

## Criteria used in selecting the location for ten Phase Three Children's Centres

Identified area	Criteria used	Notes
Westbury Community Area	30% most disadvantaged area in England	Westbury Infants School. This centre was built using Phase Two capital. The building was complete on the deadline date of March 2008 but the childcare could not move in, therefore designation could not be granted. Now designated and fully open.
Trowbridge Community Area	30% most disadvantaged area in England	Bellefield Primary School. Built under Phase Two awaiting designation visit under Phase Three This centre was built using Phase Two capital. The building is complete and it is already attracting many visitors.
Trowbridge Community Area	30% most disadvantaged area in England and with higher numbers of children under five which requires a third centre in the community area	The Longfield Estate has been identified as an area of need. Longmeadow Primary School provides the required space and ease of access for families to use the services. A feasibility study is being carried out. The planned building is intended to house the childcare already on site and the District Specialist Centre for children with difficulties and disabilities presently in Polebarn Road.
Mere Community Area	No children's centre hub under Phase Two as it was a lower priority with fewer children in a more affluent area. Centre required under Phase Three	On 23 October 2008, the Cabinet of Wiltshire County Council agreed that Mere Footprints should provide children's centre services for the Mere Community Area. They already lease part of the school in Mere. This building has a community café, large meeting room, ICT training suite and large training kitchen.
Tisbury Community Area	No children's centre hub under Phase Two as it was a lower priority with fewer children in a more affluent area. Centre required under Phase Three	At present this area is receiving outreach services from Salisbury delivered by Action for Children (NCH). The Governors of the school and the pre-school nearby are keen to bring integrated services to Tisbury and plans are being drawn up to build an information, consulting and meeting hub next to the school and leisure centre.
Wilton Community Area	No children's centre hub under Phase Two as it was a lower priority with fewer children in a more affluent area. Centre required under Phase Three	At present this area is receiving outreach services from Salisbury delivered by Action for Children (NCH). A suitable hub is being sought as an information point. It is planned to provide a vehicle to take services out to the villages.
Devizes Community Area	Higher number of children under five therefore requiring a second centre in the community area	The Bath Road area has been identified as an area of need. A hub in this area around Devizes District Specialist Centre in Bellevue Road would provide information services for this area of the town with a vehicle to provide services to the surrounding villages

Chippenham Community Area	Higher number of children under five therefore requiring a third centre in the community area	The Wood Lane area has been identified as area of need gaining access to services for considerable numbers of children and families living in Pewsham. It is planned to build a combined Children's Centre and District Specialist Centre alongside the existing full day-care at Kings Lodge Primary School. Springboard is entering into discussions to move from Frogwell.
Salisbury Community Area	Higher number of children under five therefore requiring a third centre in the community area	The area near the mainline station has been identified as area of need particularly for high instances of crime and poor living environment. The Elim Centre already delivers a wide range of services for families in the area including drug and alcohol programmes, parenting groups and the Trussell Trust Food Bank. On 23 October 2008, the Cabinet of Wiltshire County Council agreed that the Elim Centre should manage the contract to provide children's centre services for this area of Salisbury.
Amesbury Community Area	Higher number of children under five therefore requiring a second centre in the community area	Bulford has been identified as an area of need due to the impending arrival of significant numbers of military families. There are buildings within the Garrison with potential to be refurbished and Wiltshire LA is in discussions with the Army Welfare Service to work together to achieve a joint project.

**Index of Multiple Deprivation scores (2007) to determine the most suitable location for Phase Three Children's Centres. The individual scores are calibrated to minimise variables and a Super Output Score is given.**

A score of 1 indicates the most disadvantage areas to 32,482 least disadvantaged area in England (2007 latest data)

	<b>Trowbridge Adcroft/Seymour</b>	<b>Trowbridge Longmeadow</b>	<b>Westbury Eden Vale Rd</b>	<b>Mere @ Mere School</b>	<b>Chippenham @ Wood Lane</b>	<b>Salisbury @ Dews Rd</b>	<b>Amesbury (Bulford)</b>	<b>Devizes Bath Road</b>	<b>Tisbury @ Primary School</b>	<b>Wilton @ Primary School</b>
<b>Index Multiple Deprivation score</b>	<b>5,885</b>	<b>9,581</b>	<b>9,220</b>	16,398	13,191	17,884	27,018	19,697	26,077	26,508
<b>Income</b>	<b>6,742</b>	<b>7,059</b>	<b>5,449</b>	11,957	10,387	18,029	31,595	14,800	18,059	23,589
<b>Employment</b>	<b>3,786</b>	9,991	<b>7,078</b>	14,388	<b>9,596</b>	18,611	32,434	15,925	25,373	25,230
<b>Health deprivation and disability</b>	10,035	14,515	10,141	17,147	12,189	16,914	25,681	18,543	23,329	25,661
<b>Education, skills and training</b>	<b>1,100</b>	<b>2,927</b>	<b>3,743</b>	<b>8,234</b>	13,202	24,275	12,485	14,680	17,643	17,914
<b>Barriers to housing and services</b>	27,341	11,805	30,515	30,907	21,770	22,578	<b>5,451</b>	23,968	26,201	23,002
<b>Crime</b>	14,105	16,782	27,940	31,718	16,293	<b>7,284</b>	32,424	19,598	31,849	27,165
<b>Living environment</b>	10,725	27,682	22,928	15,986	20,081	<b>8,673</b>	32,046	20,689	24,054	17,136

Income	Proportion of the population living in low income families reliant on means tested benefits
Employment	Those out of work. Also includes those not fit to work
Health deprivation and disability	Rates of people who die early or whose quality of life is impaired through poor health, or who are disabled
Education, skills and training	Lack of educational attainment of children. Lack of qualifications and skills in the adult population
Barriers to housing and services	Access to schools, GP practices, Post Office, shops etc
Crime	The rate of recorded crime for burglary, theft, criminal damage and violence
Living environment	The indoor environment – over crowding, heating etc The outdoor environment – air quality and road traffic accidents