



# Daycare Trust Annual Review 2012

## Daycare Trust: influential, expert and representative campaigning for childcare

Daycare Trust is the national childcare charity. Since our inception in 1986, we have worked hard to promote high-quality, affordable childcare for all.

Over our 26 years of campaigning, we've seen great strides in the provision and quality of childcare in the UK, a greater recognition of the role that childcare plays in society, and improved funding from the state. Despite these huge improvements in quality, availability and affordability, childcare in the UK is still amongst the most expensive in the world. Daycare Trust's work is crucial in ensuring that children and parents have access to high-quality and affordable childcare.

Our campaigning work continues to focus on the key issues of affordability, listening to parents and keeping children at the centre. Our new work incorporating the National Association of Families Information Services has enabled us to do this all the more effectively.

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

## Daycare Trust is:

► **INFLUENTIAL**- we lead the national childcare campaign through high-quality research; the development of credible policy recommendations; promoting childcare in the media; and through working with others.

► **EXPERT**- we promote high-quality childcare and provide information and support to parents, carers and others involved in the childcare sector.

► **REPRESENTATIVE**- we ensure that the childcare needs and entitlements of children and parents are voiced and heard, and are central to policy and service development.



## Chief Executive's welcome



This year has seen childcare policy move to the centre of the political landscape and it is already predicted to be one of the main areas of debate at the next general election.

Over the last 26 years, Daycare Trust has played the leading role in highlighting childcare policy and this year has been no exception. In

February, BBC's Panorama timed a special edition on childcare costs to coincide with the publication of our annual childcare costs survey, and our research findings were seen by millions across the UK.

In Scotland, the 2012 childcare costs survey sparked a debate which led to a policy change two weeks after its publication – with the extension of free provision for three and four year olds – one of our most significant campaigning successes in Daycare Trust's history.

I urge you to read page 11 setting out the continued success of Daycare Trust's Parent Champions scheme. This year we commissioned an independent Social Return on Investment analysis which highlighted that every pound spent brings a return of almost £13. We will continue to develop and invest in Parent Champions in the coming years.

The end of 2012 also marks another significant development in our history – the merger of Daycare Trust with the Family and Parenting Institute.

Over the last 26 years, Daycare Trust has been instrumental in moving childcare policy from the margins to the mainstream of public life. I am delighted to be merging with an excellent organisation with such a fine track record, and to lead a new charity which will continue to speak out on childcare, and also lead thinking and innovation on family policy in the UK.

**Anand Shukla, Chief Executive**

## A word from our Chair



The new year heralds a new beginning for Daycare Trust.

Last year we marked a quarter century of campaigning for high quality, affordable childcare and it was a reminder of how far we have come and yet how much remains to be done.

This year's milestone, on 1 January 2013, is the merger of Daycare Trust and the Family and Parenting Institute (FPI). Combining the strengths of both, pooling resources and expertise, the new organisation aims to be the leading charity for family and childcare issues in the UK.

I am delighted that Anand Shukla, our dedicated and dynamic chief executive, will lead the new charity. The Daycare Trust staff deserve huge thanks for always going that extra mile, even in the most difficult times.

At this time of change, we should recognise the work of all those who strove to put childcare at the heart of political debate over the last 26 years. From the founders onwards, campaigning voices have had an immeasurable influence in transforming childcare policy. So much has been achieved, yet too many parents still struggle to find and pay for the childcare they need, so our work must continue.

I look forward to working with Anand and his team to help build the new organisation which will speak out powerfully on the need to improve the life chances of all children, particularly the most vulnerable, by recognising that high quality childcare supports family life.

I pay tribute too to the board and the talented staff at FPI who worked alongside us to create a merger of equals.

It is a real honour to be here at the beginning of the new charity which will campaign for family-friendly policy and practice. Childcare will remain at the heart of its priorities. Of that you can be sure.

**Maggie Darling, Chair of Trustees**

## Daycare Trust is... INFLUENTIAL



“ Daycare Trust has championed childcare policy for many years, before it was fashionable. I applaud you for your tenacity. ”

**Elizabeth Truss MP, Parliamentary Under Secretary of State for Education and Childcare.**

Speech made at Daycare Trust's Annual Conference in December 2012

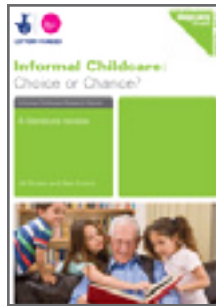
2012 has brought with it many opportunities for influence, and Daycare Trust has been at the forefront of that influence. Policy development with the Coalition Government has centred on the Commission on Childcare, launched by the Prime Minister in July. Daycare Trust submitted evidence to the Commission, which will report in early 2013. There has also been a wide-ranging debate on childcare regulation and funding, and we have been at the heart of this debate, leading the sector response and highlighting the evidence on the importance of high quality childcare and promoting workable policy solutions. Daycare Trust is an important partner and 'critical friend' of Government, and we have worked with Parliamentarians on major Bills, as well as with officials from the Department for Education and Department for Work and Pensions. Our policy and research work is well regarded and influential, supported by a strong media presence.



## Research

### Informal Childcare: Choice or Chance?

Informal childcare provided by friends and family is widely used and valued by parents, and is now also rising up the political agenda. Our Big Lottery-funded research project examined the use of informal childcare in the UK, as well as its impacts on children, families and wider society. This second year of the project led to a report on young babysitters, which generated substantial media interest, and a final report summarising the project's findings. We are delighted that the Open University Press will be publishing a book about our research next year.



### Improving Quality in the Early Years



Daycare Trust has always championed high-quality childcare, and so we were pleased to be able to work with the University of Oxford and A+ Education Ltd on a comparison of perspectives and measures of quality, funded by the Nuffield Foundation. The project identified that while Ofsted ratings are a useful tool, they do not provide a full picture of the quality of a setting – this should ideally be supplemented by other quality measures such as environment rating scales and quality assurance schemes. The research helped influence Ofsted's evaluation framework and led to improvements in reports to make them easier for parents to understand.

### Childcare costs

Our annual childcare costs survey is now in its 11th year, and is an important tool in monitoring the cost of childcare in the UK. This year's survey was sponsored by Computershare, and showed that despite wages remaining stagnant and help through tax credits being cut, childcare costs had increased by nearly six percent. Over half of local authorities said that parents had reported a lack of childcare in the previous 12 months.



Holiday childcare also increased by an average of three per cent nationally. Yet again a lack of provision was the main concern highlighted in the survey, with over half of local authorities reporting that childcare budgets had been cut from the previous year.

## Campaigns

May 2012 saw the election for the London Mayor and we were delighted that two of the Mayoral candidates included childcare pledges in their manifestos. We worked closely with 4in10 and the London Child Poverty Alliance to organise a number of campaign events and urged London Assembly candidates to show their support for childcare issues. Other campaigning work included the Save our Sure Start campaign, supported by Unison, where we continued to campaign to protect Sure Start children's centres and worked with local groups who were fighting to maintain services in the midst of local government cuts.

Daycare Trust helped to lead the campaign to keep the Care to Learn scheme for young parents. Thanks to our campaign, the Government decided to not make changes to Care to Learn so childcare support will remain in place to support young parents to complete their education. Daycare Trust has also kept up the pressure on financial support and has continued to highlight the impact of cuts to the Childcare element of Working Tax Credit, highlighting through our annual costs survey the significant drop in financial support seen by thousands of families as a result of this cut.



Mayoral candidates Jenny Jones (Green Party) and Brian Paddick (Liberal Democrat Party), and Todd Foreman (Labour Party candidate for the London Assembly) met parents at our hustings event



## Media coverage

Our high profile media work continues apace, both in response to our research and proactive work to highlight the importance of childcare. We had record media coverage of our annual childcare costs survey in February, including an in-depth investigation of childcare costs on the BBC's Panorama, as well as coverage in other broadcast and print media. Our holiday childcare costs survey also generated great media interest. Our work has been regularly featured in newspapers such as the Times, Guardian, FT, Daily Mirror and Evening Standard and our Chief Executive, Anand Shukla, and Deputy Chief Executive Kate Groucutt, have appeared on major radio and TV shows such as the Today Programme, You and Yours, Woman's Hour, Sky News and BBC News. This year we have aimed to increase our presence on social media, and we now have over 3,700 followers on Twitter.



## Events

### Annual conference 2012

Daycare Trust's Annual childcare policy conference "New Approaches to Childcare Policy and Practice" took place on 4 December in London. We were delighted to welcome Elizabeth Truss MP, the new Minister with responsibility for childcare and early years, to deliver her first major speech to the sector. Keeping parents central to our work, the conference included a panel session looking at new approaches to outreach and parental engagement featuring Fadhila, a Parent Champion from Westminster. There was also expert input from the Department for Education and Ofsted, and a session on free early education places for two-year-olds.

**“ The most informative day of the year in the sector. ”**  
**Delegate feedback from Daycare Trust Annual Conference**

### Volunteering

Daycare Trust has been working with a number of children's centres to explore new ways of recruiting and using volunteers. The most successful project is a Timebank in Westminster that is focusing on recruitment of volunteers from London Early Years Foundation children's centres. In just six months they have recruited 90 volunteers from across the community who have clocked up over 700 hours of volunteering.

### National Childcare Week

National Childcare Week ran from 2-9 July 2012, funded by Care.com and The Good Care Guide and supported by Community Playthings and Smith Martin Partnership LLP. This year's theme was Families in Focus; promoting the benefits of engaging the whole family, including dads and grandparents, in childcare settings. Many settings hosted a Big Breakfast Bonanza, and the winner of the Breakfast Bonanza photograph competition was Merrydale Day Nursery in Berkshire, who enjoyed making funny faces with fruit on their pancakes!



## Daycare Trust is... EXPERT

Daycare Trust has been working on childcare issues for over 25 years, and continues to be an expert and informed voice for parents. Our expertise comes from our contact with parents through our information service, our new partnership with the National Association of Families Information Services, and our consultancy service.

### Information service and website

The Daycare Trust website is a key source of information on looking for childcare, paying for childcare and childcare quality. The website continues to be a highly regarded source of information for parents and professionals, and on average there were 44,000 views per month to our main Daycare Trust website and 12,000 per month to our Paying for Childcare website. This year we differentiated the information pages on the website so that parents can find information they need more easily, for example if they are looking for childcare for young children, school-aged children, or if they are looking after a friend or relative's child(ren). In addition, our information service has responded to over 600 email enquiries in the last year.



### Netmums

Since September 2011 we have been supporting Netmums with more complex childcare enquiries that are referred to us by their Parent Supporters. In the last year (Nov 2011-Sep 2012) we have responded to 178 enquiries through Netmums, with 103,963 thread views. This new partnership gives Daycare Trust an opportunity to ensure that appropriate and accurate information regarding childcare is reported through the forums, and increases our reach to parents.

## Parent Champions

Parent Champions is a Daycare Trust initiative in which parents act as advocates and peer advisors, promoting childcare and early learning to other parents in their area. The scheme started as a pilot in 2007, and has reached parents that more formal information routes have not been able to access. This year the Department for Education funded six new Pathfinder projects and a National Network of Parent Champions. In total, 20 local authorities from across the country have joined the National Network and started projects, and interest in Parent Champions continues to grow. In addition, Daycare Trust supported projects in Westminster and Greenwich, funded by Trust for London. In 2012 we also produced a short film to showcase the work of Parent Champions, which is available on our website.

In 2012 Daycare Trust analysed the Parent Champions model using the Social Return on Investment process. **The research found that in addition to the learning and social benefits of Parent Champions, every pound invested brings in a monetary return worth nearly £13.**

“ I have learned about EYFS and stuff – and I never really worked – so it has helped with work skills... I didn't think I'd do my Level 3 but I did (and my Level 2) and that gives me more opportunities. My social skills of speaking and listening and my confidence are better. I can now drive and I have the ability to work with kids...I believe in myself now. I am more confident... I can look people in the eye now and couldn't do that before... I feel happy and proud. ”

**Parent Champion**

“ Westminster Parent Champions project has been instrumental in providing the platform for engaging with Arabic speaking parents to highlight the take up of formal childcare and early learning services as well as awareness of the Family Information Service. ”

**Janese Samuels, Westminster Family Information Service Manager**



## National Association of Families Information Services



Chris Lee and Judith Moizer from Liverpool Family Information Service receiving their Families First Award

In 2011, the National Association of Families Information Services (NAFIS) joined Daycare Trust, and the collaboration has been exceptionally positive. It has allowed NAFIS to support members better at a time when local authority budgets are being cut, as well as supporting new initiatives such as the Families First Quality Award for Children's Centres. The link with Daycare Trust has strengthened policy and research work as well as highlighting the importance of FIS at a national level and putting information firmly on the Government agenda. The merger has also given Daycare Trust a greater reach to Family Information Services in order to harness the local information and expertise that they have.

NAFIS membership has more than **doubled** since the merger with Daycare Trust, and there are now 148 Family Information Services in membership, including 3 in Scotland.

## Consultancy Service

Daycare Trust's expertise is also supported by our highly regarded consultancy service. Our team of 30 consultants carry out projects for central and local government, childcare providers and others. We have carried out a range of contracts in the last year, including the following:

- **London Borough of Havering** – mystery shopping exercise to ensure that the Families Information Service is effectively serving local families.
- **Mott MacDonald contracts** – supporting local authorities across the country to implement the free early education offer for two-year-olds.
- **London Councils** – research looking at the support local authorities in London need to deliver the free early education offer for two-year-olds.
- **Early Support Materials update** – updating childcare information resources.
- **Clothing banks** – we have placed two clothing banks in Children's Centres this year.

“ The workshop was very insightful and supported a drive at our planning day to ‘smarten up our service’. As discussed the initial findings are already making an impact and we shall be changing our call handling process as a result of this. ”

**Nicole Blanc, Policy Manager, London Borough of Havering**



## Daycare Trust is... REPRESENTATIVE

Importantly, we ensure that our work is representative: we represent and advocate the views of parents, children and childcare providers.

### London Childcare Providers Network

September 2012 saw the culmination of our London Childcare Providers Network project, funded by London Councils. The project was very successful, and as a result Daycare Trust is often seen as the first port of call for those seeking information on pan-London childcare issues. Circulation of the e-bulletin, produced as part of the project, grew substantially: from 371 in 2008/9, to 2,609 in 2011/2, which goes some way to demonstrate the success and reach of the project.

We had an excellent response rate to our last annual London childcare providers survey. The results launched at our annual London childcare providers forum in May, which was also attended by Sarah Teather MP, Minister for Children and Families. The survey gained substantial media coverage, including BBC London News, BBC Radio London and LBC.

“ I found the Parent Power workshop very informative with lots of ideas to empower our parents to join in with our setting and lots of time for information sharing. ”

**Participant at the London Providers' Parent Power workshop**

“ The event was run at a perfect pace and it felt very comfortable. I think it is great so much is being done to promote outdoor play. I also gained confidence in my findings that nothing needs changing for disabled children. ”

**Participant at the Outdoor Play Showcasing event**

In July we launched our '2012 London childcare report' at City Hall. This was the first in-depth report of its kind analysing the London childcare sector and context, and making recommendations for the Mayor of London and local authorities in the capital.

## London Assembly Review of Childcare

Daycare Trust was twice invited to give oral evidence to the London Assembly Health and Public Services Committee 'Review into access to childcare for Londoners', and facilitated participation of London Family Information Service managers. In addition we submitted written evidence, drawing upon our London annual providers survey results.

### Parent panel

As part of our media work, we have established a Parent Panel, a group of around 50 parents who regularly talk to the media on behalf of Daycare Trust. This ensures that parents have an opportunity to talk about childcare issues for themselves and enables Daycare Trust to directly represent parents' views. As part of this work we have again run media training workshops with broadcaster and Daycare Trust Ambassador Lisa Aziz, giving parents experience and confidence to talk to the media about their childcare experiences.

In the last year a number of parents have received training and gone on to do media interviews. For example Jenni from Havering appeared on Daybreak and Ruthie from Hammersmith was interviewed by the Guardian and BBC website.





## Scotland

2012 has seen new opportunities for Daycare Trust to extend its work into Scotland. Our Annual Costs Survey in February included a separate Scotland report for the first time, in partnership with Children in Scotland. This led to significantly more coverage in the Scottish media than previous years, for both the annual cost survey and the holiday cost survey. On the back of the report, our Chief Executive held meetings with Children's Information Service managers and key politicians and officials from the Scottish Government, and we held a policy event in the Scottish Parliament.

Daycare Trust is now developing a campaign for universal, affordable childcare in Scotland – an important part of which will be the development of a statutory duty for sufficient childcare (which has been in place in England and Wales since 2006). We have also secured funding from Big Lottery Scotland to carry out a feasibility study for a Parent Champions Network in Scotland. We look forward to seeing progress in both these areas in the coming months.

## Membership

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](http://www.daycaretrust.org.uk/membership).

## Fundraising and finance

Our funders enable us to continue our crucial work and ensure that it is of the highest quality, and for this we are very grateful.

Daycare Trust would like to thank the following organisations, which have supported us in 2012:

- Asquith Nurseries
- Big Lottery Fund
- Bounty
- Calouste Gulbenkian Foundation
- Care.com
- Childcare Voucher Providers Association
- Community Playthings
- Computershare Voucher Services
- Department for Education
- London Councils
- Nuffield Foundation
- Scotts Milk Service
- The Good Care Guide
- The Sobell Foundation
- The Social Investment Business Group
- Tribal Group
- Trust for London
- Unison
- Walcot Foundation
- Which?

We would also like to thank to the many individuals who have supported us through sponsored events or donations or through attending conferences and workshops.

“ Computershare Voucher Solutions is proud to sponsor Daycare Trust’s Annual childcare costs and holiday childcare cost survey. The partnership has brought us a number of benefits and it has helped us to raise awareness of the importance of Childcare Vouchers to our working parents. ”

**Julian Foster, Managing Director Computershare Voucher Services**



## Trustees and Staff

### Trustees

Maggie Darling (Chair)

Kate Stephens (Vice-chair)

Martin Pilgrim (Treasurer)

Carole Barnes (until September 2012)

Clem Henricson (until September 2012)

Karen Mackay

Sue Martin (until January 2012)

June O'Sullivan (until September 2012)

Ryan Shorthouse

Ruth Thompson

Tracy Wilson

### Staff

Anand Shukla (Chief Executive)

Kate Groucutt (Deputy Chief Executive)

Lucy Boshier (Project Manager, job-share)

Deborah Brodie (Policy and Projects Officer)

Esther Burrige (Training and Consultancy Manager – until October 2012)

Jan Burt (Information and Training Officer – until February 2012)

Helen Clark (Head of Fundraising)

Pip Dorkings (Project Manager, job-share)

Rory Edwards (Press and Campaigns Officer – until May 2012)

Anthony Ellison (Membership and Families First Officer)

Ben Evans (Research Officer – until November 2012)

Megan Harrison (Information and Publishing Officer – until October 2012)

Celia Joseph (Corporate Fundraising Manager)

Veronica King (Media and Campaigns Manager – until September 2012)

Renata McGrath (Administration and Projects Assistant)

Mark Merrill (Financial Consultant)

Severine Njock (Executive PA/Personnel – until September 2012)

Libby Oakden (Project Officer – until September 2012)

Daniel Plaster (Finance Officer)

Collette Prince (Business Development Officer)

Jill Rutter (Research Manager)

Rosanna Singler (Policy and Research Officer – until November 2012)

Keren Ximines-Cummings (Administration and Projects Assistant – until August 2012)

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.

To find out more visit:  
[www.daycaretrust.org.uk](http://www.daycaretrust.org.uk)

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[www.payingforchildcare.org.uk](http://www.payingforchildcare.org.uk)

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