

Daycare Trust Annual Review 2010



“ For over 20 years, Daycare Trust has worked to put childcare at the top of the political agenda and to help people who need childcare to find it. ”

Rt Hon Nick Clegg MP, Deputy Prime Minister





“ Finding suitable and affordable childcare is an issue blighting the lives of families around the country, particularly during these tough economic times. That’s why the work Daycare Trust does to campaign around early years and represent the voice of parents is more essential than ever, and why I’m proud to be a passionate supporter of the organisation’s work. ”

Lisa Aziz, Daycare Trust Ambassador

About Daycare Trust

Daycare Trust is the national childcare charity. We have been working since November 1986 to promote high quality affordable childcare for all.

We know how important it is to make the right decision about childcare for your child and we hope that, through our information and services, we can help you to find out more.

Our campaigning work continues to focus on childcare affordability, listening to parents and keeping children at the centre.

Daycare Trust is a registered charity (No.327279) and a company limited by guarantee (No.02063604), registered in England and Wales. VAT registered (No. 830 9847 06).

Daycare Trust is:

- ▶ **INFLUENTIAL** – in leading the national childcare campaign through high quality research, developing credible policy recommendations through publications and the media, and by working with others.
- ▶ **EXPERT** – at promoting quality childcare and providing information and support to parents, carers and others involved in the childcare sector to enable them to make good choices and improve services.
- ▶ **REPRESENTATIVE** – in ensuring the childcare needs and entitlements of children and parents are voiced and heard.

Chief Executive's Welcome



2010 has been a significant year of change with the election of a new coalition government.

With Daycare Trust's 25th anniversary approaching next year, we have been reflecting on the state of childcare in the UK today with a sense of pride and determination. Pride, as a result of the advances in early childhood education and care over the past decade. But determination too, to remedy the gaps in provision

that remain in many areas, such as for older children, disabled children, and children living in rural areas. And of course we must ensure that childcare is affordable, flexible and accessible for parents.

With budget constraints looming, early years has a vital role to play. When resources are tight, wise investment, rather than cuts by spreadsheet must be the approach – and the evidence is overwhelming that money spent in early years is money saved in later years. In comparison to other education sectors for example, spending on early years is minuscule – yet the evidence shows that the social and cognitive benefits that can be made in these formative years are substantial.

Daycare Trust is the voice of parents on childcare issues, and in the current climate this voice is more important than ever before. Over the coming year we will continue to demonstrate the potential of early childhood education and care to transform all children's futures. Daycare Trust will focus upon the importance of universal provision based on the evidence that disadvantaged children perform better in high-quality settings where there is a social mix. The views of parents we work with through our popular information service, robust research and grassroots campaigning will continue to be heard.

Finally I would like to pay tribute to our previous Chief Executives Alison Garnham and Emma Knights, both of whom left Daycare Trust this year, and our outgoing Chair of Trustees, Rita Stringfellow. Daycare Trust owes a debt of gratitude to them all, not only for their commitment and dedication to the early years agenda, but for the role they have played in transforming our organisation over recent years. I wish them every success for the future.

Anand Shukla, Acting Chief Executive



Maggie Darling, right, with outgoing Daycare Trust Chair, Rita Stringfellow.

A word from our new Chair of Trustees

All parents want their children to have the best start in life. Excellent childcare changes lives.

The benefits of childcare reach far beyond children and families. High-quality, affordable and accessible childcare brings with it huge social and economic benefits that impact on every one of us. From lifting families out of poverty through removing the barriers to employment created by a lack of childcare; to improving the life chances of children from the more disadvantaged families through early intervention such as Sure Start.

As I take up my new post as Chair of Trustees, I am struck by both the challenges and opportunities that the period ahead presents, as Daycare Trust continues to shape the future of early childhood education and care. 2011 will see Daycare Trust celebrate twenty-five years as the national childcare campaign. The organisation has lived through testing times, but through recessions and economic downturns it has never faltered on its founding principles. I look forward to working with trustees, staff and members to develop a vision for childcare for the next 25 years that transforms childcare as positively for children and families as Daycare Trust has done so successfully in its first 25 years.

Maggie Darling, Chair of Trustees

Daycare Trust is... **INFLUENTIAL**

Policy Overview



During the past eighteen months Daycare Trust has been at the heart of a busy period of policymaking, interrupted only by a three month pause for the General Election.

The final months of the Labour Government saw them push ahead with, then postpone, the introduction of the Early Years Single Funding Formula, clarify the law on reciprocal childcare arrangements and create the first ever law to eliminate child poverty.

Since June the new Coalition Government has begun a series of major reviews which will shape the future of childcare and early years services. The Tickell review of the Early Years Foundation Stage will reform the regulatory framework, while the Comprehensive Spending Review in October confirmed that the free nursery entitlement for three and four year olds would continue but that parents would face significant cuts to their tax credits. With Frank Field MP conducting a review into poverty, and a major overhaul of the benefits and tax credit systems expected, you can be sure that Daycare Trust will continue to campaign for more support for parents, and services which reduce poverty and inequality.

Kate Groucutt, Policy Director

Research

Childcare Costs Surveys

Each year Daycare Trust conducts two surveys into the cost and availability of childcare in Great Britain. Data for these reports was gathered from FIS (Family Information Services) in England and Wales and Childcare Information Services in Scotland.

The Annual Childcare Costs Survey, published in February, found that typical costs for 25 hours of care per week ranged from £67, for a nursery place for a child aged 2 and over in the North West of England, to £109 for a nursery place for a child under 2 in London. The survey also found that the cost of childcare had risen at over twice the rate of inflation in the last year. The Holiday Childcare Costs Survey, published in July, found that the typical cost of a week's full-time place ranged from £58.89 per week in Wales to £119.32 in the East of England. Many settings do not provide enough hours of care to meet parental work commitments, with our report showing that parents had reported the need for wraparound childcare to 46 per cent and 50 per cent of FIS in England and Wales respectively.

Keeping Mum: Childcare as a vote winning issue?

Prior to the 2010 general election Daycare Trust, together with Bounty Parenting Club, surveyed over 2,000 mothers about how their voting choices would be affected by political parties' policies on childcare. The results of our survey suggested that mothers would be strongly influenced by how the three main political parties addressed childcare issues. The three issues most likely to make women less likely to vote for a political party were:

- a removal or reduction of the 12.5 hours of free childcare for all 3 and 4 year olds (69%)
- a removal or reduction of tax credits (67%), and
- a limit or reduction of childcare vouchers (60%).



Free for all? Parents' experiences of the free early education entitlement for three and four year olds

Working with Netmums, we undertook an online survey of parents' experiences of the free entitlement to early education and care for three and four year olds. Key findings included the welcome news that 88% of respondents used some or all of the free entitlement but worryingly, 23% reported being asked to pay for some of the 'free' entitlement.

Future childcare investments: who cares who pays?

Daycare Trust marked last year's conference with the publication of Quality Costs: paying for Early Childhood and Care, funded by the Nuffield Foundation. The report identified elements required for high quality provision of ECEC and established and costed a high quality model.

Informal Childcare: choice or chance?

In April 2010, Daycare Trust began a two-year piece of research, funded by the Big Lottery Research Programme, entitled Informal Childcare: choice or chance? The purpose of our research is to achieve greater understanding of informal childcare by parents in England and its interplay with formal childcare. The final report will be published in March 2012.



In numbers:

- 4,748 parents surveyed to inform Daycare Trust policy in the last year
- 52 TV and radio interviews carried out by Daycare Trust staff on our Childcare Costs surveys
- 468 Daycare Trust press hits in the last year



Political Engagement

In the run up to the election, and to tie in with our Bounty research, 'Keeping Mum: Childcare as a vote winning issue', we published our Childcare Charter. This was a six-point manifesto for early childhood education and care and we asked parliamentary candidates to pledge their support to make childcare a priority issue in the next parliament. Our campaigning helped to make early years a big election issue. As a result, we were pleased to welcome the new coalition government's commitment to extending the free early years entitlement for three and four-year olds to fifteen hours a week from September 2010, and their pledge to increase the number of men working in early years.

Daycare Trust provides the secretariat to the All-Party Parliamentary Group on Childcare, which has been re-established for the new parliament, and held several insightful meetings already. We are delighted that Karen Buck MP has taken up the post of Chair of the APPG, along with Roger Williams MP and Helen Goodman MP as Vice-Chairs.

In numbers:

- 97 parliamentary candidates signed up to our Childcare Charter
- 40 MPs have joined the All-Party Parliamentary Group on Childcare
- 58 MPs supported National Childcare Week, either through visiting childcare settings in their constituency, or displaying information in their surgeries.



David Willets MP and Karen Buck MP address Daycare Trust Annual Conference 2009.

Events

Annual Conference 2009

Daycare Trust's annual conference 2009, 'Future childcare investment, who cares who pays?' took place at 1 Great George Street in November. It was chaired by Polly Toynbee and David Brindle from The Guardian, and speakers included The Rt Hon Dawn Primarolo MP, The Rt Hon Nick Clegg MP, Karen Buck MP, and David Willetts MP.

Chancellor's Christmas Card competition

Daycare Trust ran a children's art competition on behalf of the then Chancellor of the Exchequer, Alistair Darling MP, with the winning entries chosen as his official Christmas cards for 2009.

National Childcare Week

Childcare settings, children's centres, local groups and parents organised events to celebrate National Childcare Week, with MPs across the country showing their support. A record number of children entered the National Childcare Week children's art competition, sponsored by The Children's Mutual, depicting their aspirations for the future through art and creative writing. Our celebrity judging panel picked the winners, who attended a special ceremony at Madame Tussauds.



Art competition celebrity judging panel: creator of Bob The Builder, Fifi and the Flowertots and Roary the Racing Car, Keith Chapman, CBBC Newsround Presenter, Sonali Shah, Five's Milkshake! presenter, Naomi Wilkinson and Tony Anderson of The Children's Mutual.

“ It’s great to see so many children showing off their artistic talents revealing their ambitions and dreams for the future. Well done Daycare Trust for encouraging this important initiative. ”

Competition judge Keith Chapman, creator of Fifi and the Flowertots, Bob The Builder and co-creator of Roary the Racing Car.

In numbers:

- 120 attendees at 2009 Annual Conference, 98% rating the speakers and content as excellent or good.
- Over 400 childcare settings received NCW activity packs
- A record 550 2-14 year olds participated in our children’s art competition.



Thanks to everyone involved – sign up now to participate in National Childcare Week 2011 at nationalchildcareweek@daycaretrust.org.uk



Overall winner of the NCW art competition, three year old Preston Townsend from Rotherham, with his older brother Chris and Fifi from Fifi and the Flowertots.

Daycare Trust is... EXPERT

Information Services

Daycare Trust's information resources and services have continued to grow and expand.

With our information line, email service and two websites, www.daycaretrust.org.uk and www.payingforchildcare.org.uk, we are helping more parents, providers, employers, policy makers and training and consultancy clients.

As well as launching our new website last year, we produced 'The Essential Guide to Childcare', in partnership with The Children's Mutual. This has proved incredibly popular among parents and advisers as it gives a detailed but simple guide to finding, choosing and paying for childcare.

Most recently we've added the Family Information Directory, enabling parents to search for local childcare services.

“ My employer refused to pay my childcare vouchers while I was on maternity leave. Using advice given by Daycare Trust, I challenged them through the grievance procedure and received the money I was due. ”

Parent user of Daycare Trust information services



Guide to Childcare for Disabled Children

We produced our Guide to Childcare for Disabled Children in response to our research, which showed parents of disabled children have a particularly difficult time when looking for childcare and securing appropriate support, with very little information available. This comprehensive guide takes parents through their options, details the responsibilities of local authorities and gives guidance on how to access funding and support. We will be following up with a guide to childcare for disabled parents.

Partnership work

We're very pleased to be working with Netmums on a number of projects. Earlier this year Netmums hosted an online childcare clinic, where Daycare Trust Information service answered childcare questions from Netmums members. We intend to develop the partnership further by reviewing and updating Netmums' childcare information. Another successful partnership has been with Yell.com. To date we've supplied their site with five new childcare articles, giving their site visitors updates on changes to childcare policy and tips on choosing and paying for childcare.

In numbers:

- 463,580 hits to our websites between October 2009 - June 2010
- 92% of enquirers rating information provided by Daycare Trust 'very helpful' to their situation
- 10,000 copies of Daycare Trust's Guide to Childcare for Disabled Children distributed.



Training

Our training service is provided through open training sessions; in-house training developed to the individual requirements of the client; training modules for partner organisations and free courses and workshops for third sector organisations. We're also very pleased to be working in partnership with MCA, delivering a two day package specifically aimed at Family Information Officers.

During the last year there has been a focus on offering support to providers on debt management, boosting occupancy as well as preparing for Ofsted. Addressing disability has also been a priority for the training service. We now offer a range of one, two and three day disability inclusion sessions for providers and advisers as well as other local authority staff.





Consultancy Overview



The last year has seen Daycare Trust develop new services such as expert business coaching and mentoring support to local authorities and providers.

With budgetary cuts in the public sector significantly impacting on funding streams, Daycare Trust has worked with many childcare providers across the country on their sustainability strategies. Resulting business plans and training have enabled providers to understand the impact of the funding cuts and the steps needed to be taken in order to remain sustainable.

Esther Burridge, Consultancy Manager

Daycare Trust has been supporting one London borough's Children's Centres to be more aware of their financial position, funding opportunities and how to improve their sustainability. This project involved a business health check of chosen providers, training workshop on financial planning, in-depth feasibility study on chosen providers and one-to-one support which has resulted in an individual business plan for each provider involved.

We have also supported community nurseries to minimise impact of withdrawal of local authority subsidy and to maximise opportunities from new commissioning arrangements.

These projects are enabling childcare providers to work towards becoming sustainable as part of the National Childcare Strategy; enabling them to develop an understanding of the procedures and processes for commissioning and the provision of business develop support.

Inclusion and support for children with disabilities

Daycare Trust has been supporting one of the ten pilot local authorities through the DCSF funded Disabled Children's Access to Childcare (DCATCH) pilot project since 2008. This pilot focuses on improving access to childcare for disabled children and providing additional support including training, consultation and research.

This project has seen collaboration between multiple agencies and has received national recognition for sustainability and good practice. Daycare Trust has developed a number of workforce development sessions and in partnership with Families United Network, has developed the Disability Inclusion Awareness Training course.

Childcare Sufficiency Assessment

Daycare Trust supported Manchester City Council with its Childcare Sufficiency Assessment (CSA). These assessments are required to be completed every three years and provide the local authority with a wealth of information about their local childcare provision.

Parent Champions - Engaging hard to reach communities

Daycare Trust's Parent Champions scheme sees parents with positive experiences of formal childcare act as childcare advocates and provide a trusted link between the local authority and the community.

This peer-to-peer engagement model enables Parent Champions to provide information and support to parents who do not use childcare services or who are not aware of the support available to them. This year, Daycare Trust has been supporting Manchester City Council to specifically engage with the Bengali, Somali and Pakistani communities.

There have been excellent results from this project with 44% of those who started engaging with the Family Information Services taking up services available to them.

In numbers:

- 2,514 local authority contacts regularly receiving Daycare Trust's consultancy and training e-bulletin
- 44% of families reached through Manchester City Council Parent Champions programme taking up services offered to them



Daycare Trust is... REPRESENTATIVE

Daycare Trust is proud to be the voice of parents on childcare issues. This year, we have been louder than ever before.

Parent network

Over 300 more parents have joined Daycare Trust's Parent Network over the past year, receiving free information, and making their views heard by participating in Daycare Trust's regular surveys.

Parent panel

Our 'Parent Panel', which gives parents from around from around the country the chance to share their experiences of childcare, is now fully up and running, having grown in size and stature over the last year. Parent Panel members have addressed conferences, parliamentary meetings, and made media appearances including on BBC Breakfast, GMTV, BBC Radio London, and in the Independent, Observer and Guardian newspapers. These parents play a vital role, giving a human perspective to research on childcare and helping to raise Daycare Trust's profile.

“ I joined the parent panel as I believe that it is important for normal parents to get their voices heard by government and the public, otherwise we are all saying the same thing and feeling that we are not being listened to. Daycare Trust offers a vehicle to get views across to both government and other policy makers. ”

Parent Panel member Melanie Evans, who appeared on BBC Breakfast with her daughter Holly to discuss holiday childcare provision



Parent Panel members Lisa Whitehead and Knut Bye address Daycare Trust's Annual Conference 2009



“ I applied to join the panel after reading about it on Netmums. I thought “ordinary” parents should have their say on the issues they deal with day in, day out, such as child benefit and childcare costs. ”

Parent Panel member Jo Wilson, who has featured in both the Observer and Independent this year

If you are interested in joining our free Parent Network or Parent Panel, visit www.daycaretrust.org.uk/parentnetwork

In numbers:

- 584 current Parent Network members
- 27 Parent Panel members, currently undergoing training and regularly volunteering to undertake media work for Daycare Trust
- 18,000 copies of Childwise, our free magazine for parents distributed quarterly



London Childcare Providers Network project

Daycare Trust's London childcare providers network project aims to increase access for families, particularly those facing disadvantage, to childcare information and quality provision. It facilitates best practice exchange between childcare providers, and identifies key issues for influencing policy. The project is funded by London Councils and implemented in partnership with Pre-school Learning Alliance, 4Children, National Childminding Association and the National Day Nurseries Association and local authorities.

Events

A number of workshops and showcasing events were organised on topics ranging from the 'Social enterprise in childcare', through to 'Understanding and engaging with London's BME communities' and 'Engaging with fathers'.

Our annual London Childcare Providers Forum allowed providers to hear about the latest policies from the Department of Education, attend workshops, and contribute their own perspectives.

London Childcare Providers Survey

Responses to our 2010 annual London childcare providers survey showed strong support for the Early Years Foundation Stage, and positive engagement with local authorities. Areas of concern included the impact of the recession, and clarity and consistency of the Ofsted process. The results received both London and national media coverage.

“ Since implementing the EYFS and taking my diploma Level 3 in home-based childcare I have changed my setting completely and feel that I am a successful business woman now and not JUST A CHILDMINDER as people usually say. ”

Survey respondent

In numbers:

- 335 people have attended London Childcare Project workshops in the last 18 months
- 570 London childcare settings responded to our providers survey 2010



Fundraising & Finance

Daycare Trust's income of £1,115,000 in the year to 31 March 2010 came from a wide range of sources and activities. As well as receiving grants and sponsorships for research, policy work and information provision Daycare Trust operates a profitable consultancy and training business.

For the year to 31 March 2010 expenditure exceeded income by £43,000 of which £41,000 was the cost of moving premises. The move has reduced Daycare Trust's ongoing property costs by more than £43,000 a year. Further information is available in the Trustees' Report and Financial Statements for the year to 31 March 2010 which can be obtained from the Company Secretary at Daycare Trust.

Daycare Trust would like to thank the following organisations who have supported us in 2009-10.

The following organisations have provided us with major funding this year:

- **Department for Education**
- **Cabinet Office/Office for the Third Sector**
- **The Social Investment Business**
- **London Councils**

In addition, we received a large grant from the **National Lottery through Big Lottery Fund** for research into the extent and use of informal childcare by parents.

We are grateful too for the continued support of **The Children's Mutual**, who this year sponsored our Christmas card, drinks reception and National Childcare Week children's art competition, **Sanofi Pasteur MSD**, and **Co-operative Employee Benefits** (formerly Imagine Co-operative Childcare) for funding our annual childcare cost survey.

We would also like to thank the **Childcare Voucher Providers Association**, **Catalyst** and **Childbase** for their support and **NES Arnold**, **Haven** and **Chapman Entertainment** for all their help during National Childcare Week.

This year the **Calouste Gulbenkian Foundation** gave us funding to pilot Childcare Advance, a project providing loans for upfront childcare costs, the Sobell Foundation funded us to produce A Guide to Childcare for Disabled Children and the **Nuffield Foundation** funded a seminar looking at Working Tax Credits. Thank you for enabling us to continue to deliver quality across all our strands of work.

Thank you also to those trusts, foundations and companies that gave donations towards our helpline costs.

Finally, we would like to thank all of those individuals who have helped us through sponsored events or donations.

Daycare Trust Trustees & Staff 2010

Trustees

Rita Stringfellow (Outgoing Chair)

Maggie Darling (Incoming Chair)

Kate Stephens (Vice-Chair)

Martin Pilgrim (Treasurer)

Clem Henricson

Sue Martin

June O'Sullivan

Ryan Shorthouse

Ruth Thomson

Staff

Alison Garnham Joint Chief Executive then Chief Executive (to end Sept 10)

Anand Shukla Business Director and Acting Chief Executive (since end Sept 10)

Audrey Campbell Finance Officer (to May 10)

Ben Evans Research Officer

Brooke Lumicisi Business Support Officer (to end Apr 10)

Celia Joseph Events & Marketing Officer

Daniel Plaster Finance Officer (since May 10)

Deborah Brodie London Childcare Project Co-ordinator

Emma Knights Joint Chief Executive (to end Jan 10)

Esther Burrige Consultancy Manager

Helen Clark and Julie Shaw Fundraising Managers (Jobshare)

Jan Burt Information & Training Officer

Jill Rutter Policy & Research Officer (interim cover)

Kate Goddard Senior Policy & Research Officer

Kate Groucutt Policy Director

Mark Merrill Financial Consultant

Megan Harrison Information Officer

Patricia Bartholomeou Research Officer

Pip Dorkings and Lucy Boshier Information Managers (Jobshare)

Renata McGrath Administration & Projects Assistant (maternity cover)

Rosanna Singler Policy & Research Officer (maternity cover)

Rosie Graham Administration & Projects Assistant

Roz Hampson Consultancy Assistant (interim cover)

Séverine Njock Executive PA / Personnel

Veronica King Press & Campaigns Officer

Become a member...

By joining Daycare Trust as an Individual, Community, Voluntary or local authority member you can add your voice to the national childcare campaign, as well as receiving a package of support and benefits. To view the full list of benefits visit www.daycaretrust.org.uk/membership.

Individual supporter – £35 per year

For those working on their own in the sector, students, or individuals who have an interest in childcare policy.

Provider membership – £50 per year

This category of membership is for service providers including children's centres, nurseries, independent FIS, pre-schools, after-school settings and union branches.

National Voluntary sector, Unions and Small Employers – £150 per year

This category of membership is for nurseries, unions, and employers with fewer than 50 employees.

Local Authority Membership – Contact us for further details

Daycare Trust has introduced a new membership package for Local Authorities. To find out more about what information and benefits we can offer, please contact Celia Joseph on 020 7940 7513.

- We would like to become members of Daycare Trust
- I enclose a cheque for £35 / £50 / £150 (all fees include VAT).
- Please invoice us for payment. Purchase order number:

Contact Name:

Company:

Address:

Telephone number:

Postcode:

Email address:

Return completed form to:

Daycare Trust, 2nd Floor, Novas Contemporary Urban Centre, 73 - 81 Southwark Bridge Road, London, SE1 0NQ

Email: membership@daycaretrust.org.uk

Tel: 020 7940 7513

Fax: 020 7940 7515

Registered Charity number: 327279. VAT registered: 830 9847 06. Company number: 02063604.

Join our Parent Network for free

Our Parent Network provides childcare information and advise to parents through our website and childcare information line but, more importantly, enables Daycare Trust to represent their views and interests about childcare to key policy makers. Parents will receive our quarterly magazine Childwise.

To sign up complete and return this form:

Name:

Address:

Tel:

Email:

Daycare Trust, the national childcare charity, is campaigning for quality, accessible, affordable childcare for all and raising the voices of children, parents and carers. We lead the national childcare campaign by producing high quality research, developing credible policy recommendations through publications and the media, and by working with others. Our advice and information on childcare assists parents and carers, providers, employers and trade unions and policymakers.

Established in 1986, Daycare Trust has seen its campaigning translate into policy change, including the establishment of the national childcare strategy. However, access to quality childcare services is still dependent on where families live and on their income. Daycare Trust is uniquely qualified to give a voice to parents facing a multiple range of challenges. Please support our campaign for universal quality affordable childcare.

Daycare Trust offers a range of services which includes:

- Childcare Information line – 0845 872 6251
- Consultancy and Training
- Membership

To find out more about these services visit
www.daycaretrust.org.uk

Daycare Trust

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Website: www.daycaretrust.org.uk

Date 2010

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