



**Children's centre consultation document**  
**Shaping the future of children's centres in Wiltshire:**  
Focusing support towards vulnerable families



“The children’s centre has made a great difference to myself and my children. They are supportive in every way possible. They are happy and friendly, and make you feel comfortable so you can talk to them about everything and they are very understanding. They have made me feel more confident in myself. The centres, the staff here are great.”



### 1. What are children's centres?

- 1.1 The national programme to develop children's centres started in 2004 with a focus on pre-school children and their families. Services provided through children's centres play a key role in supporting good early child development and school readiness, helping parents in the crucial early years of a child's life, and improving child and family health.
- 1.2 In line with central government requirements, Wiltshire created 30 designated children's centres between 2006 and 2011 with the initial centres located within areas with the highest levels of deprivation and additional centres set up in areas with a higher population of children aged under five.
- 1.3 Nationally, the future of children's centre services is being considered. The Childcare and Education Minister has launched a national consultation.

"This consultation is not just about the bricks and mortar of children's centres – it's about what they provide as part of the integrated services for children and families locally. I want to dig deep to see if we are maximising their impact and really helping the people that need it most"

Sam Gyimah M.P.  
Childcare and Education Minister,  
July 2015. Launching the national  
consultation on children's centres

“The support from (children's centre) outreach has helped me gain the confidence and strength to make mine and my child's life better, it's completely changed my life.”

## 2. Why are we consulting on the future delivery of children's centre services?

- 2.1 Wiltshire's children's centre services are delivered by a number of voluntary and community sector organisations. The contracts for children's centres finish in June 2016 and the council is looking at how to ensure that the money spent has the greatest positive impact on young children's development before re-tendering the contracts.
- 2.2 There has been significant change in both national and local policy on early years since the children's centres contracts started in 2011. Nationally the Childcare Minister has emphasized the importance of delivering support in the community rather than focusing on the buildings. Locally the use of partnerships with midwifery, health visiting, childcare providers and schools will allow us to deliver effective support to those families that most need it where they are able to access it, ensuring that more children have the best start in life and are ready for school.
- 2.3 The Government's policy on free early education for disadvantaged two year olds and the recent announcement on the increase in free early education for three and four year olds means that the Council needs to look at how to create more childcare places as part of its early years strategy. There is an opportunity to consider this agenda alongside delivery of children's centre services.
- 2.4 Along with other local authorities across the country, Wiltshire Council has significantly less funding available due to reductions in central government funding. We therefore need to find ways to continue to meet the needs of young children and their families through re-shaping service delivery whilst looking at opportunities to save money.

## 3. Wiltshire's current delivery model

- 3.1 There are currently 30 registered children's centres in Wiltshire delivering services from 28 children's centre buildings (in both Devizes and Salisbury, two registered centres operate from the same building). In each area of the county, some children's centre services are already delivered from other community buildings to provide easier access for families. Some children's centres operate in clusters to provide efficiency in the use of staff and resources.



## Information about Wiltshire's children's centres

Geographical area of Wiltshire	Children's centre	No of under fives in the area (ONS mid-year population estimate 2013)	No of under fives registered with a children's centre	Deprivation ranking* (1=highest need)	No of under fives in top 30% of deprivation**
<b>North</b>	Malmesbury	1207	803	30	0
	Cricklade	1574	1118	26	0
	Royal Wootton Bassett			28	95
	Chippenham (The Rise)	2419	1768	27	0
	Chippenham (Kings Rise)			23	0
	Chippenham (Spring Rise)			17	176
	Calne	1371	941	20	107
	Corsham	1487	959	22	0
<b>East</b>	Tidworth (Windmill Hill)	1610	1155	19	0
	Marlborough	1085	736	24	0
	Pewsey	593	546	9	0
	Devizes (South)	1870	1453	18	0
	Devizes (North)			14	
<b>South</b>	Salisbury (City)	2487	1486	6	0
	Salisbury (Elim)			15	196
	Salisbury (Little Folly)			1	294
	Downton (Clearbury)	1215	792	21	0
	Amesbury (Five Wishes)	2567	1663	12	0
	Bulford			25	
	Mere	912	680	4	0
	Tisbury			13	
	Wilton			7	
<b>West</b>	Bradford on Avon	798	643	29	0
	Trowbridge (Bellefield)	3166	2543	2	203
	Trowbridge (Studley Green)			3	152
	Trowbridge (Longfield)			8	165
	Westbury (White Horse)	2672	1992	10	97
	Warminster (Happy Feet)			16	0
	Melksham (Kings Park)	1484	1440	5	205
	Melksham (Canberra)			17	0

\* This ranking is based on Wiltshire Public Health data. Calculations include rurality as a key factor

\*\* Top 30% of deprivation means that these are amongst the 30% most deprived areas of the country

#### 4. Proposed future delivery model for Wiltshire

- 4.1 Our proposed future delivery model is based on the view of children's centre staff, early years professionals and parents that it is front line staff and effective partnership working that makes the most difference to families.
- 4.2 From July 2016, it is proposed that children's centre staff are based in 15 key buildings in four geographical clusters – North, East, South and West Wiltshire. The proposals on where children's centre buildings should be located in the future are based on the following factors:
- the level of deprivation in each area
  - the number of children aged under five living in the area
  - the suitability of current buildings to deliver children's centre services
  - the potential to expand childcare provision
- 4.3 Where children's centre buildings are de-registered, services will be delivered by staff in the community through outreach support.
- 4.4 All children's centres will work together to deliver services and some children's centres may deliver more support than they do now.
- 4.5 The proposed future model of delivery is set out in the table overleaf. A number of buildings currently used to deliver children's centre services would change their use so that additional childcare provision or other support for young children can be provided in local communities. It is proposed that the two children's centre buildings in Marlborough and Wilton will no longer be providing services for young children.



“Before I saw my (children's centre) family support worker I was really struggling with everything and I couldn't see a way out. I feel like a huge weight has been lifted off my shoulders and I can finally breathe. I finally feel like I'm a great mum and wouldn't have been able to do any of it without your help.”

## Proposed future use of current children's centre buildings

Geographical area of Wiltshire	Children's centre	Proposed future use of building	Closest children's centre which will provide support in the future
North	Cricklade	Remain as a children's centre building	Not applicable
	Royal Wootton Bassett	Remain as a children's centre building	Not applicable
	Chippenham The Rise	Remain as a children's centre building	Not applicable
	Chippenham Spring Rise	Remain as a children's centre building	Not applicable
	Calne	Remain as a children's centre building	Not applicable
	Malmesbury	Malmesbury is the least deprived area in the county and is not a priority area for a children's centre building.  Discussion will take place with Malmesbury Primary School about the future use of the building, including potential for the expansion of childcare.	Chippenham The Rise
	Chippenham Kings Rise	This building is not in the most appropriate part of town. There are other buildings in the community that are suitable for the delivery of children's centre services. The current building could be used for the expansion of childcare provision.	Chippenham Spring Rise
	Corsham	There are other buildings in the community that are suitable for delivery of children's centre services. The current building could be used for the expansion of childcare provision.	Chippenham The Rise

Geographical area of Wiltshire	Children's centre	Proposed future use of building	Closest children's centre which will provide support in the future
<b>West</b>	Trowbridge Studley Green	Remain as a children's centre building	Not applicable
	Westbury White Horse	Remain as a children's centre building	Not applicable
	Melksham Canberra	Remain as a children's centre building	Not applicable
	Trowbridge Bellefield	There are two other children's centres located close to Bellefield. This building is not in the most appropriate part of town. There are other buildings in the community that are suitable for the delivery of children's centre services. The current building could be returned to the school.	Trowbridge Studley Green
	Bradford on Avon	This area has a low level of deprivation and so the centre is not in a priority area. There are other buildings in the community that are suitable for delivery of children's centre services. The current building could be used for the expansion of childcare provision.	Trowbridge Studley Green
	Trowbridge Longfield	There are other buildings in the community that are suitable for delivery of children's centre services. Discussion could take place with Oasis Academy about the future use of the building, including potential expansion of childcare provision.	Trowbridge Studley Green
	Warminster Happy Feet	There are other buildings in the community that are suitable for delivery of children's centre services. Discussion could take place with Princecroft Primary School about the future use of the building, including potential expansion of childcare provision.	Westbury White Horse
	Melksham Kings Park	There are other buildings in the community that are suitable for delivery of children's centre services. Discussion could take place with River mead Academy about the future use of the building, including potential expansion of childcare provision.	Melksham Canberra



Geographical area of Wiltshire	Children's centre	Proposed future use of building	Closest children's centre which will provide support in the future
South	Salisbury City	Remain as a children's centre building.	Not applicable
	Salisbury Little Folly	Remain as a children's centre building.	Not applicable
	Bulford	Remain as a children's centre building.	Not applicable
	Tisbury	Remain as a children's centre building.	Not applicable
	Salisbury Elim	Staff already based in Salisbury City Children's Centre with delivery from community buildings.	Salisbury City
	Downton Clearbury	There are other buildings in the community that are suitable for the delivery of children's centre services. The current building could be used for the expansion of childcare provision	Salisbury City
	Amesbury Five Wishes	There are other buildings in the community that are suitable for the delivery of children's centre services. The current building could be used for the expansion of childcare provision	Bulford
	Mere	Whilst Mere is ranked high in public health deprivation rating, this is due in a large part to rurality and access to services. There are other buildings in the community that could potentially increase this access. Discussion could take place with Mere Primary School about the future use of the building, including potential expansion of childcare provision.	Tisbury
	Wilton	There are other buildings in the community that are suitable for delivery of children's centre services.	Salisbury City
East	Tidworth Windmill Hill	Remain as a children's centre building.	Not applicable
	Pewsey	Remain as a children's centre building.	Not applicable
	Devizes South	Remain as a children's centre building.	Not applicable
	Devizes North	Staff already based in Devizes South Children's Centre with delivery in community buildings.	Devizes South
	Marlborough	There are other buildings in the community that are suitable for delivery of children's centre services. The current building could be offered to the community for alternative use.	Pewsey

# Proposed children's centre locations from July 2016

## Legend

- Children's Centres
- Delivery of Children's Centre Services from Other Buildings in the Community

## Clusters

### NAME

- EAST
- NORTH
- SOUTH
- WEST



## 5. What do these proposals mean for the delivery of help for families with young children?

- Available funding will be used to retain children's centre staff to continue front line delivery of services and support.
- Open access services for all families with young children will continue through more use of community buildings and increased partnership working with Midwives and Health Visitors.
- Areas with the greatest levels of need and more young children will continue to have access to a designated children's centre building in or very close to their local community.
- Reducing the number of children's centre buildings and establishing a four-area model will provide an opportunity for more sharing of management and administration costs.
- Children's centre services will be available in a wider range of locations through more use of other community buildings.
- There will be greater availability of childcare places in communities where more provision is needed.

## 6. What happens next?

- 6.1 The consultation on the future delivery of children's centre services will include presentations at Area Boards, a series of local community meetings and a questionnaire to make sure as many people as possible can let us know what they think about the proposals.
- 6.2 A decision about the future delivery of children's centre services will be taken by Wiltshire Council Cabinet in November 2015 following full consideration of the consultation findings.
- 6.3 The consultation will run through until 6 November 2015. We would very much like to know what you think of these proposals. Please let us know what you think by visiting the website at [www.wiltshire.gov.uk/wiltshirechildrenscentressurvey](http://www.wiltshire.gov.uk/wiltshirechildrenscentressurvey) and completing the online questionnaire.

Contact us:

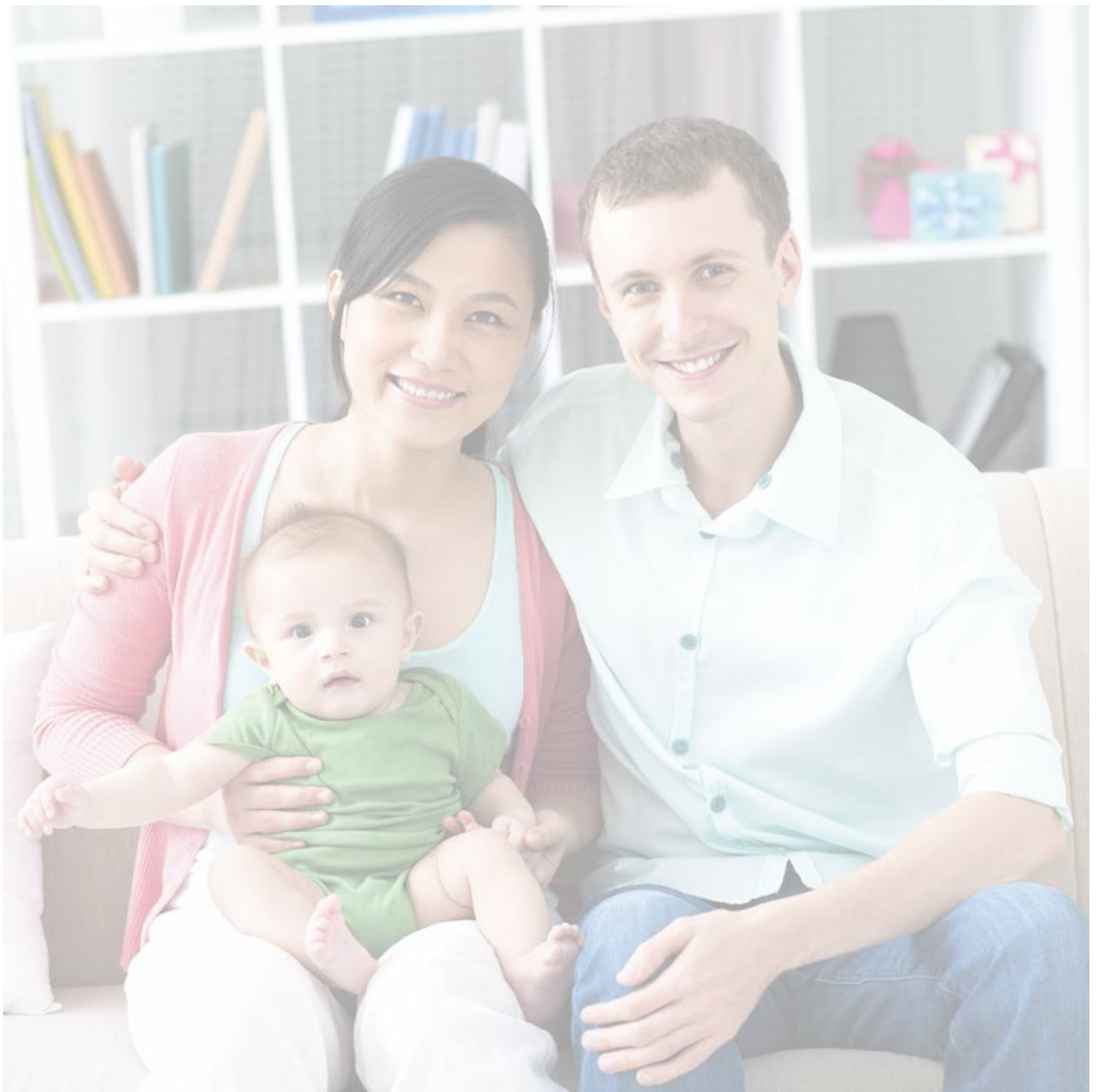
Web:

[www.wiltshire.gov.uk/wiltshirechildrenscentressurvey](http://www.wiltshire.gov.uk/wiltshirechildrenscentressurvey)

Email:

[Childrenstrust@wiltshire.gov.uk](mailto:Childrenstrust@wiltshire.gov.uk)





## Children's centre services consultation **questionnaire**

Please complete this questionnaire online at [www.wiltshire.gov.uk/wiltshirechildrenscentressurvey](http://www.wiltshire.gov.uk/wiltshirechildrenscentressurvey) or return it to: Debbie Hiron, Children's Services, Wiltshire Council, County Hall, Bythsea Road, Trowbridge, BA14 8JN

- From which of the following venues do you think children's centre services should be delivered? – please tick the three most important
  - Village Halls
  - Schools
  - Community centres
  - Pre-schools/nurseries
  - Online
  - Children's centres
- Please list any other venues in your local area which you feel children's centre services could be delivered from.
- If less money was available for children's centre services, which of the following would you prefer?
  - Keep existing buildings open, but with fewer services available for families in the area
  - Reduce children's centre buildings, but keep existing services available at alternative venues in your local area
  - Other – please specify
- How much do you agree with the following statement?  
"It is important for children's centre buildings to be in areas that have more vulnerable children."
  - Strongly agree
  - Agree
  - Disagree
  - Strongly disagree
  - Don't know
- How much do you agree with the following statement?  
"It is important to offer more services to vulnerable children than to all children."
  - Strongly agree
  - Agree
  - Disagree
  - Strongly disagree
  - Don't know
- Do you think that more groups/activities offered by your children's centre could be run by volunteers and/or community groups in your local area?
  - Yes
  - No
  - Don't know
- What is your home postcode? This is really important so that we can analyse the results in your areas.
- Are you a children's centre user?
  - Yes
  - No
- If you have children, how old is your youngest child?
  - Under 1 years old
  - 1 years old
  - 2 years old
  - 3 years old
  - 4 years old
  - 5 years old or older

10. Are you a:

- Professional
- Parent/carer of a child aged under 5
- Other

11. How old are you –  
please select one option below

- 13 or under
- 14-19
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 – 74
- 75 or over

12. Are you:

- Male
- Female

13. Do you consider yourself to be a lone  
parent?

- Yes
- No

14. Do you consider you have a disability or  
long term illness?

- Yes
- No
- Prefer not to say

15. Do you consider yourself to be:

- Heterosexual
- Bi-sexual
- Homosexual
- Transgender
- Prefer not to say

14. What is your ethnic origin?

- White British
- White Irish
- White other
- Black African
- Black Caribbean
- Any other Black background
- Moroccan
- Chinese
- Indian
- Pakistani
- Bangladeshi
- Nepalese
- Other Asian
- Mixed White and Black Caribbean
- Mixed White and Black African
- Mixed White and Asian
- Any other mixed background

19. What is your view of the proposal for the  
model of delivery of future children's centre  
services?

20. What issues does the council need to  
consider in the new model?

**Thank you for taking the time to  
complete this questionnaire.**



Information about Wiltshire Council services can be made available on request in other languages and formats such as large print and audio.

Please contact the council by telephone on **0300 456 0100** or email: [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)

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