

# Families First Standards

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National Association of  
Family Information Services



## Foreword

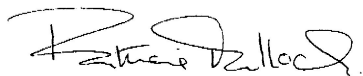
Information is a key tool for parents and carers, providing options and possibilities that might otherwise remain unknown and therefore inaccessible. High quality information services that reach out to parents and carers are key to making these possibilities a reality.

The National Association of Family Information Services (NAFIS) has developed the Families First quality standards and quality assurance scheme to enable local authorities (LA) to provide high quality information services that exceed the Information Duty in section 12 of the Childcare Act 2006.

The Families First quality assurance scheme provides a development framework for all local authorities, at any stage of the developmental journey, to improve upon their delivery of information to parents and families. The scheme can also support those authorities facing particular challenges complying with the Information Duty.

All local authorities should strategically develop their Family Information Service, monitoring how they use their resources most effectively to deliver the range of services required. NAFIS hopes all local authorities will make full use of opportunities, such as that provide by the Families First scheme, to improve the quality of those services. NAFIS continues to develop a range of services to support LA information services participating in the scheme and those local authorities wishing to undertake it.

NAFIS gratefully acknowledges the time and commitment of those organisations that have contributed their expertise to the development of the standards, including the Department for Children, Schools and Families (DCSF) and a wide range of stakeholders from the statutory and voluntary sectors.



**Patricia Tulloch**  
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## SUPPORTING DOCUMENTATION

Throughout this document you will find references to supporting annex documents. Because some of these documents will be subject to change they have not been reproduced within this document. Where these documents are referred to, a hyperlink to the relevant annex has been included.

Alternatively a list of all supporting documents, complete with download links, can be viewed by [clicking here](#) or by visiting the Downloads section at [www.nafis.org.uk](http://www.nafis.org.uk).

## INFORMATION, ADVICE & ASSISTANCE (IAA) IN LOCAL AUTHORITIES

*“Section 12 (England)/ Section 27 (Wales) of The Childcare Act 2006 (hereafter referred to as the “Information Duty”) establishes a duty on local authorities to establish and maintain a service providing information, advice and assistance to parents or prospective parents related to the provision of childcare and any other related services and facilities in the area of their local authority that may benefit families. In addition, the Act prescribes that information must have regard to the needs of parents of disabled children or young persons and the provision of childcare and other related services. The service must also be established and maintained in the manner, which is best calculated to facilitate access to the service by people in the local authority’s area who might otherwise have difficulty in taking advantage of the service.”*

(Statutory Guidance, Section 12 Childcare Act 2006)

*For the purposes of this document the acronym ‘FIS’ will be used to refer to **Family Information Services** in England and Wales.*

### WHAT IS INFORMATION, ADVICE AND ASSISTANCE?

Providing information, advice and assistance (IAA) is the core function of FIS. It covers a range of activities that equip parents, prospective parents and family members with what they need to make informed choices about the care, health, education and recreation of their children, including those with specific requirements.

#### IAA can be defined as covering:

- **information** – accurate, up-to-date and objective information about childcare, health, recreation and learning opportunities, progression routes, choices, funding and where to find help and advice and how to access this

- **advice** – activities that help parents, prospective parents and family members to gather, understand and interpret information and apply it to their own situation
- **assistance** – provision of an impartial signposting, brokerage and referral service to specialist support to help parents, prospective parents and family members to meet their information needs and make progress

### **WHY IS GOOD QUALITY IAA IMPORTANT?**

Good quality IAA supports parents, prospective parents and family members to make informed decisions about childcare and other services that they may want or need to access. By providing IAA, FIS help practitioners support parents and help their children to achieve the Every Child Matters outcomes to be healthy; stay safe; enjoy and achieve; make a positive contribution and achieve economic well being.

It is recognised that IAA is delivered in different ways and we want to involve a range of services, including those commissioned by local authorities, in the establishment and use of the Families First Standards.

### **WHAT ARE THE FAMILIES FIRST STANDARDS FOR?**

The Families First Standards are the national standards for local authorities delivering services to meet their statutory information duties under the Childcare Act (Section 12 for England and Section 27 for Wales). These services are usually delivered through an FIS. The standards will help local authorities (LAs) deliver a high quality information service.

The standards provide a quality framework to help LA information services to think about the IAA provided with the emphasis on delivering a high-quality experience from the point of view of the service user. The aim is to ensure that, while an organisation reaps the rewards of the Families First Standards journey, they never lose sight of the needs and well being of the individuals they seek to support.

## **PURPOSE OF THE FAMILIES FIRST STANDARDS**

The DCSF have commissioned NAFIS to develop and publish a set of National Quality Standards for LA information services. These Standards can be used to evidence progress towards delivering the Information Duty of the Childcare Act. For this reason the DCSF have also commissioned NAFIS to develop a National Quality Award, which specifically assesses progress towards meeting the Information Duty for England.

The Welsh Assembly has also acknowledged the importance of the Information Duty as part of its own Childcare Act and has supported NAFIS as it works with the 22 FIS in Wales to ensure that the standards facilitate a dual assessment role against the requirements of Section 27 (the 'Information Duty') of the Childcare Act for Wales.

In the first instance it is expected that LAs use the standards to self assess against the Information Duty. The intention is that LAs should then look to work towards assessment via the Families First Award.

## **THE FAMILIES FIRST AWARD**

The Families First Award is a competence-based assessment similar to that of an NVQ. Assessments are carried out by accredited Families First Assessors who will work with LA information services to identify suitable examples of evidence that demonstrate competence against the individual elements of the standards.

The Families First Assessment process is set out in Figure 1.1 and further information can be obtained by completing an [expression of interest](#) at [www.nafis.org.uk](http://www.nafis.org.uk).

# Figure 1.1 -The Families First Assessment Process

## PROJECT MILESTONES

## ACTIVITIES

Expression of Interest received from information service #1

NAFIS will contact you and provide you with an induction pack which includes all of the necessary paperwork including your self assessment.

Information service completes a self assessment #2

Once you have completed and returned your self assessment an assessor will be assigned to your information service.

An ePortfolio account can be set up to help you collect your evidence and to submit your competence claims if you have opted for this assessment method.

Information service assigned an assessor #3

Your assessor will contact you and go over the assessment process and arrange a date for an initial assessment visit.

Initial assessment visit (onsite, estimated 1 Day) #4

Your assessor will have read through your self assessment before they carry out your initial assessment visit.

Assessors will look to arrange 3 onsite visits in total. This will be arranged to coincide with opportunities to carry out observations of information service activities such as end user engagements or interviews with teams/partners/clients.

Following your initial assessment visit assessors will submit an initial assessment report to the QA Manager which will form the basis for an assessment plan for your information service.

Assessor submits initial assessment report to QA Manager #5

### Assessment Reports

For each standard assessors will produce a short assessment record. The assessment record will detail their assessment of your information services(s) and will form the final assessment report needed for a portfolio to be put forward for verification.

Interim assessment (onsite, estimated 1 Day) #6

### Ongoing Support

During the life of an assessment information services have the option to submit competence claims via their ePortfolio. Assessors will then be able to assess these submissions remotely via the ePortfolio. All candidates will be able to access a certain amount from their assessor via telephone and/or email.

Final assessment (onsite, estimated 1 Day) #7

### Mop up activities

Before a portfolio can be signed off there are likely to be some minor tasks that still need to be completed to ensure that a portfolio is comprehensive and ready for verification. These tasks will be different for everyone and will be picked highlighted by your assessor after their final assessment visit.

Mop up activities #8

Sign off portfolio #9

### Internal Verification

All portfolios will go through internal verification where assessment procedures will be monitored.

Verification #10

#11 Quality Panel  
A quality panel will meet to ensure that assessment procedures are followed and to provide feedback that will inform future refinements to the Families First Standards and the Families First Award. Any appeals relating to the award will be considered by the quality panel.

## VALUE BASE

The standards have been developed to ensure that best practice, in terms of equality of opportunity, respecting diversity and a commitment to the quality and impartiality of service provision, information management and high quality information are an integral part of the work of LA information service. LA information services are expected to implement the following Value Base as part of meeting the Families First Standards. The Value Base takes into consideration the United Nations Convention on the Rights of the Child and other human rights legislation.

- LA information services must recognise that the welfare of children and young people is paramount. They must recognise the individuality of each child/young person and promote their effective learning, care, health, development, welfare and recreation in line with the Every Child Matters requirements. This must be reflected in all work with children, young people and their families and carers. The appropriate legislative frameworks must be implemented at all times.
- Practitioners must adopt a client centred approach based on inclusion, access, honesty, trust and respect. They will promote equality, respect diversity and challenge stereotypes, helping to improve the life chances of children and the overall effectiveness of the service provision.
- Services should seek to engage with all parents (both mothers and fathers) and those with caring responsibilities and to meet the needs of minority and hard to reach communities.
- A key aspect of professional practice is reflection of the organisation's contribution to the quality of service provision. Included in this is the expectation that LA information services will seek the views of clients and use them to inform and improve their service delivery by continuously developing and refining the range of services available to clients.
- LA information services will be committed to the development of a strong working partnership with other key individuals and agencies providing a robust network to ensure the coherent and comprehensive provision of

quality information, advice and assistance services for children, young people and their families/carers. A critical aspect of this is the respect for confidentiality. Appropriate information exchange protocols should be agreed with colleagues and partner agencies, and these should be followed at all times. There are exceptions to the maintenance of confidentiality and exchange of information, particularly in relation to safeguarding issues and some information exchange between schools and other agencies.

- LA information services should provide a wide range of quality IAA services at all times, delivered by appropriately qualified and experienced staff able to recognise when the need arises to signpost clients onto more specialist services.

### **USING THE FAMILIES FIRST STANDARDS FOR LA INFORMATION SERVICES**

As an organisation looks at the criteria explained on the following pages, they need to ask themselves, if an assessor is visiting our organisation for the first time, what would they need to see, hear or experience to demonstrate that the criteria are being met? Establishing the starting point is an essential first step in using the standards to drive continuous improvement.

LA information services are set up in different ways and have different resources available to them. An information service may sit outside the local authority (for example, a commissioned Third Sector organisation). When an organisation goes for assessment against these standards the assessor will accommodate these differences and assess an organisation accordingly.

### **SELF ASSESSMENT TOOL**

A self assessment tool is available to help a LA decide whether they are ready to go for assessment. Organisations can use this independently or with partners. It will also identify areas for further development as well as providing an initial overview of the service to the assessor.

A copy of the self assessment tool can be downloaded by [clicking here](#).

## EXCLUSIONS

When a LA information service applies for assessment against the Families First standards:

ALL LA information services must complete Standards 1-8 and Standard 11.

1. In addition LA information services in Wales must evidence **Standard 10**
2. LA information services in England must evidence **Standard 9**
3. Elements of Standard 8 relate to the Family Information Directory. LA information services in Wales are exempt from these elements.

## GETTING STARTED

- 1 Review the standards. Consider what evidence may already exist that demonstrates the standards are being met. Evidence may include: management information, including needs assessments; self-evaluation and assessment forms and reports; external reports on the quality, coverage and impact of local IAA services on outcomes for parents, prospective parents and families (for example, from inspections and assessments). To assist in this task an evidence matrix has been produced under [Annex 1](#). This will develop further as good practice is identified over time.

## NEXT STEPS

- 2 Having considered current evidence and identified areas for development, plan how action on these will be taken forward. Establish priorities and agree objectives and targets with staff and partners. Decide what needs to be done, who will do it and by when.
- 3 Monitor the task to make sure they progress; identify any issues or risks at an early stage and make sure these are addressed as they arise.
- 4 Feed the outcomes and any feedback into the next review and planning cycle.

## THE CHILDCARE ACT 2006

(SECTION 12 FOR ENGLAND & SECTION 27 FOR WALES)

AREA WITHIN THE CHILDCARE ACT 2006	FAMILIES FIRST STANDARD(S)		
		ENGLAND	WALES
Provision of childcare information	Standard 1 & 2	✓	✓
Access to the information service	Standard 3 & 4	✓	✓
Information about other services, facilities and publications	All Standards	✓	✓
Information on services for disabled children, for children with additional needs and for disabled parents	All Standards	✓	✓
Brokerage, advice and assistance	Standard 9	✓	✗
Safeguarding children	All Standards	✓	✓
Quality of service delivery	All Standards	✓	✓
Information management	Standard 8	✓	Partial
Welsh Language	Standard 10	✗	✓
Partnership working	Standard 11	✓	✓

## **GLOSSARY**

**Clients** are defined throughout as parents (mothers and fathers), prospective parents, family members and grandparents, children or young people. It includes anyone who is acting on behalf of the client (for example, another practitioner) or local authority that is looking to access information on provision outside of their geographical boundary.

**Parents** are defined in the Childcare Act 2006 as a parent of a young child, and includes any individual who—

- (a) has parental responsibility for a young child, or
- (b) has care of a young child

**Prospective parents** are defined in the Childcare Act 2006 as a pregnant woman or any other person who is likely to become, or is planning to become, a parent.

**Transition** is used (according to the 'Every Child Matters' definition) to describe the natural progression of a child or young person through a number of stages as they grow and develop. Often, they will also be expected to cope with changes such as movement from primary to secondary school and for children with disabilities or chronic ill health, from Children's to Adult Services.

# THE FAMILIES FIRST STANDARDS

## **STANDARD 1 – Clients know how LA information services can help them**

### **ELEMENT    OUTCOME**

- 1.1**      Clients will have knowledge of:
  - (a)**              the service that they can expect from the LA information service,
  - (b)**              their own responsibilities in relation to the use of the service,
  - (c)**              where they can go to for help if they are not getting the service that they can reasonably expect.
  
- 1.2**      The benefits of the LA information services are promoted to all potential clients.
  
- 1.3**      Up to date information about where and how to access the LA information services is available in a range of suitable formats, settings and media channels used by potential clients.
  
- 1.4**      Clients can access an extended range of IAA services delivered in a variety of outreach formats.
  
- 1.5**      Clients are aware of and know how to access appropriate local and national information and services.

## ***STANDARD 2 – Clients have the information they need to make informed and realistic decisions about services available***

### **ELEMENT    OUTCOME**

- 2.1**      High quality, up to date and impartial information is provided as listed in the Guidance for local authorities on the Childcare Act 2006: Duty to Provide IAA. *Key Links:* [Annex 2 \(England\)](#) or [Annex 3 \(Wales\)](#)
- 2.2**      LA information services must provide clients with the categories of information prescribed in the regulations about registered childcare published by [Ofsted \(England\)](#) or [CSSIW \(Wales\)](#).
- 2.3**      LA information services must provide clients with the categories of information prescribed in the regulations about non-registered childcare where they are able to obtain the information.
- 2.4**      Information is provided in a range of formats reflecting the different ages, needs and capabilities of clients.
- 2.5**      Information is provided at a range of delivery points reflecting the different ages, needs and capabilities of clients.
- 2.6**      LA information services will ensure that clients can obtain the information they need about childcare provision in other areas without having to make contact with neighbouring authorities.
- 2.7**      Both client and intermediary (for example, a Lone Parent Advisor acting on behalf of a parent) views on the adequacy of information supplied are sought and acted upon.
- 2.8**      Clients are appropriately signposted or referred to other specialised services for further support and information.

**ELEMENT    OUTCOME**

- 2.9**      An immediate referral for specialist assessment and support is undertaken where a LA information service has reason to believe a client or child is at risk from harm.
  
- 2.10**     Referrals to specialist services and/or multi-agency teams are monitored.
  
- 2.11**     LA information services will ensure that information made available to local and national systems is compliant with [Annex 6](#).

## **STANDARD 3 – Clients are enabled to access the service**

### **ELEMENT    OUTCOME**

- 3.1**      Communications with clients take into account the needs of mothers and fathers, the vulnerable, disadvantaged or excluded.
  
- 3.2**      Communications with clients are adapted to reflect different needs (for example, in relation to basic skills needs, impairments, English as second language).
  
- 3.3**      Clients are informed about safe practices when accessing services found on the Enhanced Childcare Directory or Family Services Directory (for example, advice on checking credentials, references, etc).
  
- 3.4**      Clients know how other specialist services can help their family and how these services are accessed.
  
- 3.5**      Advice and assistance services are delivered flexibly at times, in places and through media channels that are convenient for a range of clients.

**STANDARD 4 – LA information services collect, monitor and review equalities data as well as promote equality of opportunity, celebrate diversity and challenge stereotypes in the delivery of the service**

**ELEMENT    OUTCOME**

- 4.1**      LA information services reach as many potential clients in the local community, including disadvantaged and marginalised groups, as possible.
- 4.2**      Services are sensitive to the faith, cultural and family background from which people come from.
- 4.3**      Information, advice and assistance is impartial and provided confidentially
- (Unless a child or young person is perceived to be at risk of significant harm, in which case the local processes for raising such concerns with the relevant agencies will be followed. This would also apply if childcare provision failed to meet legal or quality requirements).*
- 4.4**      Stereotypes are challenged where appropriate.
- 4.5**      Active efforts are made to ensure that the LA information services workforce and partners reflects the diversity of the wider community.

## ***STANDARD 5 – Information professionals within a LA understand their individual roles and responsibilities under the information duty***

### **ELEMENT    OUTCOME**

- 5.1**      The requirement for the provision of information, advice and assistance services is set out in a written statement that makes clear the need to meet the requirements of the Information Duty.
- 5.2**      Local partnership agreements, with appropriate services, clearly sets out the respective roles and responsibilities of each partner.
- 5.3**      LA information services can demonstrate an awareness of relevant guidance and statutory documentation such as those referred to in [Annex 8](#).
- 5.4**      LA information services have and implement policies on:
- (a)**              Promoting equality (including age, gender, disability, race, religion or belief and sexual orientation)
  - (b)**              Impartiality
  - (c)**              Assessing and meeting the needs of individuals for information, advice and assistance
  - (d)**              Engaging with mothers and fathers and their families
  - (e)**              Data protection and data sharing
  - (f)**              Information management and quality assurance
  - (g)**              The monitoring and evaluation of information, advice and assistance provision
  - (h)**              The impact and implementation of these policies are reviewed at least annually with action taken to rectify areas for development.

**ELEMENT    OUTCOME**

**5.5**      Appropriate training to LA information service staff and partners is provided on the requirements of Sections 12 (England) and Section 27 (Wales) of the Childcare Act 2006.

**5.6**      LA information service staff are familiar with and understand current Ofsted or CSSIW regulation and inspection of childcare. See [Annex 4](#) for England and [Annex 5](#) for Wales.

***STANDARD 6 – Staff providing information, advice and assistance services are appropriately trained and qualified and participate in continuous professional development***

**ELEMENT    OUTCOME**

- 6.1**      Recruitment policies and practices comply with local and national safeguarding and equal opportunities best practice standards and legislation.
  
- 6.2**      Suitable training programmes are developed to suit the range of delivery points (see Standard 2.5) and are delivered with suitable frequency.
  
- 6.3**      All staff delivering information, advice and assistance have the skills, knowledge and qualifications to:
  - (a)**              deliver a high quality service
  - (b)**              deliver information, advice and assistance to diverse client groups and challenge stereotyping
  - (c)**              know where to access specialist advice services from the independent, private & voluntary sectors
  - (d)**              adhere to their relevant professional codes of conduct
  - (e)**              have access to a range of continuing professional development opportunities and have structured opportunities for the evaluation of professional practice
  
- 6.4**      Multi-agency working and collaboration is underpinned by joint working when appropriate.
  
- 6.5**      Annual audits of staff training needs are undertaken to inform training plans.

**ELEMENT    OUTCOME**

- 6.6**      Arrangements are made to share good practice with other LA information services.
  
- 6.7**      LA information services have a policy on training and development of staff providing information, advice and assistance and the impact and implementation of this policy is reviewed annually with action taken to rectify areas for development.

***STANDARD 7 – Services are planned, monitored, reviewed and evaluated and prompt actions are taken to improve services and meet client needs***

**ELEMENT    OUTCOME**

- 7.1**      Systems are in place to enable decisions to be made at a strategic level regarding the planning of services to deliver information, advice and assistance to families.
  
- 7.2**      LA information services proactively engage the local community in the design, planning, delivery, quality assurance and evaluation of the service.
  
- 7.3**      The design, planning and delivery of LA information services takes into account the needs of a varied range of clients in the local community as well as non-users.
  
- 7.4**      The accessibility, take-up and effectiveness of provision is monitored, regularly reviewed and evaluated and used to inform service improvement plans. Targets are set and data is collected and can be disaggregated to identify the take up of the service by specific user groups such as fathers, single parents, parents of children with a disability, etc.
  
- 7.5**      Strategic objectives, priorities, targets and performance indicators for delivery of information, advice and assistance are set. These support the delivery of the Children & Young People’s Plan and other local strategic objectives. These enable services to be evaluated and support improvements where necessary.

**ELEMENT    OUTCOME**

**7.6**      LA information services will be aware of the local population (for example, percentage of disabled children and young people) who may wish to access local services and will use this information to inform service delivery (see Standard 7.2).

**7.7**      The effectiveness of referral systems is reviewed at least quarterly with providers of specialist services and action is taken to rectify areas for development.

**7.8**      The development of LA information services is informed by regular (at least annual) feedback from:

- (a)**              childcare providers
- (b)**              referral agencies
- (c)**              key partners
- (d)**              the local community (including parents)

Action taken in response to feedback is communicated back to these groups.

**7.9**      LA information services have up to date improvement plans, which are reviewed and evaluated.

## **STANDARD 8 – Information is effectively managed and quality assured**

### **ELEMENT    OUTCOME**

- 8.1**      The LA will maintain records of provision of childcare services ('Enhanced Childcare Directory or 'ECD' information) and records of provision of services or facilities, which may be of benefit to parents, prospective parents, children or young people ('Families Services Directory' or 'FSD') information. (Wales exempt)
- 8.2**      The LA will have signed the current Terms and Condition of upload to the Family Information Directory. (Wales exempt)
- 8.3**      The LA will be able to evidence compliance with the requirements of the current Terms and Conditions of upload to the Family Information Directory and associated documents. (Wales exempt)
- 8.4**      The LA will be proactive in identifying and engaging with potential sources of ECD and FSD information. (Wales exempt)
- 8.5**      The LA will gain the consent of providers for the information included in ECD and FSD records that they have provided to be uploaded to the Family Information Directory as per the current terms and conditions of upload (see Standard 8.2). The LA will preferably use the NAFIS endorsed consent form, which is available under [Annex 7](#).  
  
(Wales exempt)
- 8.6**      The LA will encourage potential and actual sources of ECD and FSD information to regularly update their LA held records. The LA will establish systems to facilitate the updating of information from potential, identified and actual sources of ECD and FSD information.  
  
(Wales exempt)

## ELEMENT    OUTCOME

**8.7**        The LA will be proactive in gathering ECD and FSD records from identified sources of information. The LA will review, and update as appropriate, each of its ECD records at least once every 4 months. The LA will review, and update as appropriate, each of its FSD records at least once every 6 months. (Wales exempt)

**8.8**        As part of its provision of ECD records the LA will gather additional childcare information. In so doing the LA will give particular consideration to the need to gather and update information about:

- opening hours
- cost
- vacancies
- age ranges

(Wales exempt)

**8.9**        Appropriate vocabularies and tagging will be adopted for ECD and FSD records. These will preferably be those recommended for use for the Family Information Directory. (Wales exempt)

**8.10**       The LA will implement appropriate data quality standards and assurance procedures.

**8.11**       The LA will provide online access for clients to its ECD and FSD records. (Wales exempt)

**8.12**       The LA will enable clients to access the Family Information Directory to access information about services and facilities in other local authority areas.

(Wales exempt)

## **ELEMENT    OUTCOME**

- 8.13**     Where the LA publishes the Family Information Directory on its digital channels LA will sign and act in accordance with the current terms and conditions for channel partners: the Family Information Directory terms and conditions for reuse of Family Information Directory information.  
(Wales exempt)
- 8.14**     LA service planning and delivery will make use of available performance management information, including performance management information made available by the Family Information Directory.  
(Wales exempt)
- 8.15**     The LA will ensure that records are systematically analysed (for example to identify weaknesses and gaps in local provision) and used to inform local strategic planning.
- 8.16**     Information gathered from local childcare providers and associated services will inform local childcare sufficiency assessment and planning.

***STANDARD 9 – LA information services encourage and guide clients in locating and navigating the information available to them and support those who may otherwise not access services on their own (hereafter referred to as a ‘brokerage service’)***

**ELEMENT    OUTCOME**

- 9.1**      LA information service staff understands the meaning of a ‘Brokerage Service’ as well as their role in its delivery.
- 9.2**      Systems and procedures are in place to support clients through the brokerage service.
- 9.3**      LA information services will be aware of the various factors, which may lead to the brokerage service being used and plan services accordingly.
- 9.4**      LA information services will communicate the importance of the brokerage service to strategic decision makers.
- 9.5**      Clients facing barriers to accessing services are given the assistance that they need to help them overcome these barriers.
- 9.6**      LA information services will effectively promote the brokerage service to clients.
- 9.7**      Differentiated levels of brokerage will be identified for supporting locally agreed prioritised families.
- 9.8**      LA information services will establish effective partnerships with services that may help improve the delivery of the service.
- 9.9**      LA information services will put systems in place for the brokerage service to feedback information about ‘gaps’ in provision in their area to inform local delivery planning.

**ELEMENT    OUTCOME**

**9.10**      Referrals (outgoing and incoming) will be effectively recorded and used to inform local delivery planning.

**9.11**      Staff involved in delivering the brokerage service will be suitably trained.

The minimum recommended level of training for a specialist role such as brokerage would be an NVQ **Level 3 in Advice and Guidance** or equivalent experience, skills or abilities.

## **STANDARD 10 – LA information services encourage and promote the use of the Welsh Language**

### **ELEMENT    OUTCOME**

- 10.1**    LA information services will have an effective partnership approach in place to ensure that Welsh medium and bilingual childcare provision is developed in accordance with identified needs.
- 10.2**    LA information services will support the Children and Young People’s Partnership and/or EYDCP to raise awareness of Welsh language issues and ensure that there is sufficient consideration at all levels where decisions are made about Welsh medium and bilingual childcare provision funding.
- 10.3**    LA information services has established baselines and annually monitors progress in the provision of Welsh language and bilingual childcare settings, in all childcare sectors in accordance with definitions in Schedule 1 ([see Annex 3](#)).
- 10.4**    LA information services provides information to clients about the advantages of raising children bilingually and using Welsh in the family home, how to access Welsh medium literature, publications and availability of Welsh language classes.
- 10.5**    LA information services will ensure that parents are aware of the initiatives to support them in raising their children bilingually and using Welsh in the family home.

**ELEMENT    OUTCOME**

- 10.6**      All promotional and other materials (written, web based) produced by LA information services will be available bilingually in accordance with the Welsh Language Act.
- 10.7**      When new policies and initiatives are being formulated the linguistic consequences are assessed.
- 10.8**      There is a commitment to delivering an equally high quality service in both the English and Welsh language.
- 10.9**      Clients will receive communications in the language of their choice (English or Welsh).
- 10.10**     Arrangements will be made for a Welsh speaker to be available where clients wish to communicate in this language.
- 10.11**     Information will be provided to clients which clearly specifies if a childcare provider operates in a:
- (a)**            Welsh medium setting
  - (b)**            Welsh medium and English medium setting
  - (c)**            bilingual setting
  - (d)**            predominantly English medium setting with some use of Welsh
  - (e)**            English medium setting
- 10.12**     All signage in offices or for events will be bilingual with Welsh given equal prominence to English.

***STANDARD 11 – Partnership, procurement and resourcing arrangements for the delivery of information advice and assistance improves the support of clients***

**ELEMENT    OUTCOME**

- 11.1**    Any partnership arrangements formulated locally for the delivery of information, advice and assistance services are informed by detailed assessment of the numbers, profile and needs of clients and potential clients locally.
- 11.2**    Any partnership arrangements formulated locally for the delivery of information, advice and assistance services are determined following consultations with clients, potential clients, service providers and other external agencies as appropriate.
- 11.3**    Any partnership arrangements formulated locally for the delivery of information, advice and assistance services are informed by systematic arrangements for identifying gaps and shortcomings in existing information, advice and assistance provision.
- 11.4**    The procurement and contracting of information, advice and assistance services (for example, if an LA outsources part or all of its LA information service) are open and transparent and conducted in line with relevant EU and UK law, regulations, guidance and good practice.
- 11.5**    Any partnership arrangements formulated locally for the delivery of information, advice and assistance services take into account performance against these quality standards and other relevant frameworks and implementation guidelines.
- 11.6**    The LA information service will look to secure appropriate resourcing to effectively support its partners.

# Families First Standards

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