



**Family and  
Childcare Trust**

Creating a family friendly UK



**Annual Review**  
2013/14 and 2014/15

## Chief executive's foreword



As the new Chief Executive of the Family and Childcare Trust, I am delighted to publish this review of our achievements over the last two years since the merger of the Daycare Trust and the Family and Parenting Institute.

The merger now seems long ago; the Family and Childcare Trust has established itself as the go-to organisation on childcare issues in the UK, delivering independent and influential research reports on sufficiency, affordability and access. We have worked closely with the Government and local authorities to improve the provision of advice and information for families.

The prominence of childcare in the manifesto commitments of all the main political parties in the recent General Election was in no small part a result of our campaigning. Despite ambitious and welcome plans by the Government to expand the free childcare offer to working parents, the needs of many parents and children are not being met. I am excited to build on our campaign to make quality childcare affordable for parents, and this will feature prominently in the new five year strategy for the charity.

Our work to help businesses adopt family friendly policies is also gaining momentum, with Stansted Airport working towards Family Friendly UK accreditation. The airport is undergoing a major transformation to improve the family customer experience, and we are helping them to achieve this through our consultancy work and through the accreditation process.

This is just a small sample of the great work that has been done since the Family and Childcare Trust was formed in 2013. But of course, there are huge challenges to overcome if we are to deliver the kind of family friendly society we campaign for. I see an opportunity for the Family and Childcare Trust, working with its partners, to help to set the agenda for the next phase of family policy reform, working with parents and families to call for changes across society – to housing, the labour market and public services – and with providers and businesses to innovate around new forms of childcare and services for families and new ways of balancing work and caring.

Together with a new, ambitious policy and delivery programme, we will be continuing our work on the Families First Quality Awards with schools, and promoting our childcare sufficiency consultancy services with local authorities. We will develop a model of working with leading providers to innovate and deliver new services for families.

Partnerships and collaborations will be crucial to our work, and if you are interested to know more about the important work we will undertake to make life better for families in Britain, I would be delighted to hear from you.

A handwritten signature in black ink that reads "Julia Margo". The signature is fluid and cursive.

Julia Margo  
Chief executive  
Family and Childcare Trust

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## Co-chairs' introduction

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This review of the first two years of the Family and Childcare Trust illustrates the scope and impact of our work for and with children and families in the UK. We are grateful to all the staff of the Trust, past and present, who have contributed to our success.

Childcare has been our core focus, where we have been most influential in our research and campaigning. But, increasingly, we have been extending our remit to the wider needs of families and the pressures facing them at a time of economic austerity. A key challenge over the next three years will be to define and promote more effectively our work with families in a crowded space.

The merger left us with a cushion of reserves, some of which we have deployed over the last two years to develop our agenda and make sure our charity will be able to reach even more families, delivering better support and achieving faster change.

The challenge we now face is to use our assets in the most effective way possible, investing in innovation and cutting-edge policy solutions, while at the same time ensuring our long-term sustainability through a vigorous and creative approach to income generation and business development. This innovation is already underway, with the expansion of our Parent Champions scheme to reach more parents with different needs, by exploring new approaches to working with fathers and younger parents, and by developing new programmes and ways of working with businesses.

The Board of Trustees is delighted that Julia Margo has joined us as our new Chief Executive and looks forward to working with her to build on the achievements of the last two years and to map out and deliver a clear strategy for the future. However that strategy is shaped, what drives and motivates us will continue to be the wellbeing of families in a more family friendly UK.

**David White and Maggie Darling**  
Co-chairs, Board of Trustees  
Family and Childcare Trust



A handwritten signature in black ink, appearing to read "David White".

A handwritten signature in black ink, appearing to read "Maggie Darling".



# About the Family and Childcare Trust

The Family and Childcare Trust was formed by a merger between the Daycare Trust and the Family and Parenting Institute. This review showcases our charity's work from when it was formed at the beginning of 2013 through to the end of the financial year 2014/15.

We work to make the UK a better place for families. Our vision is of a society where government, business and communities do all they can to support every family to thrive.

Through our research, campaigning and practical support we are helping to create a more family friendly UK.

We are proud to be an accredited Living Wage employer and to provide a family friendly working environment for our staff.

## Our work

We have over 40 years of experience of family life. We use our expertise to advocate for families – campaigning for quality childcare that is affordable and accessible to all parents and promoting employment rights for parents. We:

- ▶ Publish annual research on childcare that is recognised as the definitive source of data on childcare in the UK.
- ▶ Work directly with parents, on behalf of governments and local authorities, to support them to find information and advice.
- ▶ Campaign for affordable, quality childcare through working with government, independent experts, policy makers, and through partnerships and coalitions.
- ▶ Carry out research on a range of family issues, such as extended schools and innovation in childcare provision.
- ▶ Develop and deliver new approaches to reach families with quality information, such as our ground-breaking peer-to-peer network of Parent Champions.
- ▶ Help specific groups, such as families with disabled children, by campaigning for equal access to childcare and by providing useful resources for parents.
- ▶ Work with businesses to help them develop family friendly policies for their employees and for their customers.



## Research

Now in its 14th year, our annual Childcare Costs Survey has become the definitive source of information on childcare by government departments and organisations such as OECD. The 2015 survey showed that over the last Parliament, nursery costs for the under twos rose by 33 per cent.

The surveys received extensive media interest, and our campaigning on affordability provided research that informed the government's decision to increase the number of free hours to working parents of three and four year olds.

Last year we also published *Where Next for Childcare?*, a review of progress since the 2004 Ten Year Childcare Strategy. In this report, we set out our call on government for a new vision for childcare, including a review of funding. Government has pledged to review funding as part of its commitment to increase free childcare.

We continued to work closely with the Department for Education to make sure all children benefit from high quality early education. With vouchers and Working Tax Credit being phased out and replaced with the Tax Free Childcare Scheme and Universal Credit, we have been busy working with HMRC and the Department for Work and Pensions. We believe that the current system to help parents with childcare costs is too complex, an issue we explored in our report, *The Childcare Support Gap*.

In 2014, we revived our annual Family Report Card, which monitors family wellbeing and policy developments that affect families and awards the government a grade based on its performance. We partnered with Netmums and ran a survey of over 1,000 parents to obtain insight into the issues and challenges that concern families with young children in the UK. Families awarded the government a 'C', focusing on the cost of living as the greatest challenge they faced.

The Report Card helped sustain the profile of issues that affect families and informed the coalition government's decision to create a 'family test' for all domestic policy that affects families. In 2015, we will expand the report card with data on the performance of local government as well as central government.

We set out our vision for an anti-poverty childcare system to be published in 2015. The work was commissioned for the high profile Anti-poverty strategies for the UK project, for which the Joseph Rowntree Foundation has commissioned a series of social policy reports. The project provides an opportunity to set out ambitious proposals for reform and investment in childcare, focusing on the most disadvantaged families, and will help to promote debate about the future of the childcare system.

### Childcare Costs Survey 2015



Nursery costs  
have risen by  
**33%**  
since 2010



and  
childminder  
costs by  
**28%**



while wages  
have stayed  
largely static.

Download the report [www.familyandchildcaretrust.org/childcare-costs-surveys](http://www.familyandchildcaretrust.org/childcare-costs-surveys)

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# Policy and campaigns

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## Legislation

Over the past few years the the Family and Childcare Trust has actively lobbied in Parliament, securing changes to the Childcare Payments Act 2014 including:

- ▶ a doubling of the period parents can apply to the scheme before they begin work to two weeks to allow them more time to find and arrange childcare,
- ▶ more flexible regulations and guidance so that parents with disabled children can use the scheme to pay for all childcare that supports them to work, and
- ▶ a doubling of the support available to parents with disabled children: parents will usually receive up to £2,000 in support with childcare costs each year through the scheme; for parents with disabled children this amount will now be £4,000.
- ▶ an extension of the upper age threshold for the new Tax Free Childcare scheme, which will now be available to working families with children aged from 0-12 years.

We also campaigned successfully with a coalition of charities to increase the level of childcare support through Universal Credit to 85 per cent of costs, up from 70 per cent of costs that parents receive today. This increase is due for implementation in 2016.

In addition to our detailed and wide-ranging work with parliamentarians, we also worked closely with political parties to influence their manifestos in the run up to the general election. This entailed ongoing conversations, policy submissions and engagement with the three main political parties, as well as UKIP and the Green Party. This approach led to a number of issues central to our work being adopted in various manifestos, such as a commitment to the expansion of free childcare in the Conservative, Labour and Liberal Democrat, manifestos, the offer of universal childcare in the Green Party manifesto, and the promise of a full childcare funding review in the UKIP manifesto.

## Consultation responses

As well as giving oral evidence to the House of Lords Affordable Childcare Committee, we submitted an in-depth written response highlighting the complex and fragmented nature of the current funding system and the need to review and simplify funding. The Committee's final report drew extensively on evidence submitted by us, and helped to shape the committee's recommendations for a review of early education funding and additional support for disabled children.

We were also members of the government's Tax Free Childcare scheme advisory group successfully securing changes to the scheme's guidance and improving flexibility for parents.

## All Party Parliamentary Groups (APPGs)

### Parents and Families

The Family and Childcare Trust currently provides the secretariat for the All Party Parliamentary Group (APPG) for Parents and Families. This parliamentary group is made up of influential MPs and peers from all three major parties. Currently chaired by Crossbench peer, Lord Northbourne, this year we welcomed the Bishop of Durham as a co-chair.

The Group focuses on a wide range of issues that affect parents and families across the UK, and uses meetings and evidence sessions to bring together recommendations that feed into government policy debates. Meetings have focused on the issues of "Family Friendly Britain" and "The Changing Role of Fathers".

Together with the APPG on Social Mobility, we undertook a joint Inquiry into the issue of Parenting and Social Mobility. The Inquiry examined the link between parenting and social mobility outcomes, taking into account academic divergence, and specifically exploring the role of parenting support schemes and how this support can be improved. Launched at a parliamentary reception in March 2015, the report concluded that the Government should look to develop a national parenting support campaign focussing on positive, non-stigmatising models.

## Supporting children with special educational needs and disabilities (SEND)

The Family and Childcare Trust, together with our charity partners, played a leading role in launching a Parliamentary Inquiry into Childcare for Disabled Children. The Inquiry sought to assess the extent to which disabled children and their families face affordability, quality and access barriers to childcare. It also looked to identify good practice and examples of quality childcare provision that promotes the inclusion of disabled children and young people. It found that 41 per cent of three and four-year-olds who are disabled are not accessing the full 15 hours a week of free early education they are entitled to.

As a result of the Inquiry, the Family and Childcare Trust was commissioned by the Department for Education to develop online resources to help families whose children have special educational needs and disabilities (SEND) get better access to childcare. We produced a number of short films highlighting what inclusive childcare looks like as well as family stories of how they and their children have benefitted from childcare. The resources also include written family stories, childcare provider case studies, a web based guide to childcare for families and online resources for childcare providers promoting inclusive childcare.

## Family Room

The Family Room is a collaboration of 18 leading not for profit organisations, who together support millions of children and families each year, coordinated by The Family and Childcare Trust.

For the General Election, members of the Family Room came together to create a joint manifesto covering a range of areas closely connected to family and childcare policy. The Manifesto was launched at a parliamentary reception with Sam Gyimah MP, Minister for Childcare, Alison McGovern MP, Shadow Minister for Children and Families, and Dr Maggie Atkinson, the then Children's Commissioner for England.

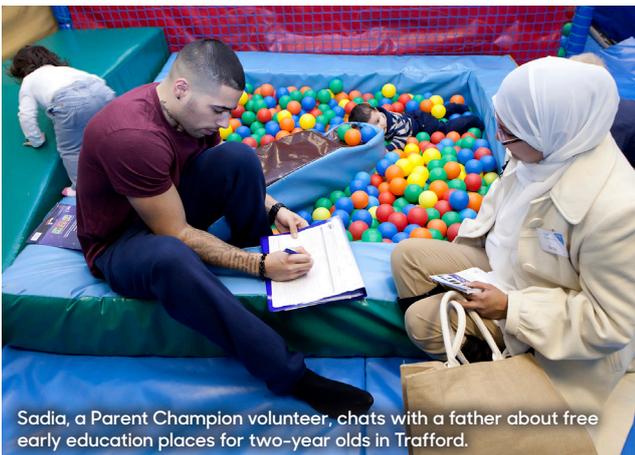


Sam Gyimah MP, Minister for Childcare, visits the Wandsworth Parent Champions scheme.

# Programme delivery

## Parent Champions

Parent Champions is a peer-to-peer parent outreach model pioneered by the Family and Childcare Trust, using volunteers to share their experiences of childcare and other services to reach isolated or disadvantaged families. There are now 44 Parent Champions schemes in England, and over half of local authorities have now had a scheme. We provide advice, resources, a monitoring framework, and volunteer and coordinator training.



Sadia, a Parent Champion volunteer, chats with a father about free early education places for two-year olds in Trafford.

With Department for Education funding for 2013-15 we have been able to further develop the Parent Champions National Network, including working with Action for Children to pilot a Parent Champions children's centre model. The model has also diversified beyond just childcare information with several schemes adapting it for work with health visitors, breast feeding classes, obesity and oral health interventions and parenting offers.



Parent Champion volunteers out and about in Carlisle.



Brent volunteer and staff promote local health and dental services.

Last year, Parent Champions across the country spoke to nearly 5,000 parents. And our work has had strong impact, independently evaluated by Coram, with 70 per cent of families who have been helped by a Parent Champion now regularly using early education services, and 24 per cent accessing free childcare places for two-year-olds. 94 per cent of volunteers also rated the quality of support given by FCT rated as good or outstanding.

The Parent Champions model has been awarded full validation by Public Health England and C4EO (Centre for Excellence and Outcomes in Children and Young People's Services) - following our joint submission with Action for Children.

“Being a Parent Champion is confidence building...the more parents we have involved, more parents in the community can be reached and lives impacted in a positive way.”  
Parent Champion Volunteer

“Because the volunteers use the same terminology as other parents they speak to, they're not using jargon and have respect from the people they meet.”  
Lalinca Lunga, Leeds Council Community Development Officer

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## London extended schools offer

We were asked by the Department for Education to help increase the number of schools offering nursery provision across the full span of the working day, and offering parents flexibility when they use free education entitlements.

We worked with 20 schools across seven London local authorities including infants, primary and nursery schools attached to children's centres. We supported schools to deliver the offer by helping them to develop business plans and an implementation toolkit, and sharing best practice through case studies. More than two thirds of the schools involved are now implementing an extended offer or will be from September 2015. The rest will follow in 2016.

## Improving information for families

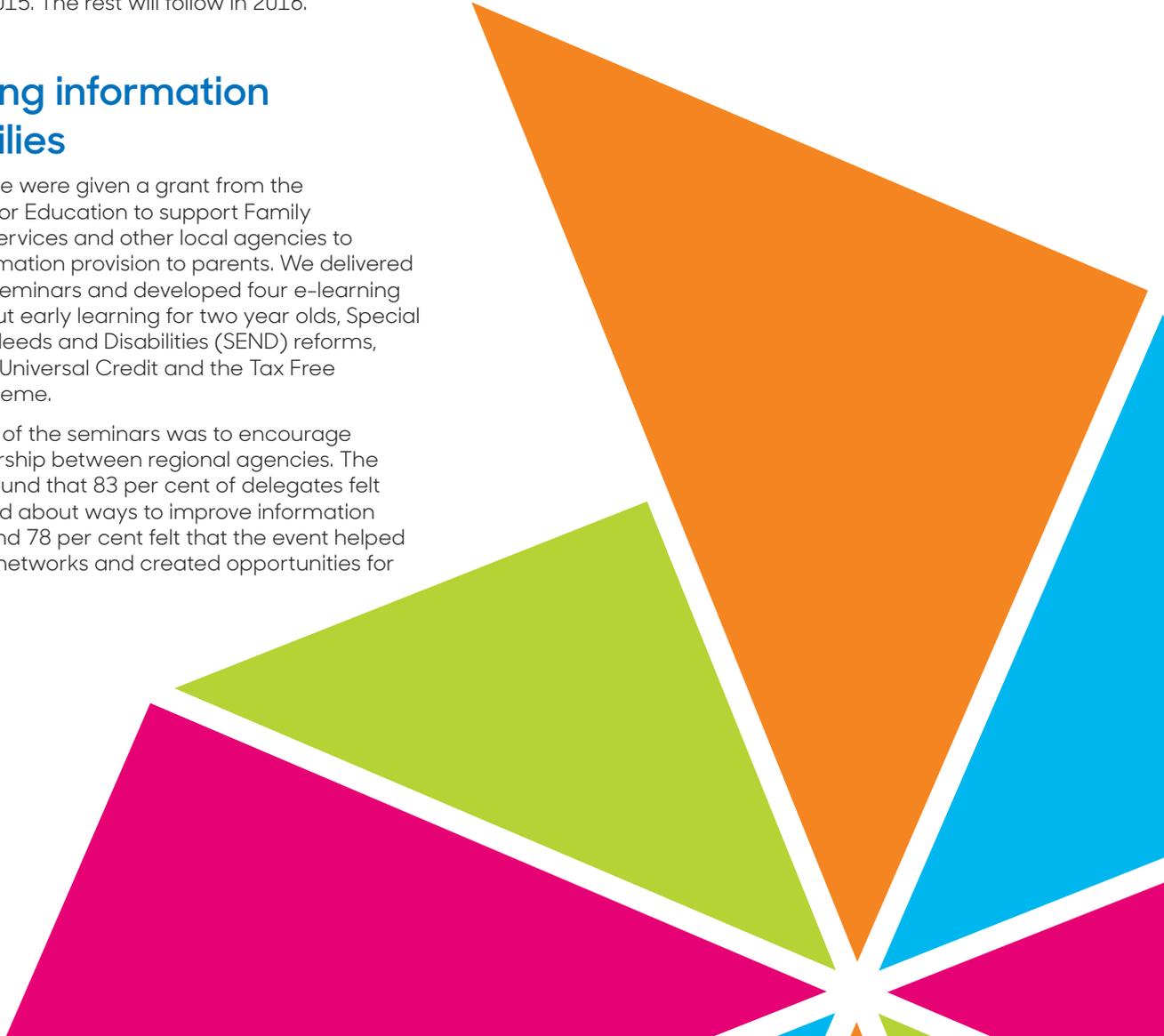
In late 2014 we were given a grant from the Department for Education to support Family Information Services and other local agencies to improve information provision to parents. We delivered five regional seminars and developed four e-learning modules about early learning for two year olds, Special Educational Needs and Disabilities (SEND) reforms, social media, Universal Credit and the Tax Free Childcare scheme.

The objective of the seminars was to encourage better partnership between regional agencies. The evaluations found that 83 per cent of delegates felt more informed about ways to improve information for families, and 78 per cent felt that the event helped expand their networks and created opportunities for collaboration.

## Welsh Government

We were contracted by the Welsh Government to provide extra support to the 22 Family Information Services in all local authorities across Wales. The partnership was in collaboration with Wrexham Family Information Service and Children in Wales and aimed to support the network through sharing of best practice, training and guidance.

18 Family Information Services in Wales have been awarded the Families First Quality Awards, with many getting additional staffing and funding as result of their efforts to improve the quality of their service to families.



## Innovation

### Family Friendly UK

In June 2014 the Family and Childcare Trust launched its Family Friendly UK accreditation scheme at 11 Downing Street. We were proud to be able to formally recognise Gatwick Airport, Trafford Council and Bradfields Academy as the first organisations to be accredited.

The accreditation framework helps organisations improve how they work with families, both as customers and as employees. As part of the process, organisations are required to provide evidence against a set of family friendly standards. This evidence demonstrates how organisations are meeting the needs of their customers and employees as well as their commitment to continual improvements. Since the launch, Family Friendly UK accreditation is being undertaken by a range of businesses, arts organisations and local authorities.

“Families are fundamental to Gatwick’s business. Millions of families choose to travel to and from our airport every year and we have thousands of staff whose families, we know, are critical to their wellbeing. We’ve found the accreditation process a very positive one; using it to recognise and leverage our strengths as well as identify our next improvement activities. We’re extremely proud of our long association with the Family and Childcare Trust, and delighted to be one of the first organisations to be formally recognised as ‘Family Friendly’.”

Guy Stephenson, Chief Commercial Officer,  
Gatwick Airport



Bronwen Jones and Chris Baldwin, Gatwick Airport, receiving the Family Friendly UK accreditation award.



Niall McVicar, chair of NAFIS, presents a Families First Quality award to Havering Family Information Services

## National Association of Family Information Services (NAFIS)

Local authority Family Information Services offer frontline support to families in the UK. The Family and Childcare Trust co-ordinates the National Association of Family Information Services (NAFIS), a membership group supporting over 100 Family Information Services to deliver a quality service to local families. NAFIS uses its expertise, influence and network of members to make sure that families – especially the most vulnerable – have access to high quality information about their childcare options, free childcare for eligible two, three and four year old children and a range of other support services.

“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.”  
**Niall McVicar, Chair, National Association of Family Information Services**



Poole Family Information Services receive their Families First Quality Award.

## Families First Quality Awards

The Families First Quality Award is a national quality assurance process and quality improvement tool designed to help organisations provide gold standard information to families, applicable to children's centres, early years' providers, local authority Family Information Services, schools and childminder agencies.



The award was developed by NAFIS in conjunction with Department for Education and Suffolk County Council as a tool to measure the effectiveness of a local authority Family Information Service and demonstrates how it meets statutory obligations.

The schools award has been used by schools of all sizes, including Pupil Referral Units, as well as used as Suffolk's key improvement tool under the Raising the Bar programme. It is currently being reviewed as part of Norfolk's Better to Best schools programme.

“This close relationship with families will have a lasting effect on their children as being more involved in the school and knowing 'what we do' and 'how we do it' helps families to continue that learning out of school, thereby raising their children's attainment. Our school continues to be a family friendly environment where everyone is welcomed and valued. The networking of parents and joining of the community has had a positive affect on school life and the children by connecting families to share experiences and help each other.”

Head teacher, Alison Earl

## Childcare and family services finder

A new childcare and family services finder was launched by the Family and Childcare Trust and developed by Open Objects. It enables parents for the first time to search for Ofsted registered childcare across local authority boundaries, through one simple postcode search.

The search identifies registered nurseries, childminders, breakfast and after-school clubs, children's centres and contact details for local authority Family Information Services.

This is the first online facility of its kind and is particularly useful for parents who live on the boundary of a local authority area, who can now enter just one post code and view details for all the neighbouring local authority areas. The childcare finder is at [www.familyandchildcaretrust.org/finder](http://www.familyandchildcaretrust.org/finder).

## Consultancy

We continue to grow our consultancy services offering support to a range of clients including local authorities, schools, housing associations, childcare providers, employers and third sector organisations. Recent projects include supporting local authorities to implement the two-year-old early education entitlement offer and working with Stansted Airport to help improve their family customer experience while traveling through the airport, ensuring they have considered the wide diversity of families they are serving.



**Looking for childcare?**

**Family and Childcare Trust**  
Creating a family friendly UK

**Visit our free website to find childcare for children of all ages**

**[www.familyandchildcaretrust.org/finder](http://www.familyandchildcaretrust.org/finder)**

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# Partnerships

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The Family and Childcare Trust derives its income from a range of different sources, including grants, contracts, corporate partnerships and income earned through membership, consultancy and publications. Since 2013 we have benefited from a number of key relationships that have enabled us to build on our income year-on-year, including through partnerships with other third sector organisations.

We would like to offer our sincere thanks and gratitude to all those who have invested time or money in Family and Childcare Trust and who have chosen to do business with us since our launch.

## Funders and sponsors

Albert Hunt Trust  
Big Lottery Fund - Awards for All  
Big Lottery Fund - Silver Dreams  
Community Playthings  
Computershare Voucher Services  
Department for Education  
Design Council - Knee High Design Challenge  
Joseph Rowntree Foundation  
Miles Trust  
Nesta  
Sobell Foundation  
Trust for London  
Welsh Government

## Consultancy clients

Department for Education  
Family Lives  
Family Action  
Nesta  
Kellogg's  
London Borough of Camden  
Stansted Airport  
Thurrock Borough Council

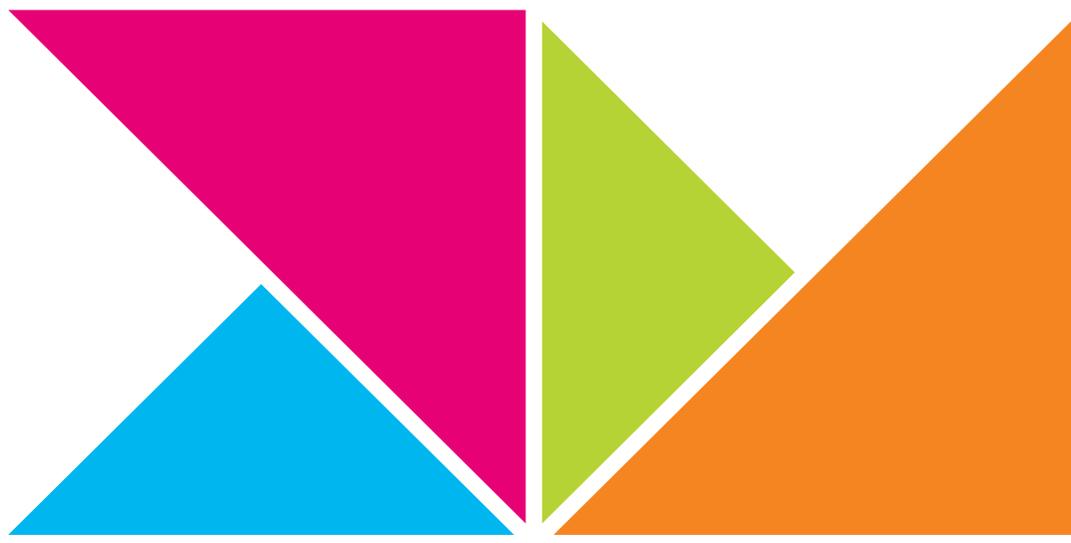
## Partners

Action for Children  
Allen and Overy  
Child Poverty Action Group  
Contact a Family  
Family Room members  
Family Friendly UK members  
Family Lives  
Good Care Guide  
Grandparents Plus  
Ipsos Mori  
Kids

NAFIS members  
National Children's Bureau  
Netmums  
Open Objects  
Parent Champions National Network  
Save the Children  
Sheridans  
Westminster Briefings  
Women Like Us

## Parliamentary supporters

Baroness Claire Tyler  
Lord Northbourne  
The Bishop of Durham  
Pat Glass MP  
Sarah Champion MP  
Teresa Pearce MP  
David Ward MP  
Meg Hillier MP  
Robert Buckland MP



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# About the Family and Childcare Trust

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The Family and Childcare Trust works to make the UK a better place for families. Our vision is of a society where government, business and communities do all they can to support every family to thrive. Through our research, campaigning and practical support we are creating a more family friendly UK.

The Family and Childcare Trust's annual childcare costs survey is the definitive report on childcare costs and sufficiency in the UK and its data are used by the Department for Education and OECD.

For further information, please go to [www.familyandchildcaretrust.org](http://www.familyandchildcaretrust.org)

If you would like to support our work, or think that we could support you in your work, then we would be delighted to hear from you. Please contact us through [info@familyandchildcaretrust.org](mailto:info@familyandchildcaretrust.org) or by calling 020 7940 7510.



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