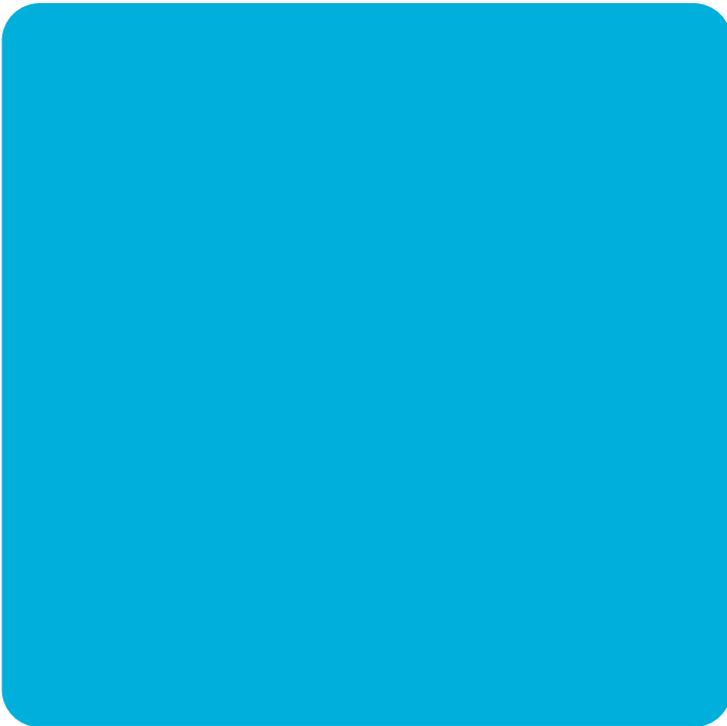
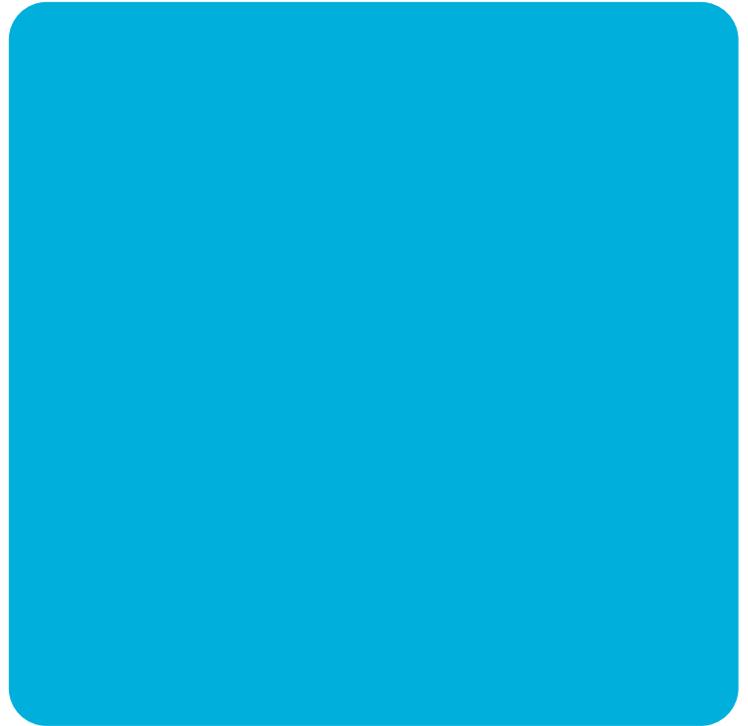


Daycare Trust  
21st anniversary

# Annual review 2007





Hi,

*Just wanted to say congratulations to the whole team at Daycare Trust [for inviting us to your Picnic in the Park]. It was really very good and both me and Bashir enjoyed it. I hope everyone feels the same and that they will go and spread the message. I will pass this on to others in my group ([www.upsideofdowns.org.uk](http://www.upsideofdowns.org.uk)).*

*On a personal note, parents with children with special needs still getting a raw deal when it comes to get proper assessment. In my situation my son was assessed about three years ago by Social Services and he was allocated 96 hours of respite care for the year. This was supposed to be reviewed after 12 months but never was. In October 2006 my wife was diagnosed with cancer. The social worker from the hospital wrote to Social Services in June requesting a re-assessment of the family's needs.*

*On the 9th of July we had Bashir's assessment and ten days later they replied that they will not increase his hours... So, as you can see, no matter what politicians say, our life is one of constant struggle and pressure. It should not be like this.*

*Ally Khoda*

**Thank-you letter for our 21st Birthday Picnic in the Park, from Ally Khoda, who attended with his son Bashir.**

Daycare Trust would like to extend its thanks to all of the following people and organisations who have helped and supported it in 2006-2007. We would firstly like to thank the following organisations which continue to provide us with major funding:

- Esmée Fairbairn Foundation
- London Councils
- London Development Agency
- Department for Children, Schools and Families
- The Nuffield Foundation

We would also like to thank: CBBC's Kirsten O'Brien and Sonali Gudka for judging the children's art competition during National Childcare Week; Hickling Squires for free printing; Docklands Light Railway (DLR) for sponsoring the awards ceremony at Stratford's Discover Story Trail; Working Links, for working in partnership with us during National Childcare Week and our National Childcare Week conference; Catalyst Lend Lease for sponsoring Picnic in the Park; The Royal Parks for allowing us to use St James's Park; Charlton House Catering Services for providing delicious and healthy refreshments during the Picnic in the Park; Scholastic Books and Dan Freedman; Park Deckchairs; Her Majesty's Revenue and Customs, for helping fund information about children's tax credits; Polar Capital Partners and Sir Jules Thorn Foundation for their contributions towards the information line; Kiddivouchers for their £1,000 21st birthday present; Dechert LLP and Charles Wadell in particular for providing pro bono legal support; Conran Design Group for their in-kind support of our rebranding.

# 21st birthday message

In 1986, publicly-funded childcare did not feature on the political agenda in Britain, and was not considered a matter for public policy. Parents got only a few weeks of maternity leave, flexible working was rare, and early years education was for the privileged few. This was the year when Daycare Trust, the national childcare campaign, was born, thanks to the vision of a group of people who believed in the cause of affordable childcare and early years education for all.

In Daycare Trust's 21st birthday year, we should thank those early pioneers, and remind ourselves of how far we have come from that childcare desert of the 1980s. In the last ten years in particular, we've seen a huge expansion of childcare places, free places for three- and four-year-olds, and a range of options that would have been almost unthinkable 21 years ago. It could be said that childcare has truly come of age.

But just as no 21-year-old thinks they've achieved all their ambitions in life, Daycare Trust believes there is still a long way to go. Our vision is a future where every parent has access to the high-quality childcare that suits their needs, at a price they can afford.

The gap between where we are now, and where we need to be, is particularly acute in the light of the 3.8 million children who live in poverty in the UK. For these children and their families, in particular, high-quality childcare and early years education can be a lifeline, essential to the Government's vision of eliminating child poverty by 2020, and halving it by 2010. This is a goal we support and continue to campaign for, partly through our membership of the End Child Poverty Campaign.

Our goal is a society which provides all families with access to high-quality childcare, when they want it, and at a price they can afford, enabling parents to return to work or secure further education or training. In the last ten years we have travelled some of the way towards becoming this sort of society, but there is still a long way to go.



*Cutting the cake at Daycare Trust's Picnic in the Park.  
Photo: Thoe Wood*

As a road map to further progress on this journey, we have produced a 21-point-plan for better childcare. It campaigns for improvements to the quality of childcare; childcare that is affordable for all; universal and inclusive childcare services, and genuine choices for parents in balancing work and family life.

21st birthdays were traditionally when you got the key to the door. In its 21st birthday year, Daycare Trust is asking the government to unlock a brighter future for children, particularly those in poverty, with choice in childcare for children and families across the UK.

*Rita Stringfellow, Chair  
Alison Garnham and Emma Knights  
Joint-Chief Executives  
November 2007*

## 21-point plan

In its 21st birthday year, Daycare Trust has published a 21-point plan – the next steps on the nation’s journey towards universal, affordable childcare for all. Daycare Trust is campaigning for: improvements to the quality of childcare; childcare that is affordable for all; universal and inclusive childcare services, and genuine choices for parents in balancing work and family life.



**“Childcare is a crucial issue for parents and for children - and it's now getting the political attention it deserves across all parties. But that wasn't the case when the Daycare Trust was formed back in 1986. One of the achievements the Trust can look back on proudly as it passes its 21st birthday is raising the profile of childcare as an issue.”**

Rt Hon Ed Balls MP, Secretary of State for Children, Schools and Families, speaking at Daycare Trust’s National Childcare Week Conference in June 2007.



### It is asking the government to:

- Aim for a 100% qualified childcare workforce, with all staff qualified to Level 2 by 2011 and Level 3 by 2015.
- Set new standards for the pay of childcare workers, either through national benchmarks or through incentives such as the Transformation Fund.
- Extend free early years places for all three- and four-year-olds to at least 20 hours a week for 48 weeks in the year, and extend free places to two-year-olds in line with recommendations for the current pilots.
- Attach the childcare element to Child Tax Credit (rather than Working Tax Credit) or remove the childcare tax credit to a separate scheme, possibly administered locally, as in New Zealand.
- Introduce free places for poorer families in after school, holiday and breakfast clubs, possibly passported in the same way as free school meals. Subsidise out of school activities for 11-14s, aiming ultimately to make them free.



- Ensure all childcare facilities are disability-friendly, make base-line disability training compulsory for all childcare training courses and ensure disability equality training is provided in all childcare settings.
- As well as fulfilling its existing commitment to 12 months parental leave, the Government should consider a further extension to 24 months.
- Extend choice by considering the introduction of a homecare allowance payable after the 12 months of maternity leave has been taken, to allow parents to stay at home in a child's second year. If parents choose to work, the allowance could contribute to childcare.
- Introduce a right to work flexible hours (not just a right to request), and extend the right to all parents with children under 16.

See a copy of the full plan (available to download from [www.daycaretrust.org.uk](http://www.daycaretrust.org.uk)) for more recommendations.



## Events

### Annual conference November 2006

"Listening and Learning: Putting passion into policy" was the theme of Daycare Trust's 2006 annual conference, at the QEII Centre, London. The Rt Hon Alan Johnson, Secretary of State for Education & Skills, addressed the conference in a keynote speech in the morning session. Closing the conference, the Rt Hon Beverley Hughes, Minister of State for Children, Young People and Families, drew lessons from the conference's meetings and discussions, and addressed the challenges ahead for the government.

The conference also saw the launch of *Childcare today: a progress report on the National Childcare Strategy*.

### National Childcare Week 2007

Our tenth National Childcare Week, on the theme of "Childcare benefits for life", was certainly one of the biggest. This centrepiece of Daycare Trust's calendar highlighted the benefits of childcare for children, families, employers and society, and enabled us to project a positive message about formal childcare in the media.

Information about the benefits of childcare was disseminated to childcare settings, parents and carers, who organised over 70 celebration events across the nation – many of them joined by their local MP.

We received over 200 fantastic entries in our hugely successful children's art competition on the theme "Me and my childcare", giving a difficult task to our judging panel which included CBBC's Kirsten O'Brien (SMart) and Sonali Gudka (Newsround). The lucky winners, with parents, grandparents and childcarers, joined Daycare Trust at a fun-packed event at the inspirational Discover Story Trail in Stratford, London.

For the first time ever during National Childcare Week, Daycare Trust headed off to the heart of



**"Working Links was proud to partner the Daycare Trust in its annual conference. The conference brought us many benefits, allowing us to share our social ethos and messages to a wider, more targeted audience. Our continued working on mutual objectives has resulted in a valued and profitable relationship."**

Keith Faulkner, Chief Executive, Working Links



**“In the 1970s there were a number of individual grass-roots campaigns to establish community and workplace nurseries, in universities, colleges, the publishing industry and other workplaces. A campaign to establish a House of Commons nursery was started but still needs to be fought for 30 years later. A breakthrough occurred when we managed to draw together the energy, knowledge and achievements of these activists by creating the National Childcare Campaign in 1980 and six years later establishing its charity arm, the Daycare Trust. 21 years later the Daycare Trust is an influential policy-creating and research organisation, regarded as such by the government.”**

Pam Calder, founder member of the National Childcare Campaign and trustee of Daycare Trust

Westminster for a conference on “Childcare and child poverty: delivering solutions” at the QEII Centre. This high-profile event was made possible by collaboration with Working Links and support from the then Department for Education and Skills.

The impressive speakers’ list was headlined by Rt Hon Ed Balls MP, then Economic Secretary to the Treasury and now Secretary of State for Children, Schools and Families. Other speakers included Shadow Education Secretary David Willetts MP, Patrick Diamond (Policy Network) and Polly Toynbee (The Guardian), providing delegates with a thought-provoking context in which to debate and reflect on the complex and important challenges ahead.

### **Lessons from research seminar**

In April 2007 Daycare Trust, working in partnership with the National Centre for Social Research (NatCen) organised a seminar entitled “Lessons from research”, funded by the Nuffield Foundation. This high-level gathering of leading thinkers and practitioners in the childcare field considered what the available research says about the achievements of the Government’s National Childcare Strategy since its launch ten years ago. It also charted changing experience and views of key stakeholders including parents, childcare providers, children, local authorities and employers.

Debate from academics, policy makers and delegates highlighted what still remains to be done to ensure that good quality childcare is available to all parents who need it and all children who can benefit from it.

### **Picnic in the Park - Daycare Trust’s 21st anniversary celebrations**

To kick off celebrations for Daycare Trust’s 21st Anniversary year, over 150 children together with their parents and childcare professionals joined together at



### **Partners in Excellence**

**The Partners in excellence awards 2006 were organised by Daycare Trust on behalf of the Department for Education and Skills to honour the very best in services for children and families. The awards recognised and celebrated excellence and innovation in the delivery of early years, children’s and family support services across England.**

**Over 275 entries were received in 2006, and 37 finalists were invited to a glittering awards ceremony in Lancaster House where the winners were announced. Tom Jeffery, Director General for Children, Young People and Families, hosted the evening and the ‘best of the best’ were presented with their awards by Cherie Booth QC**

St James’s Park for a glorious sunny afternoon of fun and activities. Rt Hon Ed Balls MP (Secretary of State for Children, Schools and Families) and Rt Hon Peter Hain MP (Secretary of State for Work and Pensions) also lent their support – by holding the hoop for an eye-watering display of agility from acrobat “The Mighty Wanderer” and chatting with the children. The event had the support of the End Child Poverty Campaign and generous sponsors Catalyst Lend Lease.

The event was also the first outing for Daycare Trust’s new logo, designed courtesy of Conran Design Group. All the children donned 21st-birthday teeshirts and hats to shade them from the sunshine. The day was rounded off by the ceremonial cutting of a spectacular birthday cake, sporting Daycare Trust’s new logo on its first outing, made by Charlton House Caterers. Wielding the knife was Daycare Trust Chair Rita Stringfellow, with Peter Hain MP and some little helpers.

Further activities for our 21st birthday year are currently in the pipeline.

## Policy and research

Since the passing of the Childcare Act in 2006, much of our policy work has focused on feeding into the consultative work of the new Department for Children, Schools and Families. Since July 2006 we have responded to more than a dozen public consultations, all of which are available on our website, and have met with officials and Ministers to raise the voices of children, parents and carers.

This year, we have focused our attention on progress made on the Government's childcare strategy. At our Annual Conference in November 2006 we launched *Childcare Today: A progress report on the Government's Ten-Year Childcare Strategy*. This has formed the base for much of our lobbying work and has helped us develop a new project with the National Centre for Social Research, funded by the Nuffield Foundation, called *Childcare Nation? Progress on the childcare strategy and priorities for the future*. In April we held a high-level seminar, *Lessons from research on the National Childcare Strategy*, that included speakers from the Department for Children, Schools and Families as well as leading academics and researchers.

Our policy and campaigning work has focused on the issues raised by our research with parents and we continue to press for quality, affordable childcare for all. Through our Ensuring Equality project (supported by the Esmée Fairbairn Foundation; a report from the project was published in July 2006) and our Listening to Families project (funded by the Department for Children, Schools and Families), we have continued our focus on improving access to childcare for black and minority ethnic families, with a report being published in July. And, over the summer, we also produced reports on childcare for disabled children and childcare for children of lone parents from the Listening to families project (see right).

### Listening to families

Daycare Trust is conducting a three-year research project with families across England about their experiences, views and childcare needs. The project, funded by the Department for Children, Schools and Families, involves extensive consultation with parents and children through focus groups and questionnaires. The first phase of Listening to families has already been completed, providing valuable insight into childcare issues for families in England today. In all, 17 focus groups were held with groups of lone parents, parents of disabled children, and black and minority ethnic parents. A further 230 parents responded to our questionnaire.

Findings are presented in three separate reports, available on the Daycare Trust website. They are: *Listening to lone parents about childcare*; *Listening to black and minority ethnic parents about childcare*; and *Listening to parents of disabled children about childcare*.

The next phase of Listening to families will involve consultation with children and young people about their experiences, views and needs for childcare or out-of-school care. The research will mirror that conducted with parents, targeting children from lone parent families, black and minority ethnic families, and those with disabilities and special educational needs.

**"...You can take your annual leave to coincide with school holidays, but then you've got to have someone to help out here and there, and if you've no family and no-one, you're stuck. You're scared to go back to work in case you've got to work and she's off school and you're going to lose your job."**

(Lone mother, Birmingham)



**“My sister in law asked ‘Is she ok? Do they clean her properly?’ and I said ‘Honestly, I don’t think that I would be looking after her that good – the way they do.’ And from that day onwards my whole family started using it. All three ‘sisters in law’, they bring their children to nursery.”**

(Mother from Pakistan)

**“At the age of 11, you can’t leave them. You shouldn’t really be leaving them until they’re 14. So what am I supposed to do? Do I now accept that I can’t work for the next three years?”**

(Lone mother, Birmingham)

**“If you’ve got non-disabled children you don’t need to go through this; you’re not begging and clawing and inviting extended family from abroad... you know... paying vast sums of money privately to fill in the gaps...”**

(Lone mother of daughter with profound, multiple learning disability)

## Childcare costs survey

Daycare Trust’s twice-yearly surveys of childcare costs are keenly awaited by the media, and continue to be cited in magazine and newspaper articles throughout the year. The information, gathered from Children’s Information Services in England, Scotland and Wales, provides a uniquely localized, comprehensive and up-to-date picture of the costs of childcare.

There are two surveys; a general Childcare Costs Survey, issued in January, and a Holiday Childcare Costs Survey, in early July. The headlines from the survey are undeniably dramatic – January’s survey

this year showed that in some areas sending a child to nursery costs as much as buying them a place at Eton. The average cost of a full-time nursery place for a child under two is £152 per week in England – over £600 per month. This rises to an average of £205 per week in Inner London.

The Holiday Childcare Costs Survey showed a very mixed picture, from areas of London where children benefit from free, high-quality activities through the Summer University scheme, to areas such as the South West, where the average weekly cost for childcare in the long, summer break is £97.

The surveys show the total amount paid before allowance for any help that parents might be getting with childcare costs, for example the childcare element of Working Tax Credit, which this year subsidises up to 80 per cent of childcare costs for eligible parents. Daycare Trust believes that too few parents are aware of their entitlement to this help, and promotes this through the media wherever possible.

## All-Party Parliamentary Group on Childcare

Daycare Trust acts as the secretariat for the APPG Childcare, chaired by Joan Humble MP. The group brings together parliamentarians of all political parties to hear evidence from practitioners and discuss in detail the important issues in childcare policy. Meetings are approximately quarterly and attract observers from a wide variety of organizations working in the field of childcare, children and education.

This year, the group has discussed the funding of the free places for three- and four-year-olds, and progress on the National Childcare Strategy and Implementation of the 2006 Childcare Act (with guest speaker, the Rt Hon Beverley Hughes MP, Minister for Children).

**“Thank you so much for the information. After many talks with my nursery, who previously said they could not offer me a free early years education place for my child, they finally let me speak to the owner. Armed with the information you gave me, the owner instantly backed down and said they were able to offer me the shorter sessions I needed without top up fees... I couldn't have done it without you.”**

Parent caller to Daycare Trust's Information Line

## Information services

Daycare Trust's free, confidential Information Line is used by hundreds of parents and carers, as well as employers, childcare providers, Children's Information Services and others. It is open 10.00am–5.00pm on Mondays, Wednesdays and Fridays, backed up by an email enquiry service.

Call lengths vary, from 5-10 minutes for simple enquiries to 30-40 minutes for calls involving more complex issues. Most relate to finding help with childcare costs, including tax credits and childcare vouchers, although callers also want information on finding local services, childcare options and regulation and registration. The key issues, aside from general funding for childcare, are lack of childcare funding for further-education students and lack of appropriate services for families with a disabled child.

The email service allows people who lack confidence over the phone to make their enquiry at their own pace, giving them space to explain their situation. We are currently looking at ways of developing our methods of communication in the future, to extend our reach to a larger and more diverse audience.

Our website provides comprehensive information on a range of childcare issues and underpins the work we deliver through the Information Line. We are continually looking at ways to improve information for our users and are looking at developing our resources in response to parents and carers' needs.



## Training and consultancy

During 2006/07 Daycare Trust's Consultancy Service continued to work with local authorities, childcare providers, employers and others to help them meet the childcare challenge. We worked closely with employers, assisting them with the development and implementation of employer-supported childcare strategies. We also worked with providers, primarily around issues of sustainability. A project with the Department for Education, Sport and Culture in Jersey looked at the implementation of an Early Years strategy, drawing on Daycare Trust's substantial expertise in relation to the development, strength and weaknesses of the Childcare Strategy in England.

As in previous years, the majority of our work was with local authorities. Projects included assistance with the development of a children's centre, an assessment of the impact of Sure Start at a local level, the market testing of a delivery model for early years and childcare services and, towards the end of the year, childcare sufficiency assessments. All projects provided Daycare Trust with a useful insight into the position on the ground. One particular project, an evaluation of the effect of funding from a local authority to local childcare providers to assist target parents to access childcare, confirmed the significant impact quality childcare can have on outcomes for children and families. This has since been referred to by Daycare Trust in publications and at the National Childcare Week conference in 2007.

Daycare Trust continued to run its highly successful "Help with childcare costs" seminars across the country, providing invaluable guidance on financial assistance with the cost of childcare for parent advisers. Daycare Trust also managed a project in London to provide childcare training to lone parents.

# How you can help

## Send us a donation

Take action today to support Daycare Trust's important work campaigning for high-quality, affordable childcare for all who need it. To make a one-off donation please send us a cheque, payable to Daycare Trust, or for regular giving download a donation form from our website [www.daycaretrust.org.uk](http://www.daycaretrust.org.uk). If you are a UK taxpayer, Daycare Trust can reclaim the tax and add an extra 28 per cent to your donation, at no extra cost to you! Simply complete a declaration form and we will do the rest.

## Use our online shop

Raise funds for us whenever you shop. Simply go to [www.buyat/daycaretrust](http://www.buyat/daycaretrust), our online shop. With a vast range of top retailers and businesses, from Amazon to Zurich Insurance, participating in the scheme, this is a brilliant way to do your shopping and support Daycare Trust at the same time, and it won't cost you a penny.

## Membership

We would like to thank all our members for supporting us through the year. Membership of Daycare Trust provides the following benefits: access to up-to-date information on childcare and early education, publications and discounted rates for seminars, conferences and other events.

If you are working in the childcare sector or have an interest in childcare then why not become a member. To find out more about membership rates and benefits visit [www.daycaretrust.org.uk](http://www.daycaretrust.org.uk)

Daycare Trust is currently running a free membership scheme for parents\*. This gives them, among other benefits, our quarterly magazine *ChildWise*, containing useful information about childcare and provides a forum for parents to express their views.

To join us, or to find out more about membership, download a membership form from our website, [www.daycaretrust.org.uk](http://www.daycaretrust.org.uk), or call us on 020 7840 3350.

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## Complete for membership of Daycare Trust

- A. Parent members (Free)
- B. Individuals (Fee £35)
- C. Local community organisations (Fee £40)
- D. Larger local and smaller national organisations (Fee £125)
- E. Large national organisations and corporates (Fee £190)
  
- Please find enclosed a cheque for £ payable to Daycare Trust
- Please invoice (applicable to organisations only)

Name	_____
Position	_____
Organisation	_____
Address	_____
	_____
Postcode	_____
Telephone number	_____
Mobile number	_____
E-mail	_____

**Please send to:** Daycare Trust, 21 St George's Road, London SE1 6ES  
Tel: 020 7840 3350. Fax: 020 7840 3355 E-mail: [info@daycaretrust.org.uk](mailto:info@daycaretrust.org.uk)

\*Please note that free parent membership is only available to parents who are not working in the childcare field.

Daycare Trust, the national childcare charity, is celebrating 21 years of 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 issues assists parents and carers, providers, employers, 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. In our 21st campaigning year, 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, including an information line, consultancy, training and membership. This year we are offering free membership to parents as a celebration of our achievements. Contact us for details of our services or visit our website.

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Website: [www.daycaretrust.org.uk](http://www.daycaretrust.org.uk)

Information line 020 7840 3350  
or email [info@daycaretrust.org.uk](mailto:info@daycaretrust.org.uk)

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\* current staff or trustees