



Phase 2 Children's Centre Strategy 2006 to 2008

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1. Introduction and Background

Each Children's Centre contributes to improving outcomes for children set out in the 'Every Child Matters: Change for Children', and the Children Act 2004. This outlines five key outcomes for children and young people, which are:

- ❖ Being healthy
- ❖ Staying safe
- ❖ Enjoying and achieving
- ❖ Economic well being
- ❖ Making a positive contribution

An important aim of the national Children's Centre strategy is to reduce the inequalities between the most disadvantaged children and the rest of the community by ensuring all families receive an appropriate level of support that meets their needs. In the second phase of the strategy all areas of the borough where residents are among the 30% most deprived in England will have access to a Children's Centre. In addition, children and their families in some less deprived areas will also benefit from locally accessible Children's Centre services. This is with a view to achieving full coverage of the borough by the end of phase 3 of the programme in March 2010.

The development of Children's Centres forms an important part of the Local Authority's drive to provide more integrated and coordinated services to children and their families. Ealing has delivered ten designated Children's Centres as set out in the Phase 1 Children's Centre strategy:



- Copley Close Children's Centre
- Dormers Wells Nursery and Infant School
- Ealing Hospital Children's Centre linked to Windmill Park Nursery
- Greenfields Children's Centre
- Grove House Children's Centre
- Limetrees Children's Centre linked to West London Academy
- Maples Children's Centre
- South Acton Children's Centre linked to Oaktree Community Centre and Sunlight Nursery
- Viking Primary School linked to Medcliffe Community Nursery
- Windmill Children's Centre

These Children's Centres are beginning to successfully transform the way services are delivered locally. Joint working with other organisations has enabled new services to be delivered over and above the core requirement set out by government including;



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- I CAN early intervention support for children with speech and language difficulties
- Specialist provision for children with autism and severe learning difficulties
- An Early Bird programme to support families who have a child with autism
- Specialist health visiting and other family support
- Counselling
- Adult learning and accredited training

The longer term aspiration set out in the government's ten year childcare strategy is to bring integrated services to within walking distance of every child. In Ealing this will be brought much closer through the creation of a further 12 Children's Centres. This will be especially valuable to those families and young children who would benefit from local access to an enhanced range of services but do not live in the 30% most disadvantaged areas.

Services will include early years education and learning provision, health services, family support, outreach to families in need and employment advice. Links to adult learning will continue to be built on to provide families with clear pathways into employment, to reduce poverty and improve the life chances of their children.

2. Sure Start Planning Guidance



The government wants to see strong links between Extended Schools and Children's Centres. Extended schools provide a range of services and activities beyond the school day, to help meet the needs of children, their families and the wider community. Children's Centres planning guidance states that local authorities should consider the opportunities for schools, particularly primary schools, to co-locate with Children's Centres and offer integrated services in one place. Seven of the proposed new centres will be on school sites, as they already provide universal services in the heart of the community. The remaining five centres although not based on

school sites already offer extended services to the community, such as before and after school activities and childcare, holiday and drop in provision.

The government is advocating a range of services located on a single site that can provide personalised support for children and families. A high quality universal service remains core to the agenda but the offer must include support for those most in need and this should be tailored to meet the particular needs of the children, families and communities they will serve.

To create these services local authorities must:

- Ensure services are accessible and culturally appropriate
- Ensure the engagement of key partners such as schools, other childcare and early years providers, Children and Families division within the local authority, health services and Job Centre Plus.



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- Ensure the views of children, parents/carers and families are valued and taken into account in the planning, delivery and evaluation of services.

There are no targets for the creation of childcare places within Phase 2 of the Children's Centres Programme. This flexibility will be used to improve the targeting of resources towards the families and children in most need.

3. What is a Children's Centre?

Children's Centres are designed to deliver services for families with young children up to the age of five; they will offer a range of universal and targeted services, where and when they are needed.

The Government has identified two models for service delivery, one for families living in the 30% most disadvantaged areas i.e. the 'Core Offer' and a more flexible model for the development of Children's Centres in other areas.

All Centres will provide a minimum range of services including:

- Offer of appropriate support and outreach to families
- Information and advice to parents
- Support for childminders
- Drop-in sessions for children and parents
- Links to Job Centre Plus

Centres will also provide a range of the facilities outlined below, but not all in one setting.

The Core Offer in the 30% most disadvantaged should include

Early Years provision

- Integrated early learning and childcare
- Childcare for working parents to be accessible for 10 hours a day, 5 days a week and 48 weeks per year. This childcare must be accessible and affordable. Parents will be required to pay for childcare in Children's Centres, as childcare is expected to be self-sustaining
- Support for childminders
- Inclusive services for children with special additional needs.
- Links to local schools, and out of school activities

Child and family health services

- Antenatal advice and support for parents.
- Child health promotion programme
- Information and guidance on breast feeding, nutrition and safety
- Speech and Language and other specialist support



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- Help to stop smoking
- Support for healthy lifestyles.

Family support and parental outreach

- Visits to all families within two months of child's birth
- Information for parents/carers about a range of family support services and activities available in the area.
- Support and advice on parenting at significant transition points for the family
- Access to specialist targeted services, e.g. to support parents of disabled children.
- Specific strategies to support the increased involvement of fathers.

Parental Involvement

- Consultation, information sharing with parents and active participation.
- Parents' forums to ensure parents have a voice

Links with Job Centre Plus

- Centre links with Job Centre Plus to support parents who want to train and enter employment.

Other Services that may be provided

- Effective links with further and higher education
- Training for parents in basic skills, English as an Additional Language and parenting support groups
- Specialist services for children with disabilities
- Benefits advice
- Adult relationship support
- Contact centres
- Toy libraries
- Support for Bookstart baby bags, toddler bags and treasure boxes
- Housing advice

Designation of these Children's Centres

Designation will be granted when:

- The Centre is open for minimum of five days a week, 10 hours a day, 48 weeks a year.
- Plans are in place to provide health and outreach services to families in need within the area
- Integrated care and learning for children from birth to five is being provided with 0.5 teacher appointed
- Links with Job Centre Plus have been agreed



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Children's Centres in the other areas (i.e. the remaining 70%)

These centres should be developed from existing maintained, private, voluntary and community provision with additional services being added to meet identified local needs.

Designation will be granted when:

- The Centre is open for a minimum of five days a week, 10 hours a day, 48 weeks a year
- Plans are in place to provide health and outreach services to families in need within the area
- Integrated care and learning for children from birth to five is being provided with 0.5 teacher appointed (where applicable)

Or

- Drop-in activity sessions for children such as stay and play sessions take place
- Links with Job Centre Plus have been agreed

4. Phase 2 Children's Centres

Three key objectives continue to underline Children's Centre developments in the London Borough of Ealing in phase two:



Quality: All LBE Children's Centres inspected during 2004 to 2006 were judged to be good or outstanding by OFSTED. Specialist support and monitoring was put in place to ensure that the provision being developed was of high quality and this will continue in phase 2.

Priority has been given to ensuring that every Children's Centre in the 30% most disadvantaged areas will have access to the input of a full-time qualified teacher. This places Ealing over the minimum national expectation which requires Children's Centres

which provide the full core offer to be supported by a teacher two and a half days a week. Teacher support in early years settings has been shown through research to be the most significant factor at improving the future outcomes for young children.

Integration and alignment of services: A wide range of services has begun to be brought together within Children's Centres and new structures of governance and accountability have been put in place. Four geographically defined area boards are under development to support the coordination of services and these boundaries have been agreed corporately by the Children and Young Peoples Partnership with all key stakeholders.

Targeted support: Vulnerable children and families including those who have children with learning difficulties and/or disabilities have been able to access a wider range of services following phase 1 Children's Centre developments. This work will continue in phase 2 with plans in place to develop a

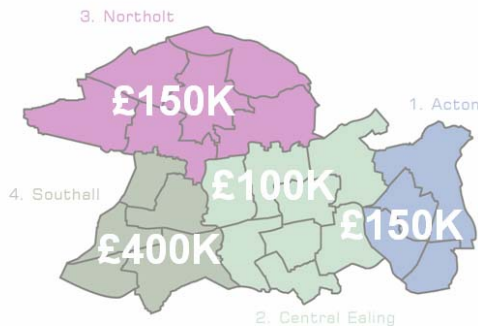


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further specialist provision in Southall for children with speech and language difficulties and also the setting up of a specialist outreach service for very young children with disabilities.

Vulnerable children and their families will also receive an increased level of support in the phase 2 Children's Centre strategy. A proportion of funding will be devolved to each of the four area boards to enable local targeting of services to those in most need. The outcomes of this approach will be tracked through the Children's Centre database to shape future decision making. Until now only the families of young children within the Sure Start Local Programme areas in South Northolt and South Acton have been able to access a significantly enhanced range of services aimed at preventative support. During 2006 to 2007 area boards will be delegated funding to ensure that more families and young children benefit from early access to affordable services outside of Ealing's two Sure Start Local Programme areas.

Taking into account the available funding and the Sure Start contribution already being made to providing services in South Northolt and South Acton the area boards will be delegated the following amounts of funding to support the wider Children's Centre offer in 2006 to 2007:



Southall	£400,000
Central Ealing	£100,000
Northolt	£150,000
Acton	£150,000

The impact of this strategy will be evaluated and reviewed in 2007 leading to revised allocations

During 2007 to 2008 the government has made available a transition grant so that increasingly services will be targeted to those most in need rather than relying on tightly defined geographical targeting. The longer term aim of the 10 year childcare strategy is that every child will have access to a Children's Centre and a range of family support and other specialist services to meet most needs within walking distance. Ealing is currently making good progress towards achieving this ambition.

London Borough of Ealing Phase 2 targets

The Sure Start targets for LBE for Phase 2 of the Children's Centre programme (March 2006 to April 2008) are:

- 12 Children's Centres in addition to those developed in Phase 1
- 9,966 under 5s to be 'reached' by the new centres



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Phase 2 funding

Sure Start funding for Phase 2 for LBE Children's Centres is:

- * Capital funding - £3,585,480
- * Revenue funding - £4,859,418

Identifying Phase 2 Children's Centres - the strategy

The following is the process by which the borough identified Children's Centres to take forward in Phase 2:

a) Two centres in areas of deprivation were approached during Phase 1 with a view to possibly accessing extra capital funding in that phase of the programme. In the event this money was not available so the centres became part of phase 2. Both centres are based in primary schools - St John's and Gifford.

b) Northolt Park Playcentre and Islip Manor originally planned within the phase 1 capital programme have been moved to phase 2 in line with available grant funding.

c) Two of the additional centres, linked to main Children's Centres in phase 1, were thought to be able to reach out to a wider population of children and families if set up as centres in their own right. Both are in the process of being rebuilt with Phase 1 capital funding. They are Acton Park and Southall Park Playcentres.

d) A map of Super Output Areas providing information on areas and their levels of deprivation was used to:

Identify areas of deprivation not covered by Phase 1 Children's Centres or those carried over from Phase 1 (see a), b) and c) above)

Identify other areas with no nearby Children's Centres

e) A consultation document was distributed to schools, Chairs of Governors and Early Years providers and an advert put in the free local newspaper - the Times. These asked for Expressions of Interest in participation in the LBE Children's Centre programme

f) Expressions of Interest were followed up and linked to areas identified (see d) above).

This process resulted in 12 expressions of interest, largely from the maintained school sector. This has meant that all but one of the areas identified as priorities for Phase 2 have been linked to a provider that wishes to be involved in the Children's Centre programme. Possible providers are still being sought for the North/East Acton area. Where interest was expressed by potential centres that fall within phase 1 centres' reach it is planned to discuss additional centre development.



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5. Proposed Phase 2 Children's Centres

The following is a list of the proposed Phase 2 Children's Centres:



Acton Park Playcentre
Islip Manor involving Islip Manor Playcentre and Willow Tree Primary School
Northolt Park Playcentre linked to Petts Hill Primary
Southall Park Playcentre
Gifford Primary linked to Medcliffe Open Door Nursery
St John's Primary linked to Cybertots on the Green
Havelock Community Centre
Wood End Infant School
North Acton (still be to decided)
Horsenden Primary
North Ealing Primary
Grange Primary linked to Little Ealing Primary

Individual Children's Centre Details

Acton Park Play Centre

This Children's Centre will be located on the edge of a park and on the site of a play centre in an area of disadvantage. It is being rebuilt with phase 1 Children's Centre funding, being originally an additional centre to Maples Children's Centre. Its location means that it is on the edge of a relatively large housing estate as well as being accessible to parents living in the east of the borough in private housing. The location is thought to be 'neutral' and likely to attract families from a variety of backgrounds. Services will be provided within a single building that provides the full core offer. Full day care will be provided for 24 children aged 6 months to 4 years from 8 am to 6 pm Monday to Friday for 48 weeks of the year.

Acton Park Children's Centre will also offer after school provision as well as open access play provision for parents and their children under the age of 5 and for children up to 12 years of age. Also on offer will be a holiday scheme for children aged 4 to 12 as well as open access play facilities during school holidays. A community space is available for use by health professionals and for family learning and other community activities. Links are being explored with the South Acton Sure Start Local Programme for the provision of parenting, health related support and outreach.

Islip Manor Play Centre / Willow Tree Primary School

Parents with children under the age of 5 in the Islip Manor area are currently being consulted about their preference for location for the main centre in this area. The two options are Islip Manor Play Centre and Willow Tree Primary School. An architectural feasibility report will also support the decision-making.



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The area is one of the 30% most deprived nationally. The school and the play centre will be linked to provide the Children's Centre full core offer. Links are also being explored with Islip Manor Community Centre, and a nearby Social Services Family Centre.

Northolt Park Play Centre

The play centre will be the site of a new building offering all core Children's Centre services. It is located in an area that is one of the 30% most deprived nationally. The current building, located in the centre of a housing estate, will be rebuilt to house daycare for children aged 6 months to 4 years alongside open access play provision for children aged 5 to 12 years and a parent and toddler group. It will also offer community and health facilities. Places for children aged 4 - 5 years will be created at Petts Hill Primary School through the provision of 'wrap around' care for the children in the nursery class including, a Breakfast Club and a Holiday Scheme. A new building will be provided for this and for other community oriented Children's Centre services offered on the school site. Family support and parental outreach, child and family health services, a childminder network and links with Job Centre Plus will be offered on either site.

Southall Park Play Centre

This Children's Centre is located on the edge of a park in an area of disadvantage. It is being rebuilt with phase 1 Children's Centre funding, being originally an additional centre to Grove House Children's Centre. The location is thought to be 'neutral' and likely to attract families from a variety of backgrounds including from private housing not currently covered by other Children's Centres in Southall. It will be on a single building site that provides facilities for childcare together with the full core offer.

Full day care will be provided for 23 children aged 6 months to 4 years from 8 am to 6 pm Monday to Friday for 48 weeks of the year. The site will also offer after school provision as well as open access play provision for parents and their children under the age of 5. It will also offer a holiday scheme for children aged 4 to 12 as well as open access play facilities during the school holidays. A community space is available for use by health professionals and for family learning and other community activities.



Gifford Primary School

The Children's Centre will be based at Gifford Primary School, which will offer full daycare for 3 - 5 year olds and the rest of the core offer. The centre will be based in one of the 30% most deprived areas nationally. The school has been rebuilt recently with PFI funding and will receive Phase 2 Children's Centre funding for the construction of community facilities. The school is located close to Medcliffe Open Door Nursery – a voluntary run nursery registered to offer full daycare for children aged 6 months to 5 years. This will be an additional linked centre. The two settings already have regular meetings and enjoy good contact with each other. The community facilities at the main centre will be a venue for the core offer of family learning, child and family health services, Job Centre Plus activities with parents and the childminder network. These services will be offered through Sure Start South Northolt.



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St John's Primary School

The Children's Centre will be based at St John's Primary School in one of the 30% most deprived areas nationally that constitutes a pocket of deprivation in an otherwise relatively wealthy area. The school provides education in a specialist unit for children with Speech and Language difficulties. Full daycare for children aged 3 to 5 years and the full core offer will be provided on the site, when refurbishment and extension of a Victorian church hall on the edge of the school site is completed. Cybertots on the Green, a nearby private sector nursery will be an additional centre and provide daycare for 38 children aged 3 months to 5 years. The community facilities at the Children's Centre will be a venue for the core offer of family learning, child and family health services, Job Centre Plus activities with parents and the childminder network.

Havelock Community Centre



This Children's Centre will be based in a Community Centre on an Acton Housing Association estate in Southall. It will serve an area that is among the 30% most deprived in England. The centre will be run by the Pre-school Learning Alliance (PsLA). Full daycare is already provided on site by the PsLA for 26 children aged 1 – 5 years. Childcare for babies will be offered through local childminders. Other rooms in the community centre will be a venue for the core offer of family support services, child and family health services, Jobcentre Plus activities with parents and the childminder network.

Wood End Infant School

This Children's Centre will be based in a Foundation school in a relatively affluent area that is close to an area that is among the 30% most deprived nationally. A modular built community centre will be constructed near the main entrance to the school that will house community facilities as well as 'wrap around' childcare for children including those in the nursery class - aged 3 – 5 years. This building will also be a venue for the core offer of family learning, child and family health services, Job Centre Plus activities with parents and the childminder network. Over time links are planned with the local library, which is sited just outside the school gates and Greenwood School – a community school on the same site. Planning approval is being sought for a private day nursery providing full daycare for children aged 0 – 5 in the caretaker's house on the school site. If this gains planning permission links will be made with the Children's Centre.

North Acton

A mapping exercise of areas of deprivation with relatively large numbers of children under the age of 5 has identified a need for a Children's Centre on the east side of the A40. This area is isolated from the rest of the London Borough of Ealing and has relatively few existing facilities on which to build. Various options have been identified and discussions are still on-going on the location for the Children's Centre. The area is one of the 30% most deprived nationally and the centre will provide full daycare for children



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from 6 months to 5 years old as well as other aspects of the core offer including family support, child and family health services, Job Centre Plus activities with parents and a childminder network.

Horsenden Primary School

This Children's Centre will be based in a primary school in a relatively affluent area that has no community facilities at present. The school was rebuilt four years ago with only classroom facilities, although the site is a large one. It is planned to construct a modular built community facility or extension on the school site that will house community facilities as well as 'wrap around' childcare for children including those in the nursery class - aged 3 – 5 years. This building will also be a venue for the core offer of family learning, child and family health services, Job Centre Plus activities with parents and the childminder network. The school enjoys good links with local Health Visitors and has been planning with them the development of a parent and toddler group.

North Ealing Primary School

This Children's Centre will be based in a primary school in a relatively affluent area. The school is undergoing a building programme that will provide a very suitable base for the Children's Centre, probably to coincide with Phase 3 of the Children's Centre programme. It is planned to set up the centre initially, for Phase 2, in a renovated caretaker's house. This will house community facilities as well as 'wrap around' childcare for children including those in the nursery class - aged 3 – 5 years. This building will also be a venue for the core offer of family learning, child and family health services, Job Centre Plus activities with parents and the childminder network. When the larger building becomes available it is planned to transfer these activities as well as provide full daycare on site for children aged 0 – 3.

Grange Primary School

This Children's Centre will be based in a primary school in a relatively affluent area. The school is currently being rebuilt and the Children's Centre is being planned to operate with its own entrance on the edge of the school site. An architectural feasibility study is currently taking place to aid the decision on whether to refurbish existing buildings or provide a new building for the Children's Centre. Existing After School and playgroup activities will be housed in the new community facility together with wrap around' childcare for children including those in the nursery class - aged 3 – 5 years. This building will also be a venue for the core offer of family learning, child and family health services, Job Centre Plus activities with parents and the childminder network.

