Michael Hunt March 2009	<ul style="list-style-type: none"> ● Prepare proposal for introduction of freephone and text service in April 2009 	<ul style="list-style-type: none"> ● Greater choice and ease for parents to contact CIS 	<ul style="list-style-type: none"> ● Number of texts received and calls made to freephone number
21. Increase demand for childcare in Gateshead.	Michael Hunt/ Simon Wake March 2009	<ul style="list-style-type: none"> ● Link with routeway to work currently being developed 	<ul style="list-style-type: none"> ● Greater publicity of childcare to show it is quality affordable and accessible 	<ul style="list-style-type: none"> ● Take up of childcare in Gateshead ● Jobcentre Plus stats on parents returning to work
22. Create a childcare information 'hub' in Central Gateshead	Michael Hunt September 2009	<ul style="list-style-type: none"> ● Link with plans to develop Civic Centre reception 	<ul style="list-style-type: none"> ● Service has Town Centre outlet with dedicated childcare theme 	<ul style="list-style-type: none"> ● Visitors to 'hub' and subsequent take up of childcare

Key Outcome/Objective Five

To provide childminding services as part of the overall childcare offer to current and potential childcare users in Gateshead

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. Establish closer working relationships between Children Centres and childminders and have a childminding plan in place for Children's Centre clusters in the 5 Neighbourhood Areas.	<ul style="list-style-type: none"> ● April 2009 (reviewed at this date) ● Early Years and Childcare Service Deputy Manager 	<ul style="list-style-type: none"> ● Identify a worker in each of the 5 areas to take the lead on childminding and children centres ● Key worker in children centre cluster develops with local childminders a plan of engagement and service development 	<ul style="list-style-type: none"> ● Increased choice for parents regarding childcare ● Higher profile for childminding services ● Childminders accessing more training and improving quality of services offered 	<ul style="list-style-type: none"> ● Each children's centre will record childminder activity through local plans and monitor developments ● Childminding Strategy Group will monitor the overarching childminding plan
2. Encourage childminders to develop more flexible services, including meeting the needs of children with disabilities and SEN and families who have particular needs for having childcare services for their children.	<ul style="list-style-type: none"> ● April 2009 (reviewed at this date) ● Early Years and Childcare Service Deputy Manager 	<ul style="list-style-type: none"> ● A point of contact established for a childminder caring for a child with a disability, or is considering doing so ● More information collected on childminders on ICHIS (Early Years Childcare Service Database) ● Increase in training taken up by childminders regarding disability and inclusion ● Childminders recruited who will offer flexible hours 	<ul style="list-style-type: none"> ● More childminders able to provide childcare to children with disabilities and SEN ● Childminders providing flexible services where there is demand 	<ul style="list-style-type: none"> ● Increase in childcare places for children with disabilities or special educational needs (SEN) ● Childminders providing flexible services if there is demand in their area
3 Childminders participate in Gateshead Quality Improvement Programme (QIP)	<ul style="list-style-type: none"> ● April 2009 (reviewed at this date). ● Early Years and Childcare Service Deputy Manager 	<ul style="list-style-type: none"> ● Group of childminders recruited onto QIP ● Link the Early years Foundation Stage Training for Childminders with QIP ● Training and support (through workshops) available for childminders to meet QIP standards 	<ul style="list-style-type: none"> ● Childminders engaged in continuous professional development through QIP ● Quality of childminding services are raised, leading to more take-up of services by families 	<ul style="list-style-type: none"> ● Baseline established of childminders who are working through the QIP ● Targets set to increase childminders working through QIP
4 Review and develop the information available on childminding for parents and carers in Gateshead	<ul style="list-style-type: none"> ● April 2009 (reviewed at this date). ● Early Years and Childcare Communication and Information Manager 	<ul style="list-style-type: none"> ● Audit current information available on childminding ● Develop and implement a marketing strategy for childminders 	<ul style="list-style-type: none"> ● Parents and Carers have better information on childminding on which to base childcare choices ● Childminding has a higher profile in Gateshead 	<ul style="list-style-type: none"> ● Monitor the Childminder Marketing Strategy

Key Outcome/Objective Five - Continued

To provide childminding services as part of the overall childcare offer to current and potential childcare users in Gateshead

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
5. Childminders are a childcare choice for parents, carers, children and employers in each of the 5 Neighbourhood Areas	<ul style="list-style-type: none"> ● April 2009 (reviewed at this date). ● Early Years and Childcare Service Deputy Manager 	<ul style="list-style-type: none"> ● Childminders meeting demand in each of the 5 Neighbourhood Areas ● Childminders working with partners where flexibility is required e.g. Schools, children's centres, employers. ● Recruitment drive for new childminders where a neighbourhood area has a 'gap' and demand has been identified. 	<ul style="list-style-type: none"> ● Childminders meeting demand in 5 Neighbourhood Areas where this is identified. 	<ul style="list-style-type: none"> ● Childminders recruited where there are gaps ● Childminder places filled ● GIS map records places in 5 neighbourhood areas with childminders

Key Outcome/Objective Six

To provide inclusive and flexible childcare to meet the needs of all children and their families

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. Collate data on the current usage of childcare by children with disabilities.	<ul style="list-style-type: none"> ● April 2008 ● Monitoring Officer and Early Years and Childcare Service Inclusion Officer. 	<ul style="list-style-type: none"> ● Baseline established April 2008. ● Monitoring system in place, recording patterns of usage. ● Targeted support for Private, Voluntary and Local Authority Children's Centre childcare, based on monitoring information. 	<ul style="list-style-type: none"> ● More targeted support for children and young people using childcare. 	<ul style="list-style-type: none"> ● Monitoring data. ● Quality Improvement Team records of disability support given to Private and Voluntary (PV) and Local Authority children's centres (LACC). ● Above team's records on support given to include children from BME Communities.
<p>2. Ongoing collection from PV and LA Children's Centres on their training needs for including children with SEN and disabilities.</p> <p>Ongoing identification by Quality Improvement Team of providers in PV and LA Children's Centres who require more training and support around inclusion..</p>	<ul style="list-style-type: none"> ● Ongoing ● Early Years and Childcare Service Training and Quality Improvement Team. 	<ul style="list-style-type: none"> ● Training programme take up matches demand. ● Quality Improvement Team record improvements in inclusive practice in PV and LACC. 	<ul style="list-style-type: none"> ● More confident staff. ● More places taken in PV and LA children's centres childcare by Children with SEN and disabilities. 	<ul style="list-style-type: none"> ● LA 'Outcomes Duty Action Plan' ● Training records ● Quality Improvement Team records
3. Continue to develop or commission training for PV and LA Children's Centre childcare providers on including children and young people with SEN and disabilities.	<ul style="list-style-type: none"> ● Ongoing ● Early Years and Childcare Service Deputy Manager with Training Team 	<ul style="list-style-type: none"> ● Good liaison between training team, monitoring team and Quality Improvement Team to ensure relevant training and support are in place. 	<ul style="list-style-type: none"> ● More confident staff. ● More children with SEN and/or disabilities using mainstream services. 	<ul style="list-style-type: none"> ● Training Directory ● Evaluations of training ● Take up of training ● Numbers of children with SEN and disabilities using mainstream services. ● See childminder objective 5

Key Outcome/Objective Six - Continued

To provide inclusive and flexible childcare to meet the needs of all children and their families

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
4. Provide support to PV and LA children centre childcare providers to include children with English as an Additional Language in their services (EAL).	<ul style="list-style-type: none"> ● June 2008 ● Early Years and Childcare Service (EY&CS) Inclusion Officer, in partnership with EMTAS team. 	<ul style="list-style-type: none"> ● More training and support available to children and their families with EAL. 	<ul style="list-style-type: none"> ● More use of mainstream services by BME families. 	<ul style="list-style-type: none"> ● Training Directory ● Take up of training by providers on EAL ● Records of support given by Quality Team re including children with EAL.
5. Identify childcare needs of Asylum Seekers, Refugees and Travellers.	<ul style="list-style-type: none"> ● June 2008 ● EY&CS Inclusion Officers and Central Area Children's Centres 	<ul style="list-style-type: none"> ● Needs identified ● Plans in place to meet identified needs 	<ul style="list-style-type: none"> ● Demand for childcare from these families will be met. 	<ul style="list-style-type: none"> ● Records of support given via Inclusion Team and Quality Team to families.
6. Continuous Professional Development Training and support given to PV and LA children centre childcare providers on anti-discriminatory practice and diversity.	<ul style="list-style-type: none"> ● Ongoing ● Quality Improvement and Training Team 	<ul style="list-style-type: none"> ● Training developed or commissioned to extend current programme. ● Quality Improvement Module 'Meeting Everyone's Needs' used as a framework for development by a growing number of providers. 	<ul style="list-style-type: none"> ● More inclusive practice. ● More providers meeting legislative requirements. 	<ul style="list-style-type: none"> ● Visit reports of Quality Improvement Team ● Training Directory ● Evaluations of Training ● Take up of training See Childminder Objective 5
7. Strong links established with partner agencies to utilise expertise and resources effectively to include all children and young people in mainstream services.	<ul style="list-style-type: none"> ● Ongoing ● EY&CS Deputy Manager and Inclusion Officer with children's centre liaison 	<ul style="list-style-type: none"> ● Training sessions for PV and LA Children's Centre on 'Early Support' and other related initiatives e.g. CAF 	<ul style="list-style-type: none"> ● More children included in mainstream childcare services with appropriate support 	<ul style="list-style-type: none"> ● Training Directory and take up and evaluation on training regarding partnership working. ● Monitoring records of children using mainstream services. See childminder Objective 5
8. Provide parents, carers and employers with detailed information on Inclusive childcare in Gateshead	<ul style="list-style-type: none"> ● Ongoing. First review Sept 2008 ● EY&CS Deputy Manager and Inclusion Officer and Communications and Information Officer 	<ul style="list-style-type: none"> ● Children's Centre Information Assistants provide detailed information on inclusion support ● Gateshead @ provide written and verbal detailed information that re-assures parents on support for children and young people with additional needs 	<ul style="list-style-type: none"> ● More children taking up places in mainstream childcare ● More professionals referring supporting children in mainstream childcare 	<ul style="list-style-type: none"> ● Monitoring records of children taking up childcare places ● Records of Quality Improvement Team See Childminder objective 5 and Information objective 4

Key Outcome/Objective Six - Continued

To provide inclusive and flexible childcare to meet the needs of all children and their families

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
9. To meet demand for flexible childcare when it arises where 'reasonably' possible i.e. weekends, evening.	<ul style="list-style-type: none"> ● Ongoing ● EY&CS Deputy Manager and Childcare Development Team 	<ul style="list-style-type: none"> ● If a local demand is identified group provision is developed as a pilot or an existing provider offers additional hours. ● Childminders recruited to meet demand ● CC Information Assistants support childcare package for individual families ● Employers encouraged to offer flexible working 	<ul style="list-style-type: none"> ● Flexible childcare available when required ● Employers respond to requests for flexible working 	<ul style="list-style-type: none"> ● Development work records ● See Childminder objective 5

Key Outcome/Objective Seven

To ensure sufficient places for 3 & 4 year olds to access the free entitlement and by 2010 to have a choice of more flexible take up of 15 hours of early education and care

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
1. Collect data on schools with foundation units and private and voluntary sector Early Years Education Providers.	<ul style="list-style-type: none"> ● January 2008 ● Deputy Manager EY&CS and EY&CS Monitoring Team 	<ul style="list-style-type: none"> ● Data collected and available to planning group 	<ul style="list-style-type: none"> ● Planning based on robust information 	<ul style="list-style-type: none"> ● Availability of data for planning group
2. Convene a planning and development group to achieve the outcome 'The Development Group for the Flexible Offer'.	<ul style="list-style-type: none"> ● January 2008 ● Deputy Manager EY&CS ● Link Inspector for Early Years 	<ul style="list-style-type: none"> ● Group convened and role and remit agreed ● Members: <ul style="list-style-type: none"> - LA Finance Team for Learning and Children representative - HR Council representative - Voluntary and Private sector reps (2) - School Head Teacher reps (2) - Business Support Officer - Early Years and Childcare Service and Raising Achievement Service managers 	<ul style="list-style-type: none"> ● Action plan in place to meet the objective in the childcare sufficiency plan and the Government targets ● Involvement of Key services in the planning 	<ul style="list-style-type: none"> ● Update reports on Objective 8 to the childcare sufficiency monitoring team ● Flexible offer in place by 2010, with pilot schemes by 2009
3. Funding level and allocation for 3 & 4 year olds free entitlement in place.	<ul style="list-style-type: none"> ● By September 2008 ● Schools Forum ● Development Group for Flexible offer 	<ul style="list-style-type: none"> ● Private and Voluntary sector reps on the Schools Forum ● Costs analysis of hourly rate to provide 3 & 4 year old education and care in PV sector and schools completed ● Terms and Conditions of Grant for PV sector to sign up to agreed and implemented 	<ul style="list-style-type: none"> ● Voice of PV sector contributes to funding level and allocation ● Longer term more children taking up the free offer ● Long term more parents/carers able to take up training or work 	<ul style="list-style-type: none"> ● Take up of the free entitlement collected through LA monitoring systems ● Sustainability of the PV sectors ● Range of choices for parents/carers across the 5 Neighbourhood Areas

Key Outcome/Objective Seven - Continued

To ensure sufficient places for 3 & 4 year olds to access the free entitlement and by 2010 to have a choice of more flexible take up of 15 hours of early education and care

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
4. Analysis of demand for flexible offer in the 5 Neighbourhood Areas and a matching exercise with local supply, including schools.	<ul style="list-style-type: none"> ● By June 2008 ● Development Group for flexible offer 	<ul style="list-style-type: none"> ● Longer term parents/carers have clear information on their entitlement 	<ul style="list-style-type: none"> ● Draft plan to consult on with relevant PV partners and schools 	<ul style="list-style-type: none"> ● Report to childcare sufficiency monitoring team and GEYCP ● Plan details capital programme and allocation of any additional funding
5. Consultation on plan to provide flexible offer in the 5 Neighbourhood Areas.	<ul style="list-style-type: none"> ● October 2008 ● Development Group for flexible offer 	<ul style="list-style-type: none"> ● Draft plan in place to implement offer ● HR issues in Schools discussed and way forward proposed ● Sustainability issues in pre-schools and private sector addressed ● Area meetings of stakeholders to consult on with ● Stakeholders 	<ul style="list-style-type: none"> ● Consultation with focus groups of parents ● Early Years Forum meeting convened to consult with sector 	<ul style="list-style-type: none"> ● Reports on pilot to childcare sufficiency monitoring team and GEYCP
6. Plan in place alongside flexible offer proposals for capital and revenue funding to implement plan	<ul style="list-style-type: none"> ● October 2008 ● Development Group for flexible offer 	<ul style="list-style-type: none"> ● Council strategic capital planning for early years and primary school programme incorporates flexible offer planning ● Any funding for 2 year olds disadvantaged groups is incorporated into planning 	<ul style="list-style-type: none"> ● Minor capital works are planned for to meet flexible offer ● Additional funding for provision of flexible, free entitlement is incorporated into the plan 	<ul style="list-style-type: none"> ● Plan details capital programme and allocation of any additional funding for schools and PV sector
7. Pilot phase of implementation of Plan for flexible offer and increase to 15 hours. Monitoring and evaluation built into pilot.	<ul style="list-style-type: none"> ● From Jan 2009 ● Development group for flexible offer 	<ul style="list-style-type: none"> ● A Neighbourhood Area has pilot flexible offer provision and choice for parents between school, pre-school and private day nursery ● Evaluative data collected from pilot providers and parents/carers on the pilot 	<ul style="list-style-type: none"> ● Data collected on the strengths and weaknesses of the pilot flexible offer 	<ul style="list-style-type: none"> ● Reports on pilot to childcare sufficiency monitoring team and GEYCP

Key Outcome/Objective Seven - Continued

To ensure sufficient places for 3 & 4 year olds to access the free entitlement and by 2010 to have a choice of more flexible take up of 15 hours of early education and care

Key Action	Achievement Date and Lead Officer	Milestones	Impact of Actions	How will we measure this impact?
8. Adjustment of plan for flexible offer and 15 hours free entitlement and implementation across the borough.	<ul style="list-style-type: none"> ● By 2010 ● Development group for flexible offer 	<ul style="list-style-type: none"> ● Adjusted plan, based on lessons learned from pilot ● Publicity campaign for parents, families, professionals and employers on the availability of flexible entitlement 	<ul style="list-style-type: none"> ● Increase in childcare places available that are flexible and free ● More use of childcare 	<ul style="list-style-type: none"> ● Reports on pilot to Childcare Sufficiency Monitoring Team and GEYCP
9. Quality Improvement Team provide support and training to Schools and PV sectors delivering 15 hours EYFS and a flexible offer.	<ul style="list-style-type: none"> ● Ongoing ● Quality Improvement Team 	<ul style="list-style-type: none"> ● Providers in pilot flexible places pilot, given targeted support and training ● Quality Improvement programme covers issues of additional hours and flexibility 	<ul style="list-style-type: none"> ● Quality services are part of increase in hours and flexible offer 	<ul style="list-style-type: none"> ● By the Quality Team at monitoring meetings ● By the Outcomes Duty Action Plan
10. The Development Group for the flexible offer of Early Education and Care, respond with an implementation plan to any extension of entitlement to 2 year olds	<ul style="list-style-type: none"> ● When required ● Development Group 	Group meets to respond to guidance and draws up plan based on criteria and local conditions	<ul style="list-style-type: none"> ● Allocation of free entitlement to 2 year olds 	<ul style="list-style-type: none"> ● Monitoring records of take up of free places by 2 year olds

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