



GOVERNMENT OFFICE
FOR LONDON



department for
children, schools and families

Every Child Matters in London

Childcare take up and National Indicator 118

**A summary of learning funded
by government regional offices 08/09
across England**

**Report by Daycare Trust
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**Date
24 July 2009**

The proportion of take up of formal childcare by lower income families is typically measured by looking at the proportion of families that actually take up the childcare element of the working tax credit, in comparison with those that could do so. This is often called the “Childcare element ratio” in HMRC and DCSF documents and forms National Indicator 118 (NI 118).

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1. Introduction

Daycare Trust was commissioned by Government Office for London in partnership with Firstcare Consultancy Ltd. to pull together the England-wide learning from the regional projects undertaken to support the take-up of formal childcare. These projects were managed and funded through the nine Childcare Regional Networks (CRNs) during the six month period up to March 31st 2009.

This funding, from Department of Children, Schools and Families (DCSF), was to provide support to individual local authorities in their childcare sufficiency duties, of which improving the take-up of formal childcare is a key part.

2. Aim

The aim of the project was to provide a body of work that would be easily accessed by regional and local authority practitioners that would reflect and disseminate the learning from the considerable investment and effort already made in support of improving the take-up of formal childcare, as measured by National Indicator 118.

3. Methodology

Daycare Trust collated the information in the following ways:

- Desk research reviewing reports and relevant websites
- Liaison with Hemsall Consultancies which very kindly provided a summary of the work that it had undertaken on behalf of the Government Offices for Yorkshire and The Humber, West Midlands, East Midlands and the North East. The summary report has been quoted at length in this report
- Follow up telephone calls with regional and local authority representatives where required for clarification
- Attendance at a meeting with DCSF team representatives
- Liaison with DCSF to identify DCSF plans.

This report therefore represents a consolidation of all these sources and so references to these sources are not cited separately.

4. Context

Promoting the take-up of childcare is two-fold: formal childcare enables parents to work, thus contributing to the alleviation of child poverty; and research shows that formal childcare improves child outcomes.

Alleviation of child poverty is high on the government's agenda and is specifically addressed with the introduction in June 2009 of the Child Poverty Bill. The intention of the Child Poverty Bill is to create a shared mission in society to make child poverty everybody's business.

The Child Poverty Bill sets out key actions needed to reach 2020. Of particular relevance to this topic is the requirement that local government and named partners will be required to do more to understand and tackle child poverty in their areas.

The Government is currently developing the child poverty strategy, which will be published within 12 months of Royal Assent. In addition, it will be preparing guidance for local authorities and their partners on the content of their needs assessments and local child poverty strategies.

The rationale and definition for encouraging the take-up of formal childcare is incorporated into the Annex 2 'Children and Young People - National Indicators for Local Authorities and Local Partnerships: Handbook of Definitions' (HM Government April 2008) under the economic wellbeing outcome. This states:

"Driving take-up of formal childcare by low-income families brings benefits to children's learning and development. Formal childcare has positive benefits for children in terms of their social and emotional development as well as giving young children a head start in life and is a key indicator in closing the gap in attainment between children from low income families and their more affluent peers.

Research from the Effective Provision of Pre-School Education (EPPE) project shows there is a strong body of evidence that indicates that good quality childcare and pre-school provision, especially from age 2 upwards, has positive benefits on children's all round development and that these benefits last through primary school to age 10/11. For older children, research has shown that the benefits of participation in out of school hours activities are considerable, regardless of the activity undertaken. It shows that young people who participate in activities do better than would have been expected from baseline measures in academic attainment.

In addition, participants often show an improvement in their behaviour and attendance in school, and increased confidence and self-esteem. This indicator is linked to PSA 11 (narrow the gap in educational achievement between children from low income and disadvantaged backgrounds and their peers) but is also a key driver for PSA 9 (halve the number of children in poverty by 2010-2011, on the way to eradicating child poverty by 2020). Provision for childcare is a key enabler to work and contributes to successful entry into the labour market and sustained employment opportunities" (p 176).

5. The criteria of measurement for formal-take up of childcare – NI 118

The proportion of take-up of formal childcare by lower income families is typically measured by looking at the proportion of families that actually take-up the childcare element of the working tax credit, in comparison with those that could do so. This is often called the "Childcare element ratio" in Her Majesty's Revenue and Customs (HMRC) and DCSF documents and forms National Indicator 118 (NI 118).

This 'Childcare ratio' has only been available to local authorities since 2006, with the first set of figures covering 2004-2005.

The following local authorities have taken this indicator as part of their Local Area Agreement (LAA):

- Camden
- Cornwall and the Isles of Scilly
- Croydon
- East Sussex
- Enfield
- Greenwich
- Kingston upon Thames
- Lambeth
- Leicester UA (Local Indicator)
- Merton
- Northumberland
- Oldham
- Rochdale
- Rotherham
- Stockport
- West Berkshire UA

For local authorities that are at or above the national average figure, good performance will mirror the average England percentage increase in numbers benefiting each year.

For local authorities that are currently below the national average, good performance will show them reaching the national average within 2 years and then maintaining an upward trajectory at the national average.

The data is a tool to identify those local authorities where there is best practice and will enable progress to be measured and tracked.

The data feeding into the NI 118 indicator produced by HMRC is derived by the following formula:

$$\frac{\text{number of families benefiting from childcare element}}{\text{number of families receiving WTC and CTC + number of families receiving CTC only above the family element}}$$

However, whilst this formula produces a proxy indicator for take-up of formal childcare, and can be used to show change over time, it has its limitations. HMRC describe this calculation as producing an estimate and not an actual measurement of take-up of the childcare element, as it does not take into account certain groups of people¹.

HMRC currently publish statistics on two types of award: **provisional** (quarterly and at snapshot dates) and annual **finalised** awards.

The provisional awards at snapshot dates (National Statistics) are presented as:

Main

Geographical

The finalised awards for entitlement years (National Statistics) are presented as:

Main

Geographical

Small data area - Lower Super Output Area (LSOA) and data zone (not technically defined as National Statistics²).

¹ For a detailed analysis of the data provided by HMRC please see the document: [HMRC Monitoring data](#), available from the resources section of the Young London Matters (GOL) website

² This is a term that refers to the status of the data. Please note that the SOA data can be cross-referenced with National Statistic data if required.

6. Regional activity

Please find below a brief description of the activity that has been undertaken as part of the regional CRN-funded contracts.

6.1 Government Office for London (GOL)

Aims

Support London's local authorities to increase the uptake of formal childcare by low income families and improve the links between high quality childcare and other objectives such as reducing child poverty.
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Activities

Support to London's local authorities was developed to provide a range of support mechanisms, designed to have a long-term as well as a short-term impact.
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| <ul style="list-style-type: none">• Provision of 'Paying for Childcare' training (all local authorities)• Facilitated event for London's seven local authorities that have NI 118 as an agreed local indicator. The event was focused on sharing practice as well as dissemination of key data learning• Development of set of interactive web pages tailored to London's local authorities, which provides structured access to the wealth of existing good practice and resources supporting the take-up of formal childcare. This website is open to all local authorities.• Learning and activities output into regional report, including policy issues. |
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6.2 Government Office for North West (GONW)

Context

In the NW 2 local authorities have taken NI 118 as part of their Local Area Agreement (LAA): Rochdale and Stockport.
Oldham has taken the NI 118 as a part of their local indicator set.

Aims

Support GONW local authorities to increase the uptake of formal childcare by low income families and improve the links between high quality childcare and other objectives such as reducing child poverty and health inequalities.

Activities

Use of the CRN network as a forum for all the 23 local authorities to disseminate best practice, discuss challenges and solutions.

A series of workshops and events in partnership with JCP, and the three LAs that had taken the NI 118 as part of their LAA set.

Facilitated event on “Take-up of childcare, bringing together Childcare leads, FIS managers and Jobcentre Plus Childcare Partnership Managers.

Focus of the event was on sharing key data and the opportunity for Rochdale, Oldham and Stockport to share their thinking and practice.

“Turning the Curve “ facilitated workshop by Rob Hutchinson- focus on “take up of benefits bring together Economic block/ Child poverty leads and Children services/ EY strategic leads and other key partners (Housing, welfare rights , advocacy groups)

Limited grants for LAs to pilot increasing “take-up of childcare from vulnerable families
Bi-annually discussion with the three LAs who are driving take-up of childcare.

GONW has cross cutting Child Poverty Board and lead within the Worklessness, Regeneration and Social Exclusion Directorate.

Terms of reference for the CP Board and CP lead are to develop effective regional mechanisms to drive forward and raise the profile of the child poverty agenda, in particular through formalising the NW LA Child Poverty Network at a high strategic level.

It will be through this network that the elements of the Child Poverty bill relating to the take up of childcare will be highlighted and driven forward. GONW will also work closely with the Child Poverty Unit (CPU), LAs and key stakeholders to inform the development of national policy and the sharing of good practice by developing a good understanding of child poverty initiatives including the take up of Childcare.

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6.3 Government Office for South East (GOSE)

Context

2006-07 NI 118 data showed 11 of our 19 LAs below national av. of 17%. Of those, a small amount was on a downward trajectory or had made no progress between 2005-06 and 2006-07.

Aims

To find ways to support LAs to enhance their take-up positions as measured by NI 118.

Activities

Childcare Regional Network (CRN) Workshop (21 April 2009) on take-up of childcare, with the aim of:

- developing improved understanding of the key policy priorities associated with this agenda;
- hearing about some examples of innovative practice from LA areas outside of the South East region;
- planning new approaches to drive up take up through effective partnership working at the local level.

The event included inputs from Cornwall LA and Merton LA, both authority areas are pilot LA areas involved in the 'Social Marketing Pilot Project'. The event brought together childcare leads, FIS managers and Jobcentre Plus Childcare Partnership Managers.

Childcare Act Reviews - one to one bi-annual conversations when there is the opportunity to discuss how LAs are addressing take-up, examples of materials being used etc.

11 LAs have offers of support included in their JISP in relation to exploring how GOSE might support them in driving take-up during 2009-10.

Sharing snapshot data on take up.

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6.4 Government Office for East of England (GOE)

Aims	<p>Luton, Norfolk and Suffolk:</p> <p>Devise and implement a communications and marketing strategy which will lead to increased understanding of parents and stakeholders and hence support improved take-up of the childcare element of the Working Tax Credit.</p>
Activities	<p>Use of CRN network as a forum to disseminate best practice. Four projects at local authority level.</p> <p>Essex Outreach work with employers.</p> <p>Luton Production and distribution of DVD about a typical day in the life of a working mother in Luton, designed to communicate to parents the variety of formal childcare choices available and the benefits for those in, or considering returning to work. The DVD was produced in four languages: English, Polish, Urdu and Bengali.</p> <p>Norfolk Research and development of a communications strategy tailored to Norfolk residents to support improved take-up of the childcare element of the Working Tax Credit.</p> <p>Suffolk Piloting the use of an independent advice agency (CAB) to improve the take-up of the childcare element of the Working Tax Credit in two wards.</p>
Contact	<p>Gary.gant@goe.gsi.gov.uk</p>

6.5 Government Office for South West (GOSW)

Aims

On-going dialogue with local authorities, building on what is already in place.

Activities

Area stakeholder event which was a practical look at the issue of take-up as part of an ongoing discussion. The event was focused on practical methodologies with Job Centre Plus (JCP) childcare partnership managers and Family Information Service (FIS) managers attending. Key concepts such as the 'Customer Journey' were introduced.

Contact

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6.6 Government Office for East Midlands (GOEM)

Aims	
<p>To support the actions identified in the local authorities' childcare sufficiency action plans, particularly but not necessarily limited to:</p> <ul style="list-style-type: none">• Working closely with local authorities to assess the levels of take-up of formal childcare, as defined by national indicator 118.• Identify barriers within the region that are preventing this rate of take-up increasing, focussing particularly on areas of low income families and deprivation. These may be practical concerns or more deeply rooted cultural issues.• Working with local authorities to identify actions that could start to remove these barriers and create an action plan that could increase demand for formal childcare, particularly within low income families.• Sourcing examples of good practice lessons learned for dissemination at CRN meetings, and in a report format for GOEM.	

Activities	
<ul style="list-style-type: none">• Referencing all nine local authority childcare sufficiency assessment review reports completed on behalf of GOEM.• Considering the childcare sufficiency action plans for all nine local authorities (with reference to the full childcare sufficiency assessment reports).• Individual meetings with all nine local authorities to review the focus and activities relating to the increasing of the take-up of formal childcare of low income families.• Consultancy support to improve the quality, appropriateness and impact of childcare sufficiency action plans, thereby increasing childcare sufficiency outcomes in relation to the take-up of childcare.• Responsive consultancy support on childcare take-up according to the individual needs of each local authority.• Case findings recorded in detail and output into regional report.	

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6.7 Government Office for North East (GONE)

Context

Take-up of the childcare element of Working Tax Credit is lower in the North East region than nationally, particularly in terms of year on year performance.

Aims

- To investigate the circumstances leading to this disparity, particularly through findings from a representative sample of local authorities (including Northumberland who have selected NI 118 as one of their 35 National Indicators);
- To support on-going work with the Local Area Agreement in Northumberland – encouraging them to achieve more of a stretch in terms of take-up of formal childcare;
- Make practical and achievable recommendations by developing a framework for local authorities to consider, integrate within existing action planning or use as a benchmarking tool.

Activities

The research project was primarily a series of interviews and consultations with identified local authorities and Northumberland in particular, and their relevant stakeholders. There were four local authority participants, all of which have lower take-up rates than England as a whole: Middlesborough; Newcastle-upon-Tyne; South Tyneside and Northumberland. In addition, one local authority within the North East region who enjoys higher take-up rates was included (Hartlepool).

All participating local authorities and identified partners were interviewed in February 2009. Interviews sought to explore:

- Strategies for increasing the take-up of childcare and/or the childcare element of the Working Tax Credit over the past 24 months, including any planned;
- Provision of information about childcare take-up and tax credits (to parent/carers and to providers and partners);
- Information held regarding current take-up rates (of childcare and/or the childcare element of the Working Tax Credit);
- Outreach work with low income families (outreach work undertaken specifically with low income families and hard to reach families);
- Monitoring systems;
- Media campaigns and marketing drives

Participants were asked to provide any supporting documentation or evidence, where available or appropriate.

In addition, desk research was undertaken to establish a national and regional context for the project, including area demographics, employment patterns and childcare element of Working Tax Credit take-up data.

Case findings recorded in detail and output into regional report.

Contact

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6.8 Government Office for West Midlands (GOWM)

Aims
<ul style="list-style-type: none">• To investigate the circumstances leading to a disparity between four local authority areas with lower levels of take-up of the childcare element of Working Tax Credit than found nationally and regionally, and two local authority areas with higher levels of take-up.• To share findings with stakeholders from across the West Midlands region.

Activities
<p>The research project was primarily a series of interviews and consultations with all four Black Country authorities and their relevant stakeholders. In addition, two local authorities within the West Midlands region who enjoy higher take-up rates were included (Coventry and Solihull) participated.</p> <p>All participating local authorities and identified partners were interviewed December 2008 to February 2009. Areas of questioning mirrored those used in the GONE project outlined previously. Similarly, desk research was undertaken to establish a national and regional context for the project, including area demographics, employment patterns and childcare element of Working Tax Credit take-up data.</p> <p>Case findings recorded in detail and output into regional report.</p>

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6.9 Government Office for Yorkshire & Humber (GOYH)

Aims	
<p>The project aimed to explore why five local authorities (Rotherham, Barnsley, Wakefield, Bradford and North Lincolnshire) have a lower take-up of the childcare element of the Working Tax Credit than the region as a whole, and why the region has a lower take-up than average. Calderdale was included in the project on the basis that they enjoy higher take-up rates and would act as a comparison area.</p>	

Activities	
<p>The project was primarily an exploration of current, recent and planned initiatives to increase the take-up of formal childcare by low income families in the five participating authorities, with consideration of any identified regional initiatives that may inform outcomes.</p> <p>An information pro-forma was developed and distributed in February 2009 to participating local authorities and partners including Jobcentre Plus. The pro-forma requested information on, and evidence of outcomes for, recent, current and planned initiatives to increase the take-up of formal childcare by low income families around a small number of themes:</p> <ul style="list-style-type: none">• Strategies or initiatives that have been used to increase the take-up of childcare and/or the childcare element of the Working Tax Credit over the past 24 months (including any planned);• Specific action around the Ofsted Voluntary Childcare Register and Extended Schools provision;• The provision of information about childcare take-up and/or tax credits;• Information held regarding current take-up rates;• Outreach work with low income families;• Monitoring systems;• Media campaigns and marketing drives. <p>To further inform the project, consideration was given at the CRN (10 March 2009) to work being undertaken by local authorities to increase the take-up of formal childcare. Local authority representatives completed a pro-forma based on seven identified themes for increasing the take-up of formal childcare emerging from initial work with the five authorities and partners participating in the project.</p> <p>Desk research was undertaken, drawing upon published research and data to establish a regional and national context for the project and to inform the development of potential strategies to promote and increase the take-up of formal childcare amongst low income families.</p>	

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7. Emerging learning

The work undertaken by the nine government regional offices as above has produced a wealth of learning about ways to encourage the take-up of formal childcare.

This body of learning represents a considerable achievement. The expected improvements in outcomes for children are serious and far-reaching and so it is vital that those responsible for improving take-up in each local authority and region have access to the latest learning.

The common themes reported by government office regions have been collated under different headings as below:

- Importance of strategic alignment of childcare take-up
- Importance and challenges of partnership working to maximise the effectiveness of the 'Parental Journey'
- Use of data
- Importance of clear communications.

7.1 Reasons for differing levels of childcare take up

Three of the regional projects (GONE, GOYH and GOWM) were specifically aimed at exploring whether better performing local authority areas were doing anything fundamentally different that might account for their better performance (against national and regional take-up rates). However, because there is insufficient evidence data to measure outcomes and impact, neither the local authorities themselves nor a comparison of strategies and initiatives across local authorities could identify any specific actions that might account for differences in take-up.

7.2 Importance of a strategic alignment of childcare take up within a local area

However, it is increasingly recognised that delivery may be enhanced if childcare take-up is placed centrally in all anti-poverty actions in the local authority area and the contribution of childcare services is clear and measured.

The importance of strategic alignment is re-iterated in the Take Up Taskforce report published in June 2009 by the Child Poverty Unit: **Take Up The Challenge - The role of local services in increasing take up of benefits and tax credits to reduce child poverty**. The report outlines eight Key Principles of effective service delivery with a series of good practice examples. The report can be found at www.dcsf.gov.uk/ecm/childpoverty.

The importance of the joined up approach is likely to become more explicit as the government prepares guidance for local authorities and their partners on the content of their needs assessments and local child poverty strategies.

This process requires leadership arrangements to be in place so that operational aspirations are deliverable and accountable.

Ideas to promote the NI 118 target and its contribution to the wider child poverty agenda at senior management level include:

- Attendance at Child Poverty Network meetings
- Building on recommendations outlined in the report: Tackling Worklessness: A Review of the contribution and role of local authorities and partnerships - Final Report (2nd March 2009), particularly in the development of frameworks such as Worklessness Assessments and Work and Skills Plans.
- Building on existing links with Jobcentre Plus to ensure the existing best practice is experienced by all
- Support work of Child Poverty Action Group (CPAG) and End ECPG to maximise contribution of voluntary sector in the promotion of formal childcare as part of the support of families out of poverty.

7.3 Importance and challenges of partnership working to maximise the effectiveness of the 'Parental Journey'

DCSF³ note that:

Campaigns aimed at parents have been successful in stimulating action to parents who are already considering entering work to make the first step to formal childcare. However, this activity has been less successful in changing the behaviour of the harder to reach.

Research has shown that the 'customer journey', from non-working parents using only informal care to a position where they are starting work supported by formal childcare, is complex. Many emotional and practical barriers have to be overcome – social, cultural and lack of awareness of the options available. Parents also require the 'joined up' support of many national, regional and local stakeholders in the delivery chain to enable this customer or parental journey.

Research undertaken as part of these CRN-funded projects identified that coordination of actions leading to impact at local level on take-up is needed. Many local authorities have actions that could be linked to take-up, some are explicitly linked, few are brought together to maximise the actions – even fewer are linked to outcomes measurement. In most cases impact evaluation is not built in to initiatives to increase take-up and it was therefore very difficult to identify any evidence of outcomes.

The Family Information Service (FIS) has a central, pivotal and consistent role in take-up in all local authority areas. However, the FIS is one piece of a larger puzzle – Jobcentre Plus, early years and childcare teams, children's centres, settings, and the whole range of information providers all must be equipped to deliver their contribution and be accountable to it – with their actions linked to data and a measurement framework.

In fact there was some evidence that although partnership working with Jobcentre Plus, children's centres and FIS was likely to operate within common aspirations and goals, a common approach to implementation was less likely.

Partnerships may need to recognise that geographical distance from Jobcentre Plus Childcare Partnership Managers may have a negative impact on clients, particularly in rural areas. In addition, levels of service, impacted by training and staffing levels vary enormously and have an impact on service received.

³ Email sent out to NI 118 local authorities, 26 November 2008

The extended services offered in and around schools is a key element of the parental journey but research undertaken as part of the CRN-funded projects indicated that some practitioners felt that there was not a shared understanding of this. It was reported that the childcare element of the extended services core offer was not fully understood by sufficiency leads, nor that schools were fully behind the sufficiency duty. This led to concerns that the extended services childcare element was just box ticking rather than reflecting genuine childcare - and wrap around - provision.

7.4 Use of data

It is very important to target activity where it can make the most impact and measure any changes to evaluate outcomes. In order to assist these processes, government offices for the regions have been disseminating the NI 118 data made available by the HMRC to individual local authorities at local and SOA level.

However, access to NI 118 data and its use is not universal in local authorities – many participants in the CRN funded research were not aware of what data was available, how take-up rates were calculated, how data could be accessed or mapped locally. It was felt that the detailed data sets were neither ‘owned’ by those with responsibility for implementation of take-up, nor by the data professionals within each organisation who were fully aware of the range of presentational possibilities.

The measurement of NI118 itself presents local authority practitioners with problems. NI118 data is available via HMRC but it comes a full calendar year after the period – which not only may limit the quantitative measurement of interventions, but also may mean such interventions are based on out of date analyses. Whilst snapshot data is available at stages throughout the year, it is subject to verification. There is little opportunity for local authorities to profile the data – for example to compare the profile of those who do and those who do not take up the childcare element of the Working Tax Credit, nor are there straightforward ways to track families on their ‘parental journey’.

As local authorities become more sophisticated in their ambitions and use of the data, its limitations have become more apparent. Some local authorities are enriching NI 118 data with housing benefit or health data, although the data protection protocols for this seem to be inconsistent nationally. It appears that further work on the data which can be provided would be of great benefit to improving take-up of formal childcare.

7.5 Importance of clear communications

The difficulty of understanding the childcare element of the working tax credit and so communicating it to parents was brought up throughout this research. Training front line staff and providing appropriate resources is seen as key. It is hoped that the HMRC Ready Reckoner⁴ will go some way to providing this. The GOL Toolkit highlights the existing resources developed by Daycare Trust which can be accessed via <http://www.younglondonmatters.org/resourcecentre/19/childcaresufficiencyresourcesandtoolkits/> the link

⁴ At time of writing this is currently being distributed to all FIS staff

8. DCSF activity

8.1 BME Toolkit

Since December 2007, the Department for Children, Schools and Families (DCSF) has been running a communication campaign to raise awareness of the free early learning entitlement amongst Pakistani and Bangladeshi communities.

According to research conducted by the Daycare Trust, evidence shows that some Black and Minority Ethnic (BME) groups (in particular Pakistani and Bangladeshi families) are less likely to take-up childcare. BME families, specifically those with low incomes, tend to rely on informal childcare provided by grandparents and other family members.

This toolkit has been developed in response to authorities who requested support in promoting childcare on a local level. It is an online resource which provides communications material, guidance and practical support on how to plan, deliver and run childcare communication activities aimed at Bangladeshi and Pakistani parents.

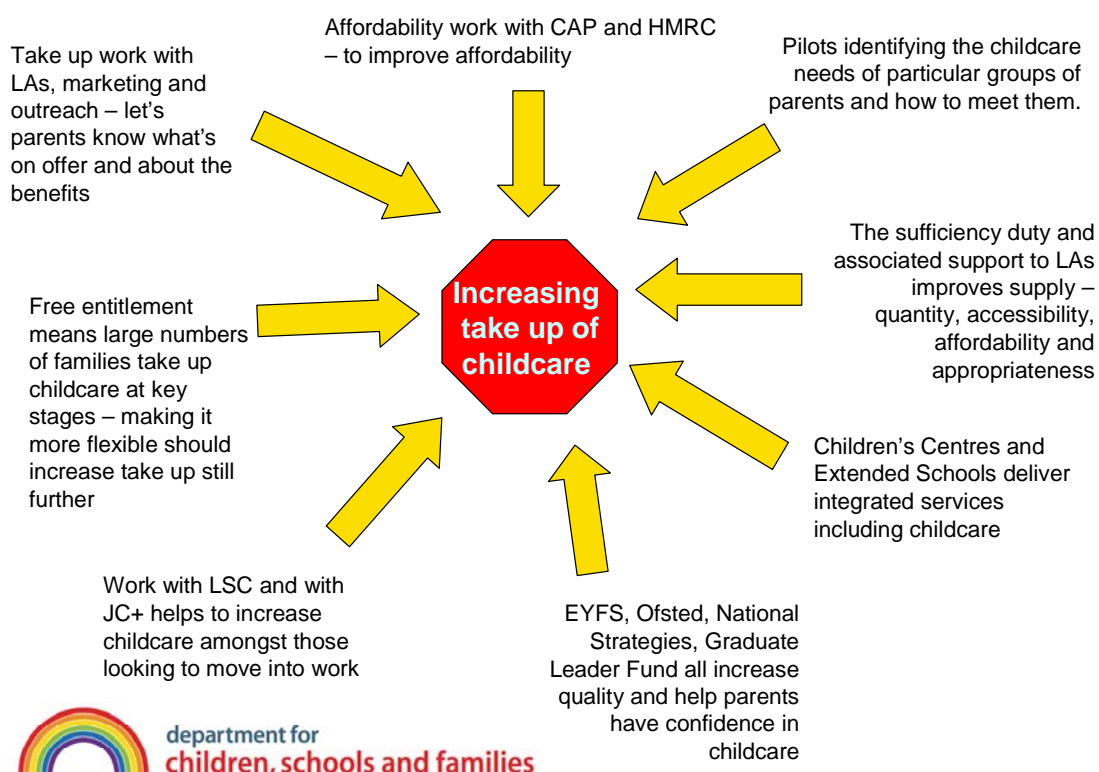
It consists of a series of guides supported by adaptable communications materials for local authorities which can be accessed centrally and drawn upon to assist in communicating the benefits of childcare to parents, children and local communities. The Toolkit shares experiences and customer insight when communicating to Bangladeshi and Pakistani parents and provides advice and materials to help in the promotion of the free early learning entitlement in each local area.

This is the weblink: <http://www.dcsf.gov.uk/campaigns/freeearlylearning>.

8.2 Input chart

The DCSF has put together a chart⁵ illustrating the range of inputs which will impact on take-up of formal childcare, illustrating what a complex picture it is. Increasing take-up is dependent upon each of these inputs.

Increasing Take Up - Inputs



The wealth of good practice examples cited in the next section have been organised into these headings.

⁵ Taken from a presentation 23 October 2008

9. Good Practice examples

These examples cited below illustrate a cross-section of the wealth of good practice undertaken up and down the country. For ease of reference, they have been organised by theme in summary form with more detail including contact details in the second section.

9.1 Thematic listing

9.1.1 Take up work with local authorities including pilots identifying childcare needs of particular groups of parents

Aim	Activity	Brief Description	Reference	Local authority
To support strategic alignment	Action plans	Development of action plans	Appendices I - IV	Oldham , Northumberland , East Midlands , Rochdale
	Family and Parenting Support strategy	Development of strategy to support parents launched in September 2008	1.5	Sandwell
	Strategic Plan	Development of Strategic Plan	1.6	Leeds
	Integrated working	Partnership-wide planning to meet targets	1.7	Stockport
	Using brokerage service to meet CSA demand	Developing integrated brokerage service across county	1.8	Cornwall
	Working with local providers – data sharing	Sharing expertise in use of SOA data to support local providers in Ofsted Self Evaluation Forms (SEF) re 'added value' to encourage local providers in 'ownership' of NI 118 targets.	1.9	Northumberland
	Employability Toolkit	Framework for all front line workers offering an integrated approach and resources for parents and professionals	1.10	London Borough of Merton

Aim	Activity	Brief Description	Reference	Local authority
Using data to support targeted work	Using benefit data	Leicester has been working in partnership with the housing department to access housing benefit data to identify target families in children's centre catchment areas.	1.11	Leicester
	Using benefit data	Lambeth FIS has two advice workers who are funded by the Housing Directorate (Housing Benefit service) and can speak additional languages.	1.12	Lambeth
	Mapping SOA NI 118 area onto sub-regions	The team mapped the super output area NI 118 data against each of the five areas, showing very different ratios of take-up.	1.13	East Sussex
	Mapping providers (including children's centres) onto SOA data (NI118 and deprivation indicators)	Northumberland mapped the NI 118 data down to Super Output Area level, which has proved invaluable in targeting outreach and roadshow activity. Northumberland has been able to target commissioned training via Gingerbread for childcare providers, focusing on the areas most in need.	1.14	Northumberland

Aim	Activity	Brief Description	Reference	Local authority
To reduce barriers to take up of formal childcare through outreach work	Childcare Taster session	Childcare tasters are offered as part of the NI 118 pilot programme incorporating tax credit calculation	1.15	Northumberland
	CIS outreach worker	CIS outreach worker support focuses on removing identified barriers to work including transport, benefits and childcare	1.16	Walsall
	Childcare Taster sessions	Rotherham organised six free tasters or accompanied visits via vouchers for all kinds of provision	1.17	Rotherham
	Home visits	Home visiting in four areas offering a menu of options, including stay and play sessions	1.18	Leicester City Council
	Professionals' pack and easy laminate - Derby	A5 directory of useful information for key partners and early years and childcare providers.	1.19	Derby
	Outreach event - to increase number of childminders in Chinese community	Childminding promotion event in well-known central restaurant with translators and lunch	1.20	Manchester
	Extended Schools & Childcare pilot	Development of links between extended schools services and working tax credits	1.21	Enfield, Stockton & Dudley

Aim	Activity	Brief Description	Reference	Local authority
To reduce barriers to take up of formal childcare through peer engagement	Peer engagement	Engagement of local service providers (steps to work) who employed local residents familiar with the local area and members of the community to engage with hard to reach groups.	1.22	Walsall
	Volunteer schemes within children's centres	The schemes developed 'mentor friends'; members of the local community who could befriend and mentor other parents to support a move into employment.	1.23	Coventry
	Parent champions	Parent Champions engaged in a variety of methods to help other parents in their journey to accessing childcare. These included providing information and signposting to relevant agencies.	1.24	n/a – Daycare Trust pilot

9.1.2 Improving affordability

Aim	Activity	Brief Description	Reference	Local authority
Improving Affordability	Westfield London Childcare Matters Fund	Financial support in the form of supplementary payments for childcare to be granted to people who work in the Westfield London shopping centre and those people Training to go back into work.	2.1	Hammersmith and Fulham
	Childcare support scheme	A “last ditch” fund to provide support for childcare costs where all other funds, including tax credits, are unable to do so (due to criteria or capacity).	2.2	Nottinghamshire
	Promoting childcare vouchers	Childcare voucher promotion campaign	2.3	Northamptonshire
	HMRC outreach	Outreach support from HMRC to provide advice on benefits from a base within nominated children’s centres	2.4	Wolverhampton
	First Time Families	Two-year project to advise people who are starting a family promoting take-up of tax credits	2.5	London
	Employer outreach	Outreach to employers to find out different levels of follow-up work required	2.6	Essex

9.1.3 Working with Learning Skills Council (LSC) and Jobcentre Plus (JCP)

Aim	Activity	Brief Description	Reference	Local authority
To reduce the number of children living in workless households	Jobsmart consortium	The consortium offers a cohesive and integrated approach to employment and training provision in the town	<u>3.1</u>	Hartlepool
	Cross-borough consortium working	Consortium of local partners together to work within a five-borough community to achieve economic regeneration	<u>3.2</u>	Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest
	Cross-borough consortium working	West London Working brings together the agencies responsible for employment and skills to reduce the high number of West London residents not in employment	<u>3.3</u>	Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon and Hounslow
	Workplace	Recruitment centre to ensure local people benefit from local regeneration	<u>3.4</u>	Newham
	The Sure Start Information and Resource Service (IRS)	A targeted service to reduce the number of children living in workless households	<u>3.5</u>	Newcastle upon Tyne City Council
	Women Like Us	Social enterprise that partners government agencies to help increase employment rates in the community, specialising in supporting women into part time work	<u>3.6</u>	London based
	Hopscotch Women's Centre	Tailored job brokerage and information and guidance to Asian women	<u>3.7</u>	Camden
	JCP & Lambeth Council partnership working	An integrated range of activities maximising the impact of JCP, local authority and LSC resources	<u>3.8</u>	Lambeth
	Children's centre based holistic family support	Housing & Registered Social Landlord providing support around childcare & employability through children's centre outreach	<u>3.9</u>	Tower Hamlets
	Family caseload workers	Support families back into work, education and training	<u>3.10</u>	Hartlepool

9.1.4 Increasing take up of Free Flexible Entitlement

Aim	Activity	Brief Description	Reference	Local authority
Increasing sessional care for BME families	BME outreach	Bilingual outreach and group work with parents and children, mainly from Pakistani and Bangladeshi families, prior to children taking up the 3 year old offer	4.1	Bradford
Increase take up of EEF (sic) entitlement	Identification strategy for BME families in Manchester	Planned communications activity to improve information and awareness of tax credits including television appearance and frontline worker training	4.2	Manchester

9.2 Examples of good practice in detail

9.2.1 Take-up work with local authorities including pilots identifying childcare needs of particular groups of parents

1.1 [Oldham Action Plan](#)

1.2 [Northumberland Action Plan](#) (stored as Word document for easy customisation)

1.3 [East Midlands Action Plan](#) (stored as Word document for easy customisation)

1.4 [Rochdale Action Plan](#) (stored as Word document for easy customisation)

1.5

Aim	Strategic alignment
Activity	Family and Parenting Support strategy
Brief Description	Strategy to support parents launched in September 2008; includes membership of a sub-group of the Children and Young People's Partnership where more strategic staff are involved in the monitoring of the work of the strategy. The Strategy was written with support of a steering group with membership from early years, the childcare sufficiency agenda and the FIS. Parents were also involved in the development process via focus groups. Reported outcomes include improved joined-up work and parenting support issues placed at a strategic level within the local authority.
Outcomes	Not provided
Contact details	Josie Ebanks (0121) 569 4962 Josie_ebanks@sandwell.gov.uk
Local authority	Sandwell Metropolitan Borough Council

1.6

Aim	Improving child outcomes in Leeds
Activity	Development of strategic plan
Brief Description	Development of a strategic plan that links: Tackling Worklessness Promoting work-readiness and adult skills Financial inclusion and capability Tackling the entrenched causes of poverty Raising attainment
Outcomes	
Contact details	Anne Kearsley , Anne.kearsley@leeds.gov.uk , 0113 395 0019
Local authority	Leeds City Council

Click [here](#) for PowerPoint

1.7

Aim	Meet local targets
Activity	Partnership-wide planning to meet targets
Brief Description	<p>Partners include:</p> <ul style="list-style-type: none"> • Local Authority / Childcare Providers • Children's Centres • Extended Schools • Job Centre Plus • Other information and advice providers • Health Visitors / other practitioners <p>Key linked strategies include:</p> <ul style="list-style-type: none"> • Child Poverty Agenda • Financial Inclusion • Childcare Sufficiency • Children's Trust – localities approach • Free Nursery Education Entitlement • Health • Parenting Strategy • Young Parents – Care to Learn
Outcomes	Not provided
Contact details	Fiona Clear fiona.clear@familyinfolink.co.uk . 0161 480 4949
Local authority	Stockport Metropolitan Borough Council

Click [here](#) for PowerPoint

Working with Learning Skills Council (LSC) and Jobcentre Plus (JCP)

1.8

Aim	Using brokerage service to meet CSA demand
Activity	Developing integrated brokerage service across county
Brief Description	Alignment of Pathfinders under the Childcare Strategy Manager for Cornwall. At the same time the Childcare Strategy Manager was assigned office space within the Family Information Service office. This has allowed pooling of budgets to develop an integrated county-wide brokerage service.
Outcomes	Not provided
Contact details	Lorraine Barlow lbarlow@cornwall.gov.uk
Local authority	Cornwall County Council

Click [here](#) for more details

1.9

Aim	Improve affordability of childcare
Activity	Sharing expertise in use of SOA data to support local providers in Ofsted Self Evaluation Forms re 'added value' to encourage local providers in 'ownership' of NI 118 targets.
Brief Description	Northumberland FIS produce a tailored set of data, which is provided to individual settings so that they can use it to enhance their Ofsted Self Evaluation Forms (SEF) enabling them to identify the level of deprivation of the community for which they are providing an early learning and childcare experience, and so the barriers they may face. In addition, Northumberland has been able to produce charts which match the NI 118 ratio to children's centres, so that each children's centre can see their relative progress on this ratio. This really helps to get the providers to fully understand their own contribution to the Child Poverty Agenda.
Outcomes	Not provided
Contact details	Rosemary Hendry (Rosemary.hendry@northumberland.gov.uk) on 01670 534405
Local authority	Northumberland County Council

Click [here](#) for more details

1.10

Aim	Improve employability of parents
Activity	Employability Toolkit
Brief Description	A framework for all front line workers which sets out a pathway from benefit dependency to sustainable employment. Based on an integrated approach to Family Support it provides resources for both parents and professionals.
Outcomes	Too soon to be provide
Contact details	Billie.omarshah@merton.gov.uk
Local authority	Merton

Click [here](#) for PowerPoint

1.11

Aim	Data to support targeted work
Activity	Using housing benefit data
Brief Description	Leicester has been working in partnership with the housing department to access housing benefit data to identify target families in children's centre catchment areas. This has been found to be a reliable source of current data on the income levels of families with children. Information has been passed to children's centre outreach and other field worker staff to enable them to reach individual households to provide childcare take-up support and the accessing of the free flexible entitlement.
Outcomes	Not provided
Contact details	Val McCarthy val.mccarthy@leicester.gov.uk (0116) 225 4887
Local authority	Leicester City Council

1.12

Aim	Data to support targeted work
Activity	Using housing benefit data
Brief Description	Lambeth FIS has two advice workers who are funded by the Housing Directorate (Housing Benefit service) and can speak additional languages. These workers are able to access birth and other family information supplied through the Housing Benefit system.
Outcomes	Not provided
Contact details	Laura McFarlane LMcfarlane@lambeth.gov.uk
Local authority	London Borough of Lambeth

1.13

Aim	Improve knowledge to inform priorities and action by five county sub-regions
Activity	Mapping of SOA data onto five county sub-regions
Brief Description	<p>The team mapped the super output area NI 118 data against each of the five areas, showing very different ratios of take-up. The next stage was to liaise with partners and other stakeholders to try and understand possible factors underlying the variation in take up, in order to develop appropriate strategies. To date these include:</p> <p>Strategic partnerships with Jobcentre Plus through Memoranda of Understanding are being reworked in order to reconfigure the JCP delivery of support to parents through the phase three children's centre developments.</p> <p>Public sector employees are being asked to promote tax credits through tailored leaflets (this includes NHS and emergency services as well as local authority employees).</p>
Outcomes	Not provided
Contact details	Ruth Szulecki at ruth.szulecki@eastsussex.gov.uk or 01323747414.
Local authority	East Sussex County Council

Click [here](#) for more details

1.14

Aim	Encourage local providers to support childcare element of Working Tax Credit take up
Activity	Mapping NI 118 data down to SOA level
Brief Description	<p>Northumberland has been able to produce charts which match the NI 118 ratio to children's centres, so that each children's centre can see their relative progress on this ratio. This has developed through collaboration with Northumberland's Performance Management Team.</p> <p>The information has proved invaluable in targeting outreach and roadshow activity. Northumberland has been able to target commissioned training via Gingerbread for childcare providers, focusing on the areas most in need.</p>
Outcomes	Not provided
Contact details	Rosemary Hendry (Rosemary.hendry@northumberland.gov.uk) on 01670 534405
Local authority	Northumberland County Council

Click [here](#) for more details

1.15

Aim	Promotion of the advantages of formal childcare
Activity	Childcare taster sessions
Brief Description	Childcare tasters are offered as part of the NI 118 pilot programme incorporating tax credit calculation. Childcare brokerage is provided where Jobcentre Plus is unable to progress a case due to a childcare barrier to work.
Outcomes	Outcomes discussed in the project review are limited (6 out of 24 participating families were involved in the evaluation) but suggest that the pilot has had some success promoting the take-up of formal childcare.
Contact details	Rosemary Hendry (01670) 534405 rhendry@northumberland.gov.uk
Local authority	Northumberland County Council

1.16

Aim	Removal of barriers to work
Activity	'Confidence in childcare' project
Brief Description	This project employs a CIS outreach worker to offer intensive support to families. Support focuses on removing identified barriers to work including transport, benefits and childcare. Taster sessions are available (2 weeks per family). The project is being delivered in partnership with Early Years and started in April 2009.
Outcomes	Not provided
Contact details	Jenny Mander (01922) 653 351 Jenny.Mander@we.serco.com
Local authority	Walsall Council

1.17

Aim	Promotion of the advantages of formal childcare
Activity	Childcare taster sessions
Brief Description	Rotherham organised six free tasters or accompanied visits via vouchers for all kinds of provision
Outcomes	114% increase in take-up by BME families
Contact details	Not provided
Local authority	Rotherham Metropolitan Borough Council

Please click [here](#) for further details

1.18

Aim	Promotion of the advantages of formal childcare
Activity	Home visits
Brief Description	Leicester City Council organised home visiting in four areas offering a menu of options, including stay and play sessions
Outcomes	121 contacts and 52 registered for free nursery place
Contact details	Val McCarthy val.mccarthy@leicester.gov.uk (0116) 225 4887
Local authority	Leicester City Council

Please click [here](#) for further details

1.19

Aim	Disseminating information visa partners
Activity	Professionals' pack and easy laminate
Brief Description	A 'professionals' pack' has been developed by Derby in the form of an A5 directory of useful information for key partners and early years and childcare providers. The pack contains information about core services and useful contacts to aid 'baton passing' and easy referrals. Supporting information includes tax credits and offer forms of financial support for childcare. The pack will be supported by an 'easy laminate' which outlines key contact numbers for ready access.
Outcomes	Not provided
Contact details	Heather Ryder-Carrington (01332) 716386 Heather.Ryder-Carrington@derby.gov.uk
Local authority	Derby City Council

1.20

Aim	Promote childminding to Chinese community
Activity	Childminding promotion event in well-known central restaurant with translators and lunch
Brief Description	A presentation was organized on Childminding requirements and there were translators on hand as well as ICP tutors and other advisors from CIS and development workers to offer support and advice. A buffet lunch was also provided.
Outcomes	In terms of recruiting Childminders this event was not particularly successful, however there were unintended consequences in that there was a general awareness-raising of Childminding within the Chinese Community and this resulted in a considerable uptake of places with registered Childminders in the target areas.
Contact details	0161 274 6376 chris.mcloughlin@manchester.gov.uk
Local authority	Manchester City Council

1.21

Aim	Develop links between extended schools services and Working Tax Credits
Activity	Extended schools & Childcare Project
Brief Description	Piloting partnership work in three local authorities building up links with school in order to promote the Working Tax Credit, managed by 4Children and funded by DCSF
Outcomes	Not available to date
Contact details	Sharon.brimson@enfield.gov.uk 020 8379 3439 Sue.finch@4children.org.uk 020 7512 2112
Local authority	Enfield Borough Council, Stockton Borough Council & Dudley Metropolitan Council

Please click [here](#) for further details

1.22

Aim	Support families back into work, education and training
Activity	Peer engagement
Brief Description	Project undertaken between October 2007 and March 2009. The project engaged local service providers (steps to work) who employed local residents familiar with the local area and members of the community to engage with hard to reach groups. Part of the work aimed to identify barriers to work, one of which was childcare. Support included signposting to the CIS The development of trust was cited as a major factor in attracting over 700 residents to engage with the project.
Outcomes	To date it is reported that over 50% of 700 engaged maintained contact and developed an individual action plan; 200 have engaged in training and skills development; 8 people have secured employment.
Contact details	Jenny Mander (01922) 653 351 Jenny.Mander@we.serco.com
Local authority	Walsall Council

1.23

Aim	Support families back into work, education and training
Activity	Volunteer schemes within children's centres
Brief Description	The schemes developed 'mentor friends'; members of the local community who could befriend and mentor other parents to support a move into employment. The project secured a 'Partners in Excellence' Award from the Sure Start Unit for their work with BME groups.
Outcomes	Not provided
Contact details	Chris Wainwright (024) 7683 3615 chris.wainwright@coventry.gov.uk
Local authority	Coventry City Council

1.24

Aim	Reduce barriers to childcare
Activity	Parent champions pilot
Brief Description	During a 6-month trial project a group of 12 parents became Parent Champions. They used outreach skills to engage with other parents and speak about their own positive experiences of childcare and of ways of surmounting barriers to accessing services. They provided trusted information and support to parents in their community.
Outcomes	Based on their work, 1809 parents found out more about childcare and at least 75 began using childcare
Contact details	Lucy Boshier, Daycare Trust, lboshier@daycaretrust.gov.uk on 020 7840 3350
Local authority	n/a

9.2.2 Improving affordability

2.1

Aim	Affordability of childcare
Activity	Westfield London Childcare Matters Fund
Brief Description	As part of the development of the £1.6billion Westfield London, opening on October 30, Westfield and the council have devised the Childcare Matters Fund which will provide financial support in the form of supplementary payments for childcare to be granted to people who work in the Westfield London shopping centre and those people training to go back into work. Westfield is contributing £1million to the initiative which will be managed by the council. This is an open-ended initiative and there are likely to be opportunities for further contributions from other sources to supplement the fund. The fund will provide subsidy payments for the lower-income employees working in Westfield London.
Outcomes	Not provided
Contact details	Pat Bunche 020 8753 3772 Pat.Bunche@lbhf.gov.uk
Local authority	Hammersmith and Fulham Borough Council

Click [here](#) for more details

2.2

Aim	Childcare subsidies and support
Activity	Childcare support scheme
Brief Description	Nottinghamshire County Council operates a 'childcare support scheme' which is described as a "last ditch" fund to provide support for childcare costs where all other funds, including tax credits, are unable to do so (due to criteria or capacity). The fund is for low income families and will pay for 70% of childcare costs for a maximum of 26 weeks. The fund also supports informal childcare provision to become registered. Details are shown in the fund's leaflet which also promotes tax credits and the free flexible entitlement.
Outcomes	Not provided
Contact details	Nicola Hughes (01623) 520055 nicola.hughes@nottsc.gov.uk
Local authority	Nottinghamshire County Council

2.3

Aim	Improving affordability of childcare
Activity	Promoting childcare vouchers
Brief Description	Northamptonshire operate a campaign that promotes childcare vouchers. The campaign includes attendance at business focused meetings, input to the Chamber of Commerce magazine including advertising and direct work with employers. A comprehensive information pack has been developed and includes leaflets about childcare vouchers, a brochure and factsheets and links to HMRC and Daycare Trust that support orientation to childcare voucher scheme providers.
Outcomes	Not provided
Contact details	David Perrin (01604) 237594 dperrin@northamptonshire.gov.uk
Local authority	Northamptonshire County Council

2.4

Aim	Improving affordability of formal childcare through the take up of the childcare element of the Working Tax Credit
Activity	HMRC outreach
Brief Description	Outreach support from HMRC to provide advice on benefits from a base within nominated children's centres. Five children's centres have been identified for the pilot which launched in April 2009. Employer engagement officer will offer support with the take-up of tax credits to those children's centres not included in the pilot
Outcomes	Not provided
Contact details	Nicola Stubbs (01902) 551 956 Nicola.stubbs@wolverhampton.gov.uk
Local authority	Wolverhampton City Council

2.5

Aim	To reduce child poverty in London
Activity	First Time Families – a two-year project to advise people who are starting a family promoting take-up of tax credits
Brief Description	Provision of advice and support to help low-income families in London who are having their first baby to be aware of <ul style="list-style-type: none">• benefits and tax credits they are entitled to• employment rights to the family time they need, including 'flexible working'
Outcomes	Not provided
Contact details	020 7253 7243 ext 277 chris.hanmer@togetherforchildren.co.uk
Local authority	London only

Click [here](#) for more details

2.6

Aim	To increase affordability of formal childcare
Activity	Employer outreach
Brief Description	Offering Essex employers with three levels of support: promotion materials; FIS stand; presentation to staff. Development of employers' database and follow up work including development of specialised materials and delivery of support. Supported by promotion to parents at same time.
Outcomes	None to date – at follow up stage
Contact details	Leslie.hobbs@essex.gov.uk
Local authority	Essex

9.2.3 Working with LSC, Jobcentre Plus and other partners

3.1

Aim	Support residents into employment
Activity	Jobsmart consortium
Brief Description	Led by Economic Regeneration the Jobsmart consortium is a consortium of local agencies including public, private and voluntary sector representatives which aims to provide information, advice and guidance to local residences and businesses. The consortium offers a cohesive and integrated approach to employment and training provision in the town, which is used to better target residents in the most deprived wards, raise employment rates in these areas and reduce benefit dependency. Working with those at risk of redundancies and those falling out of work due to stress and anxiety are new focus in responses to changes in the economic climate. Jobsmart work also includes working with local employers to encourage flexible working practices and 16 hour contracts to support families to be able to access tax credits.
Outcomes	Not provided
Contact details	Danielle Swainston (01429) 523 671 Danielle.swainston@hartlepool.gov.uk
Local authority	Hartlepool Borough Council

3.2

Aim	To reduce and prevent worklessness and child poverty in the 5 East London Boroughs
Activity	City strategy pathfinder - cross-borough consortium working
Brief Description	Improvement in the effectiveness of publicly-funded service delivery and involvement with employers for the sustainable benefit of local people
Outcomes	Not provided
Contact details	kim.chaplain@host-boroughs.org.uk Tel: 020 8532 3642
Local authority	Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest Borough Councils

Click [here](#) for more details

3.3

Aim	To join up employment and skills agencies and services to increase their effectiveness.
Activity	Employer-led partnership
Brief Description	<p>Partner organisations</p> <p>West London Alliance Boroughs of Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon and Hounslow</p> <ul style="list-style-type: none">• West London Network• West London Business• Jobcentre Plus• Learning and Skills Council (LSC)• Primary Care Trusts in West London• London Development Agency (LDA)• Department for Work and Pensions• Further Education Colleges of West London• West London Strategic Housing Partnership <p>Outreach, personal advice, building employability pathways, business partner programme and business client management tool</p>
Outcomes	Not provided
Contact details	Louise Woodford louisewoodford@lda.gov.uk
Local authority	Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon and Hounslow Borough Councils

Click [here](#) for more details

3.4

Aim	Improving employability
Activity	Workplace
Brief Description	A one-stop-shop where Newham residents can receive advice about their employment options or guidance about business start-up, and where employers across London can place their vacancies to recruit quality staff. Workplace has two fixed sites in Stratford and Canning Town, and also conducts regular outreach at children's centres, libraries, and community centres across the borough.
Outcomes	Not provided
Contact details	020 8430 4331 newhamworkplace.co.uk
Local authority	Newham Borough Council

3.5

Aim	To reduce the number of children living in workless households.
Activity	The Sure Start Information and Resource Service (IRS)
Brief Description	Targeted service to reduce the number of children living in workless households. The IRS focuses on the needs of each individual service user and supports them on their unique journey into work and training. To maximise its reach and benefits, training is offered to reception and other staff to improve engagement, standardisation and the quality of advice offered to parents at the first point of contact.
Outcomes	Not provided
Contact details	Alison Clark , alison.e.clark@newcastle.gov.uk , 0191 277 4433
Local authority	Newcastle upon Tyne City Council

3.6

Aim	Supporting women into part-time work
Activity	Social enterprise recruitment agency offering target support to women
Brief Description	Provide a holistic service that combines outreach, coaching and recruitment services for mothers looking to return to work. By partnering with primary schools, the organisation reaches mothers when they are at a critical moment when their child starts school. Once the client has completed her confidence building and employability skills training she will move on to the recruitment service, which specialises in part-time/flexible work
Outcomes	Various
Contact details	info@womenlikeus.org.uk By phone: 020 7281 6522
Local authority	Across London

Click [here](#) for more details

3.7

Aim	Support Asian women into training and employment
Activity	Hopscotch Women's Centre
Brief Description	Tailored job brokerage and information and guidance to Asian women
Outcomes	Not provided
Contact details	020 7388 6200 020 7388 6200
Local authority	Camden Borough Council

Click [here](#) for more details

3.8

Aim	To support parents into work
Activity	JCP & Lambeth Council partnership working
Brief Description	An integrated range of activities maximising the impact of JCP, local authority and LSC resources
Outcomes	Not provided
Contact details	bal.virdee@jobcentreplus.gsi.gov.uk 020 7820 3059
Local authority	Lambeth Borough Council

3.9

Aim	Provide holistic service to whole family
Activity	Housing & Registered Social Landlord providing support around childcare & employability through children's centre outreach.
Brief Description	This includes support with volunteering, signposting of parents to other service providers and specialist support through training and supplementary learning by way of Money Matters Training Programmes, Motivational Training specific to re-entering the job market and 'Better Off' Calculations
Outcomes	Not provided
Contact details	020 7093 1442
Local authority	Tower Hamlets Borough Council

Click [here](#) for more details

3.10

Aim	Support families back into work, education and training
Activity	Family caseload workers
Brief Description	<p>A project funded between September 2008 and March 2009 placed outreach workers into the local community. Family caseload workers (nine posts) were funded from the North Action Plan Forum and New Deal for Communities Forum. Their role is to offer information, advice and guidance and one to one support to residents and families within the community who are interested in accessing employment, education and training opportunities.</p> <p>Signposting to information on childcare and tax credits was part of their wider role. No specific data on the referrals for this were recorded.</p>
Outcomes	The project has been successful in engaging 350 families during the six month project.
Contact details	Danielle Swainston (01429) 523 671 Danielle.swainston@hartlepool.gov.uk
Local authority	Hartlepool Borough Council

9.2.4 Increasing take up of Free and flexible Entitlement

4.1

Aim	Increasing sessional care for BME families
Activity	Bilingual outreach and group work with parents and children, mainly from Pakistani and Bangladeshi families, prior to children taking up the 3 year old offer.
Brief Description	The initiative involved bilingual/multilingual early years practitioners from local communities: visiting children and families in their own homes, introducing home based learning through play and books; providing information and support for parents to enable them to be actively involved in their child's learning; offering pre-nursery groups for children and parents to bridge the gap between home and group based childcare; providing first steps to adult education for the parents, focusing on child development, literacy and numeracy.
Outcomes	Not provided
Contact details	Robin Naylor Bradford Early Years and Childcare Service robin.naylor@bradford.gov.uk
Local authority	Bradford Metropolitan District Council

Click [here](#) for more details

4.2

Aim	Increase take-up of EEF entitlement
Activity	Identification strategy for BME families in Manchester
Brief Description	Planned communications activity to improve information and awareness of tax credits including television appearance and frontline worker training
Outcomes	Over one in ten parents engaged with have accessed provision
Contact details	None given
Local authority	Manchester City Council

Click [here](#) for more details

10. DCSF future plans

10.1 Team and contact details

The Childcare Take-up Team is led by Katharine O'Brien Her telephone number is 020 7340 7994, email Katharine.O'Brien@dcf.gsi.gov.uk.

The team would like to hear from Local Authorities about barriers to increasing the take-up of formal childcare by low-income families as well as examples of what does and doesn't work in increasing take-up.

10.2 Policy development

It is expected that any national policy developments will centre on the impact of the Child Poverty Bill and the ensuing Child Poverty Strategy. The Child Poverty Unit's taskforce on increasing take-up of benefits and tax credits has produced a useful report which provides practical advice on increasing take-up called: **Take Up The Challenge - The role of local services in increasing take up of benefits and tax credits to reduce child poverty**. The report can be found at www.dcf.gsi.gov.uk/ecm/childpoverty.

The Childcare take-up team will be looking at how the principles in the report might apply more specifically to increasing the take-up of the childcare element of working tax credits.

10.3 Implementation development

DCSF analysis of this 'customer journey' has revealed that while there is work that can be done nationally to set the strategic direction, enable stakeholders to deliver and raise awareness of childcare options among parents, it is the work of local authorities and local delivery chains that will really make an impact on behavioural change.

This means that DCSF has decided to focus its activities in three areas:

- (limited) direct communications, such as through direct mail through HMRC's child benefit mailings or national awareness campaigns about affordability at key calendar points;
- facilitating shared working with key central stakeholders in the delivery chain e.g. DWP, Jobcentre Plus and HMRC; and
- enabling local authorities to deliver local engagement and communication plans e.g. through dissemination of learning from pilot activity.

10.4 The Blueprint exercise

DCSF has been working closely with six of the fifteen local authorities who have already signed up to National Indicator 118 by offering a bespoke consultancy and advice service to co-create the local 'customer journey' and have funded a number of communication and engagement test programmes. The results of these tests will then be disseminated to act as a 'blueprint' to roll out across the country during 2010. For a PowerPoint presentation please click [here](#).

10.5 Other pilots

The Disabled Children's Access to Childcare pilot has a commitment to involve a large number of LAs in 2010-11. DCSF Ministers will be considering options for doing this over the summer and DCSF plan to let LAs know the outcome in the autumn.

The BME pilot comes to an end in March 2011. This pilot involved 12 Local Authorities with high BME populations and DCSF are currently considering how to ensure that other LAs with high BME populations (in particular) can learn from the pilot work. A communications toolkit for working with BME groups has already been published and is available at <http://www.dcsf.gov.uk/campaigns/freeearlylearning/>

10.6 Improvements in data dissemination

Data is provided by HMRC quarterly (snapshot data) with finalised data being provided in May. Finalised awards are now available for 2007-2008.

DCSF are looking at ways to make the presentation of the data more useful and are hoping to include information to Local Authorities about how they compare to their statistical neighbours. If Local Authorities have views about improvements in data, the take-up team would be happy to consider them.

11. Plans from regions

Government Offices will continue to work with LAs on this agenda; Government Offices will seek out and disseminate emerging practice to support those authorities with low take up rates. Government offices will ensure regional activity is undertaken in partnership with the relevant stakeholders and will link any activity to regional child poverty strategies. This activity will be undertaken through the Childcare Regional Network and will vary from region to region.

12. Plans from authorities

It is understood that local authorities up and down the country are continuing to implement the wide range of initiatives and strategies identified by the CRN projects. Many of these strategies are on-going, including marketing activities, outreach work and brokerage.

Please find below four examples of these initiatives.

Tax credit road shows – Leicester (one of the six 'Blueprint' authorities)

As part of Leicester's 118 pilot, there will be a rolling roadshow of 40 in-setting training sessions for early years and childcare providers and other community based groups. The 40 minutes sessions aim to raise front-line workers' awareness of childcare take-up issues, barriers and solutions with a particular focus on promoting the childcare element of Working Tax Credit.

The roadshows will be undertaken in two strategically targeted and contrasting areas of the city where a further programme of combined actions will form the basis of a holistic take-up strategy. Other activities include: community launches; leaflets and posters (shown); displays; web-space; DVD; parent champions; and a stakeholders' pack. These projects are project managed by Hemsall Consultancies.

Val McCarthy val.mccarthy@leicester.gov.uk (0116) 225 4887

Strategic alignment – Hartlepool

Hartlepool's scrutiny committee was planning a review of take-up that will feed into the action planning process. The early years and economic development teams were, at the time of the interview, working together to write the local authority's child poverty strategy. It was reported that there is strong collaborative working between these two teams aligned under the child poverty stream in the Children and Young People's Plan.

Danielle Swainston (01429) 523 671 Danielle.swainston@hartlepool.gov.uk

Road shows – Coventry

Joint project (with the policy development manager, LSC and early years) as part of the Economic Well Being Strategic Partnership sub-group.

Chris Wainwright (024) 7683 3615 chris.wainwright@coventry.gov.uk

Employers' assessment pack – Wolverhampton

To include information on the FIS, children's centres, tax credits and signposting to other support and information services.

Nicola Stubbs (01902) 551 956 Nicola.stubbs@wolverhampton.gov.uk

13. Useful resources

Useful resources for those wishing to find out more about this topic can be accessed through the website www.younglondonmatters.org.

APPENDICES

[Appendix I – Oldham action plan](#)

[Appendix II –Northumberland Action Headings](#)

[Appendix III – East Midlands Action Plan](#)

[Appendix IV – Rochdale action plan](#)