

Introduction

A key part of the Childcare Sufficiency Assessment is the three year action plan which seeks to ensure that by the time of the next assessment positive changes have been made which respond to the needs of parents/carers, providers and children and improve the childcare market in Neath Port Talbot. This action plan is based on the findings and recommendations of the Childcare Sufficiency Assessment. It also takes into account the ideas, options and proposals put forward by stakeholders at the action plan workshop held in January 2014.

The actions have been derived in support of the 12 priorities identified in the Childcare Sufficiency Assessment, please note actions may have a positive impact in relation to more than one priority but have been placed in the priority for which they are most likely to deliver meaningful change.

Priorities

The action plan seeks to address the following priorities identified during the Childcare Sufficiency Assessment Process.

Affordability

Across all groups affordability has been identified as the biggest barrier to accessing childcare. The action planning process needs to consider potential financial assistance for parents and working with providers to evaluate fees. Alongside this it needs to explore option for raising awareness of all childcare options and the ways in which parents can evaluate costs of provision. In conjunction with this there needs to be support to enable parents to understand their financial entitlement and how to access it, this is a particular issue in relation to tax credits

Times when provision is available

The evidence suggests childcare provision is not changing to reflect changes in working hours and practices and this is a barrier to parents who are and are not accessing childcare. Consultation with providers suggests a reluctance to offer additional hours, but the action plan should explore opportunities for increasing available hours and the length of the childcare day.

Out of School Care

The action plan should seek to put in places strategies to enable childcare, school and the working day to work better together, so that childcare works for parents, children and their employers and does not become an inconvenience, whilst also seeking to ensure that provision reflects and meets the needs of the child.

Sustaining Existing Provision

Consultation with parents and carers, suggest there isn't an unmet demand for places in the area, the key issue identified is need to sustain existing provision across the County Borough.

Supporting families where parents who are studying and / or looking for work

These are the groups that appear to experience the most barriers when accessing childcare. This is in part about providing increased flexibility within the market to provision but also about signposting parents to advice, support and guidance.

Working with employers

Very few employers are willing to seek out information on childcare for their workers, but they are willing to issue information if they are provided with it. The action plan should consider methods for taking the information to employers to aid dissemination.

Work with Partners

Work with partners including Job Centre Plus, Citizens Advice Bureau and schools to effectively communicate options and information to parents and carers. Work better together to deliver meaningful changes in childcare.

Awareness

All the parents who attending the focus groups sessions were not aware that they could contact the Council for advice and support in relation to childcare. The Family Information Service is a great tool but if only if parents are aware it is there for them, the action plan should consider means of raising awareness of all aspect of childcare provision and available support. It is also important to remember that this should be cross media and accessible to all.

Benefits

A significant proportion of parents consider childcare to be something they need if they work, with only a third of survey respondents acknowledging social and learning benefits. The action plan needs to look at how we can illustrate the benefits of childcare to parents in a meaningful way.

Meeting Specific Needs

Explore options for providing increased choice for families with specific needs. Provide support and encouragement to enable families to try and experience childcare.

Ensuring quality provision

Parents and carers tend to base their decisions on childcare on recommendations from their family, but they do express a desire to better understand what quality is and what factors they should be looking for when making childcare decisions. There is also an identified need to work with providers to help them increase the quality of their provision for the benefit of the children and young people of the County Borough.

Use of Resources

The action plan should focus consideration to the best use of available resources to benefit parents, carers, children and providers across the County Borough.

Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2015
Year One: 2014 / 15							RAG STATUS
Affordability	63% of parents believe childcare is too expensive, help parents / carers to understand the reasons for the cost of childcare by providing information. Develop a "where does my pound go tool" as a way of showing parents where their money goes when using childcare. Disseminate the information to parents through providers, schools, groups and partners as consultation shows that parents are unlikely to seek the information out.	Commence Spring 2014 – on-going. Time distribution of information in accordance with children's return to school. Review impact after pilot and consider repetition in years 2 and 3.	FIS team. Childcare Providers Funding for leaflets and promotional materials. Liaison with potential partners.	Neath Port Talbot County Borough Council (NPTCBC) Early Years and Childcare Team Job Centre Plus Communities First Parent and Toddler Groups Schools	Add measure for recording perception of affordability on parent enquiries. Consultation with parents. Consultation with providers. Target a 10% reduction in the number of parents who think childcare is unaffordable in Childcare Sufficiency Assessment (CSA) 2017 results.	Compare parent perception recorded using enquiries form, compare against CSA baseline. Future CSA results.	Where does my pound go tool developed and widely distributed via e-newsletter. Leaflets printed promoting the benefits of childcare as well as signposting for info on financial support for childcare costs. Leaflet also gives contact details of FIS and guidance for when parents/carers choose childcare GREEN
Affordability	Help parents to understand if they are entitled to tax credits. Work with Welfare Rights to develop an information pack including the HMRC leaflet explaining tax credit entitlement with a covering letter with information to parents on further information sources. Ask providers to issue to all new clients. Work with Tax Office and Job Centre to undertake 4N ^o tax clinics (north, south, east and west) at a relevant location or event such as parent and toddler groups, schools, town centres and family events. Liaise with Citizens Advice Bureau to promote them as a resource for information about childcare and tax credits.	Summer 2014 obtain information from HMRC and draft letter to parents. Consult with providers. Autumn 2014 distribute to providers. Autumn / winter 2014 programme of clinics. Autumn / winter liaison with Citizens Advice Bureau.	Early Years and Childcare / FIS Team. Childcare providers. Budget for distribution of information. Staff time to plan and attend clinic sessions	Neath Port Talbot County Borough Council (NPTCBC) Early Years and Childcare Team FIS Team Job Centre Plus Communities First Parent and Toddler Groups Schools	Increase in number of parents taking up tax credits to support childcare, assess using The Child and Working Tax Credits 2011 – 2012 Geographical Analysis.	The Child and Working Tax Credits 2011 – 2012 Geographical Analysis	Information has been sent to all childcare providers, and Parent and Toddler Groups to display on parent notice boards and also to be added to Welcome Packs that they issue to new parents. Meetings are taking place with Communities First and the sharing of information is improving. FIS website is being used as a hub for partners to share information with the public and other professionals. GREEN
Affordability	Explain to parents why Flying Start is not available to all families and provide them with other low cost childcare options. Expand Flying Start area on FIS website to provide more information with link to other low cost options. Also provide information at clinics outlined in above action.	Summer 2014 update FIS website. Autumn / winter 2014 programme of clinics.	Flying Start FIS Team. Staff time to plan and attend clinic sessions.	NPTCBC Flying Start Team Family Information Service (FIS) Team	Reduction in Flying Start enquiries from ineligible families. Increase in number of hits on Flying Start section of the FIS website. Feedback from parents.	CSA Refresh consultation with providers and parents.	Hits on nptfamily .com have increased significantly for Flying Start. Better approach to signposting parents to other sources of financial support if not eligible for Flying Start. Flying Start H.V. working closely with FIS to share information and also to promote parent support groups or stay and play groups. GREEN

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Affordability	During focus groups parents requested more tools / information to help them ask providers the right questions. Provide information on the FIS website. Develop a programme of "clinics" to take information to parents. Promote clinics through local and social media and schools.	Summer 2014 clinic programme including promotional strategy. Autumn / winter programme of clinics.	Early Years and Childcare / FIS Team. Staff time to plan and attend clinic sessions.	NPTCBC Early Years and Childcare Unit Family Information Service (FIS) Team Job Centre Plus Citizen's Advice Bureau	Feedback at clinics. Nº of people attending clinics.	Childcare sufficiency assessment questionnaire / survey, reduction in percentage of parents who believe childcare is unaffordable from 2014 results.	Leaflet developed and signposted to Choosing Childcare Leaflet from WG. Link directly from nptfamily.com to the providers CSSIW inspection reports for parents to make an informed choice. GREEN
Affordability	The results of the Childcare Sufficiency Assessment suggest that providers are intending to increase prices and this is understandable as to be sustainable they need to cover their costs. There is very little pressure from the market to encourage providers to change their approach to fees so the Local Authority should explore methods for illustrating the benefits of offering affordable childcare to providers.	Spring / Summer 2014 share results of Childcare Sufficiency Assessment with providers. January 2015 review current childcare prices. Spring 2015 engagement with providers.	Early Years and Childcare / FIS Team.	NPTCBC Early Years and Childcare Unit	More affordable childcare provision.	Childcare sufficiency assessment questionnaire / survey, reduction in percentage of parents who believe childcare is unaffordable from 2014 results.	Findings shared during a childcare providers networking event during spring 2014. Information also available on nptfamily.com and providers urged to visit the site at every opportunity. New holiday clubs have been set up which forces other settings to look at what service they are offering during school holidays and this has proved positive in raising the quality and lowering prices without being too detrimental to existing providers. GREEN
Times when provision is available.	Share the findings of the Childcare Sufficiency Assessment with existing providers to highlight the demand for provision at other times. Develop a summary report highlighting the findings of the CSA, with a different targeted version for each provider group. Issue a copy of the relevant report to providers and signpost to additional support online and via the Family Information Service.	Summer 2014	Early Years and Childcare Team	NPTCBC Early Years and Childcare Unit FIS Team	Percentage of providers reached.	Monitor changes in provision via a 6 monthly review of the FIS database	All providers are encouraged to visit nptfamily to view the CSA full report and to read the summary report. Ongoing discussions with providers to promote the benefits of unsocial hours however the market doesn't force any changes currently.
Times when provision is available. Affordability.	Share the findings of the Childcare Sufficiency Assessment with potential providers via the Childcare as a Business event. The event will seek to encourage attendees to use the results of the CSA to give them a competitive advantage and	May 2014: Childcare as a Business Event	Existing event.	NPTCBC Early Years and Childcare Unit FIS Team	Event attendance.	Number of attendees who develop a childcare option.	Interest from individuals wanting to set up as self employed as childminders and also a small number (2) who are now progressing to setting up full day care. GREEN

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Times when provision is available.	Work with pre-school and play groups to explore options for extending / changing opening hours in relation to requests from parents. Explore options for parent and toddler groups at other times of day such as evenings. Remind providers of the opportunities that are available to them to attract new customers. Present a cost based model to show clearly the increased cost of additional hours and the potential benefits.	Spring 2014 – on-going	Early Years and Childcare Team Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	NPTCBC Early Years and Childcare Unit Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	More parents satisfied with opening hours of provision in Neath Port Talbot.	Use the 2014 CSA as a benchmark to review provision opening hours against on a 6 monthly basis. Compare parent satisfaction at next CSA.	Letters sent to all providers to encourage to look at extending opening times but with poor response – look at incentives to encourage a discussion to take place with providers especially childminders because they can easily be more flexible. Offer support to amend Statement of Purpose to ensure compliance with The Childminding and Daycare Regulations. AMBER
Times when provision is available.	Raise awareness of the flexibility of opening hours / longer opening hours offered by childminders, to encourage parents looking for this to use existing providers.	Spring 2014 – on-going	Early Years and Childcare Team Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	NPTCBC Early Years and Childcare Unit Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	More parents satisfied with opening hours of provision in Neath Port Talbot.	Use the 2014 CSA as a benchmark to review provision opening hours against on a 6 monthly basis. Compare parent satisfaction at next CSA.	Consultation currently being prepared to ascertain the willingness and ability to extend opening hours for childminders. This has been done previously and again there was a lack of commitment at that time. AMBER
Times when provision is available.	Work with providers to help them develop their own staff bank, database of trained childcare staff who are happy available to work evenings / weekends to support providers to find staff provision for additional hours.	Spring 2015 feasibility study. Autumn 2015 staff bank launch.	Early Years and Childcare / FIS Team.	NPTCBC Early Years and Childcare Unit Providers Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	More parents satisfied with opening hours of provision in Neath Port Talbot.	Use the 2014 CSA as a benchmark to review provision opening hours against on a 6 monthly basis. Compare parent satisfaction at next CSA.	Difficulty in trying to envisage who would manage a bank of relief staff and staff who would consider longer working hours. This has been discussed in a FDC network meetings and providers envisage this to be problematic. However, there is a willingness to look at the issues and put in place a way of working together to develop a mechanism for using staff from other settings if needed. CSSIW would also be consulted to ensure that Regulations AMBER
Out of School Care	Work with schools to support the sustainability and enhancement of existing out of school provision. Support the development of new provision in schools and the local community.	On-going	Early Years and Childcare Team. Local Education Authority Clybiau Plant Cymru Kids' Clubs	Clybiau Plant Cymru Kids' Clubs	10% increase in the number of breakfast clubs and after school club places.	Occupancy and places surveys. FIS database – amend database to record required information at next scheduled update.	Developments are ongoing within school in the county borough. 5 new holiday clubs were developed in 14-15 and support given to existing settings within schools. GREEN

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Out of School Care	Encourage and support existing out of school provision to consider opening earlier and closing later. Provider a feasibility tool kit including survey templates and a cost based model to help them understand if the extension of provision is sustainable for their setting.	Share findings of Childcare Sufficiency Assessment Spring 2014. Providing guidance / check list to help providers decide if they should open for longer Summer 2014.	Early Years and Childcare Team. Clybiau Plant Cymru Kids' Clubs Checklist creation and distribution. Feasibility study toolkit creation and distribution.	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs	Number of available places and occupancy	Occupancy and places surveys. FIS database – amend database to record required information at next scheduled update.	Initial survey with some providers indicate that parents are happy with current opening hours. Survey to be undertaken on an annual basis and with all new developments in the feasibility studies. GREEN
Out of School Care	Raise awareness of existing Holiday Play Scheme provision as an initial response to parents / carers request for increased provision.	On-going.	FIS and supporting promotional opportunities outlined throughout the action plan.	Family Information Service Team	15% increase in satisfaction with school holiday provision from parents at next CSA.	Use 2014 CSA as a benchmark against which to assess parent's satisfaction	Out of School Childcare Grant used to fund the development of 5 new holiday clubs in various locations throughout the county borough. GREEN
Out of School Care	Support more providers to offer drop off / pick up services to parents. Use case studies and parent testimonials to illustrate the benefits. Provide simple and clear guidance setting up. Ensure that parents are aware of and consider the additional costs of pick-ups. Enable parents / carers to search the Family Information Service for provision that offers picks up.	Winter 2014 develop scheme and guidance and launch spring 2015.	Early Years and Childcare Team.	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs	Increase in number of providers offering picks – add a monitoring system for this to the FIS database. Usage of pick-ups.	Use the 2014 CSA as a benchmark to review pick availability against on a 6 monthly basis.	Research shows that the majority of schools are serviced either by on site after school clubs or are working in partnership with a childcare provider in the locality. FIS will monitor evaluation forms to see if parents are unsatisfied with the childcare they searched for, and to monitor the availability of childcare from each school. GREEN
Sustaining existing provision	Encourage, support and enable provider networks by highlight the benefits of this approach. NPTCBC role will be to start up the networks, and then providers will be encouraged and enable to take them forward.	Launch at March 2014 provider event On-going provide advice and support for networks.	NPTCBC Early Years and Childcare Team / Think Family Partnership / Providers	NPTCBC Early Years and Childcare Unit Wales PPA Clybiau Plant Cymru Kids' Clubs Providers	Nº of providers participating in networks. Nº of provider network events.	Provide networks with a message and monitor participation and feedback to NPTCBC Early Years and Childcare Unit.	Networks have been set up for daycare providers, childminders and also parent and toddler groups. Attendance at the network meetings is increasing and the E.Y.C.U. also orgnaise a childcare providers network event at least once a year for all types of childcare providers GREEN
Supporting families where parents who are studying and / or looking for work	A quarter of parents view childcare as a barrier to employment and training. Form strong partnerships with Colleges, training providers, Citizens Advice Bureau and Job Centre Plus to ensure they have the information required to advise parents. Invite new partners to attend the Early Years and Childcare Group meetings which take place each half term.	Partnerships in place and information provided by Winter 2014.	NPTCBC Early Years and Childcare Team / FIS team. Relevant promotional material. Training for partners agencies.	NPTCBC Early Years and Childcare Unit FIS Team Partners Early Years and Childcare Group	Partnerships in places with specific milestones and measures agreed.	Consultation with partners. Enquiry numbers. Partnership review. Consultation with parents / carers.	Links are being strengthened to ensure best practice is shared and that any identified barriers accessing childcare can be overcome. Membership of the Early Years Group has been widened to encompass areas where childcare may have been a barrier for their service users. GREEN

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Supporting families where parents who are studying and / or looking for work	Attend local job fairs, college open days and employment /training related events to provide information on childcare provision and tax credits. Work to ensure a geographical spread and take a targeted approach to each event to highlight provision in the local area.	September 2014 onward.	Promotional and marketing material for events.	NPTCBC Early Years and Childcare Unit FIS team Colleges Chamber of Commerce NPTCBC Economic Development Unit Employment Fairs.	Attendance at event. Follow up enquires from parents. 5% reduction in proportion of parents in training / looking for work who see childcare as a barrier to employment in 2017 CSA.	Resulting enquires. Use 2014 CSA as a benchmark to measure parents / carers perception and satisfaction	NPT College Group have agreed for E.Y.C.U./FIS to have an information board in the college campuses and FIS have attended enrolment days at the college. Currently monitoring enquiries from parents in education. Leaflets distributed to student services for learners to raise awareness of the FIS. GREEN
Working with employers	Provider employers with copies of Family Information Service promotional material for inclusion in new employee induction packs.	Winter 2014 onwards.	Use existing FIS promotional materials.	FIS Team	Website visits. Nº of copies of information pack printed and issued. Reduction in number of employers who think childcare impacts on recruitment and retention.	Website visits. Consultation with employers via feedback form including in pack. Review employers perceptions against 2014 CSA benchmark.	Currently identifying employers to work with and to pilot a partnership. Will initially use the list who engaged with the CSA process but this is ongoing. AMBER
Working with partners	Improve partnership working with schools and Local Education Authority, to aid improvements to quality and sustainability of existing school based provision and development of new provision.	Year 1 on-going.	Time allocation for Council Officers and umbrella organisations to meet with relevant parents.	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	Monitoring of school based provision – existing and developed.	6 monthly partnership reviews.	This is ongoing and an annual report is submitted to the Children and Young Peoples Education Scrutiny Board to inform elected members of any new developments on school sites. There is a formula in place with regards to charging childcare settings a contribution towards services charges so that the school is not subsidising the cost of the childcare provision. GREEN
Working with partners	Improved partnership working with Citizens Advice Bureau, Job Centre Plus and other agencies to aid dissemination of information to parents.	On-going	Early Years and Childcare Team	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin Citizen's Advice Job Centre Plus	Participation and attendance at meetings.	6 monthly partnership reviews.	Stronger links are being forged with these organisations in order to disseminate information and promote the FIS. Partnership working occurs however it is recognised that this needs to be strengthened. AMBER

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Working with partners	Raise awareness of Early Years and Childcare and FIS Teams within Neath Port Talbot County Borough Council and move childcare up the agenda by highlighting its benefits.	Spring / summer 2014 share findings of CSA with key decision makers within NPTCBC. Use intranet and "the loop" to raise awareness across all Council employees. On-going programme of targeted liaison.	NPTCBC Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	Participation and attendance at meetings. Expand childcare working group	6 monthly partnership reviews.	An article about FIS was included in 'The Loop' about the service it provides, however it is recognised that more work needs to be undertaken to raise awareness of both FIS and the Early Years and Childcare Unit within the authority. The Childcare Working Group has ceased however the membership of the Early Years Group has been extended and will pick up on the work of the Childcare Working Group. AMBER
Working with partners	Building on initial discussions with NPT Homes to develop a meaningful and sustainable partnership including the provision of information for tenant support teams.	Spring / summer 2014 share findings of CSA. On-going programme of targeted liaison.	Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	Participation and attendance at meetings.	6 monthly partnership reviews	NPT Homes Regeneration Officer attends the Early Years Group meetings and discussions have taken place about how best to provide information to tenants however this now needs to be actioned AMBER
Awareness	Highlight and reinforce the value of the Family Information Service to all providers and encourage them to participate by highlighting the benefits to them.	On-going	Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin	20% increase in the number of providers completing and submit the entire FIS form by 2017.	FIS database.	Links are improving with all types of childcare providers and there has been a significant increase in the number of providers now listed on the website. We do however need to ensure all providers are listed so that parents can make an informed choice about the childcare provider they choose and have a full list to do so. AMBER

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Awareness	<p>Consultation with parents has shown that only a limited proportion of them will seek information out. Therefore the Local Authority needs to be proactive and take information to the parents by forming communication partnership with organisations and agencies parents are engaging with including:</p> <ul style="list-style-type: none"> • Parent and Toddler Groups • Childcare Providers • Schools & Colleges • Job Centre Plus <p>Also provide training and support to make the most of Council Officers / employees who regularly engage with parents including Health Visitors, The Flying Start Team and Play Works Team.</p>	Strategy in place for forming partnerships from Summer 2014. Delivery on-going.	Budget for information pack Family Information Service NPTCBC Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin Communities First	Family Information Service NPTCBC Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin Communities First	A minimum of 300 parents reached during 2014 – 2017. 10% reduction in the number of parents who don't know where to find out information about childcare at next CSA.	6 monthly partnership reviews. Recording attendance / participation. Use 2014 CSA as a benchmark against which to assess parent's awareness.	Marketing and promotion plan in place for FIS to ensure maximum coverage of access to the service. Hits to the website have increased and currently NPTFamily facebook is no.1 in Wales out of all 22 FISs. GREEN
Awareness	Develop and implement an effective and tailor made marketing strategy for promoting Childcare and the FIS in partnership with organisations to ensure meaningful contact with parents.	Marketing strategy developed by Autumn 2014 and launched Autumn 2014.	Early Years and Childcare Team / FIS / Think Family Partnership / NPTCBC Marketing Team Budget for implementation to be agreed	Family Information Service NPTCBC Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin Communities First	Development and implementation of marketing plan. 10% reduction in the number of parents who don't know where to find out information about childcare at next CSA.	FIS website visits. FIS enquiries. Use 2014 CSA as a benchmark against which to assess parent's awareness	OOSC Grant funding used to continue with the marketing campaign that was started previously for FIS and the Early Years and Childcare Unit. Advertising has included: Radio Leaflets Facebook advertising Attending various events and school activities and professional events. Further plans include till roll receipt advertising, Tesco billboard adverts, adverts on buses, taking the trailer to hard to reach communities GREEN
Awareness	Develop a programme of promotional events and activities to raise awareness of Childcare and the FIS. Seek opportunities to be part of existing events to guarantee footfall.	On-going.	Early Years and Childcare Team / FIS / Think Family Partnership / NPTCBC Marketing Team / Umbrella Organisations. Budget for implementation to be agreed	Family Information Service NPTCBC Early Years and Childcare Team Clybiau Plant Cymru Kids' Clubs Wales PPA Mudiad Meithrin Communities First	Development and implementation of marketing plan. 10% reduction in the number of parents who don't know where to find out information about childcare at next CSA.	FIS website visits. FIS enquiries. Percentage of parents / carers using childcare. 10% reduction in the number of parents who don't know where to find out information about childcare at next CSA.	A FIS Family Fun Day was held and over 3,000 people attended the event. There were over 50 information stands from services who are listed on the data base for the website. Plans are in place to make this an annual event on different sites to ensure maximum coverage of the county borough. FIS and/or the Early Years and Childcare Unit also attends other events

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							organised by different services and organisations. GREEN
Awareness	Work with NPT Homes to develop childcare information / welcome pack for distribution to all families with a child less than 14 years of age who move into an NPT Home.	Spring / summer 2014 share findings of CSA. On-going programme of targeted liaison.	Early Years and Childcare Team / FIS Team NPT Homes Budget.	Family Information Service NPTCBC Early Years and Childcare Team NPT Homes	Distribution of packs. 10% reduction in the number of parents who don't know where to find out information about childcare at next CSA.	Resulting enquiries – develop system for recording if enquires result from pack. Include feedback form in pack. 10% reduction in the number of parents who don't know where to find out information about childcare at next CSA.	A representative of NPTHomes Regeneration Team now sits on the Early Years Group and discussions have started on how to ensure maximum support to tenants wishing to operate a childminding service from their home and also on how to share information with all tenants of NPT Homes AMBER
Use of resources	Comprehensive review of existing grant programme, with focus on outcomes delivered against terms of grant and identified need. Use information to develop criteria and monitoring for future grant provision.	Winter 2014 review of grant provision. New criteria in place and agreed for April 2013.	Early Years & Childcare Team / FIS Team / Umbrella organisations.	NPTCBC Early Years and Childcare Unit	Grant review. Revised grant criteria.	Grant monitoring system in place.	Grant forms reviewed and amended. Criteria for funding made clearer and grant forms made more accessible and more user friendly. Strategic allocation of grants to ensure funding allocated meets the needs of both the provider and the Local Authority in meeting its statutory duties GREEN
Use of resources	In light of the Childcare Sufficiency Assessment review umbrella organisation support against targets for the period between this and the previous assessment. Consider outcomes against expenditure and review targets for the future.	Summer 2014 review.	Early Years & Childcare Team / FIS Team / Umbrella organisations.	NPTCBC Early Years and Childcare Unit	Results and outcomes review. Revised targets.	Develop specific system to monitoring results against targets.	The decision was taken not to engage with the childcare umbrella organisations from April 2015 due to budget restrictions. The Early Years and Childcare Unit will monitor the impact this may have on the sector. Strategies have been put in place to ensure the continuity of support to the sector via the Early Years and Childcare Unit and FIS. Social Media support is being developed to share information. GREEN

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Year Two: 2015 / 16							
Times when provision is available. Awareness	Provide a search function on the Family Information Service (FIS) to enable parents / carers to search for provision by opening times and cost. Work with providers to highlight the value of actively participated with the FIS and the importance of providing all the data requested.	Winter 2014 / Spring 2015	FIS team and support from Neath Port Talbot County Borough Council IT team.	NPTCBC Family Information Service Team	Website search function set up in the timeframe outlined. Reduction in % of parents who are dissatisfied with provision opening times at next CSA.	Usage of website search function. Use 2014 CSA as a benchmark against which to assess parent's satisfaction.	This service has always been available, and is being used by the public. Monitoring of searches GREEN
Times when provision is available.	Further consultation with employers to understand shift patterns and working hours in Neath Port Talbot.	Autumn / Winter 2015	Early Years and Childcare Team. If required additional support from outside consultant.	NPTCBC Early Years and Childcare Unit	Working hours data.	Application of working hours data.	Work is ongoing to strengthen the links with employers through the Regeneration and Economic Development team in the Local Authority AMBER
Times when provision is available Awareness.	Promote / raise awareness of alternative childcare options that will provide flexibility of hours such as childminders and nanny share. Use local and social media, FIS and events within the County. Work with partner organisation including providers and umbrella organisations. Undertake a three year programme to visit the 9N ^o spatial areas within Neath Port Talbot to hold targeted information clinics focused on provision that is available within that area.	January 2015	Early Years and Childcare / FIS Team. Budget for events and consultation materials	NPTCBC Early Years and Childcare Unit FIS Flying Start Workways Job Centre Plus Umbrella Organisations	Increase in % of parents who know where to find information about childcare. Reduction in % of parents who are dissatisfied with provision opening times at next CSA.	Use 2014 CSA as a benchmark against which to assess parent's satisfaction.	FIS and Early Years and Childcare Unit social media is used regularly to inform and share information with the public including information on the different types of childcare available. Childcare clinics have been arranged but it is recognised that the clinics will take time and perseverance to be beneficial to the public. GREEN
Out of School Care	Work with providers to increase the provision of affordable holiday schemes. Using the findings of the CSA to define affordable provision. Use the CSA to ensure the new provision compliments rather than competes with existing provision, as the target of the action is to increase provision. Promote new schemes to parents and provide discounts / subsidies to support attendance.	Spring 2015 feasibility study and detailed costing. Launch summer 2013.	Early Years and Childcare Team. Grant funding programme. Resources for providers.	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Menter Iaith	15% increase in satisfaction with school holiday provision from parents at next CSA.	Use 2014 CSA as a benchmark against which to assess parent's satisfaction	4 holiday clubs piloted during the summer of 2015 which has resulted in the Early Years and Childcare Unit working with individuals to look at the possibility of setting up and registering 2 holiday clubs AMBER

Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2015
Sustaining Existing Provision	In light of the CSA, review the current grants programme and put in place criteria to ensure that funding is going to providers most in need.	April 2015 grant review.	NPTCBC Early Years and Childcare Team / Think Family Partnership.		Change to grant criteria.	Impact of grant/s on provider sustainability.	Grant programme being reviewed currently AMBER
Sustaining Existing Provision	Provide business planning training opportunities for development officers and providers and work with them to find ways to encourage them to participate. Signpost providers to existing business planning tools including the NPTCBC Business Toolkit and Clybiau Plant Cymru Kids' Clubs Ready, Steady Go.	2015 training programme onward.	Training budget. NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Menter Iaith	NPTCBC Early Years and Childcare Unit Clybiau Plant Cymru Kids' Clubs Wales PPA Menter Iaith	50% of providers to attend business planning training during period 2015 – 2017.	Attendance at training.	Training provided in training programme along with individual business support to settings. Signposting settings to Umbrella Organisations for support. GREEN
Working with employers	Highlight and provide information for employers on the Family Information Service website with useful tips and information. Promote in partnership with the local Chamber of Commerce and NPT business team. Support with regular promotion to local business such as newsletters and Chamber of Commerce events.	Launch and promotion Autumn 2013. On-going promotion.	FIS team. IT Support.	Family Information Service	Website visits. Reduction in number of employers who think childcare impacts on recruitment and retention.	Website visits. Consultation with employers via Chamber of Commerce e newsletter. Review employers perceptions against 2014 CSA benchmark.	In the process of updating information for the /childcare area of the website and then the aim is to work with FIS to discuss what and how to we promote the website to employers. Early Years and Childcare Unit responsible for collating information to add to the website. AMBER
Working with employers	Develop information pack for employers to provide parents / carers. Pack can be developed and provided in PDF format in employers section of FIS website. Also offer printed copies on request.	Develop and pilot with NPTCBC Human Resources team Autumn 2013. On-going promotion.	FIS team. IT Support. Budget for printing.	Family Information Service NPTCBC Human Resources	Website visits. Nº of copies printed and issues. Reduction in number of employers who think childcare impacts on recruitment and retention.	Website visits. Consultation with employers via feedback form including in pack. Review employers perceptions against 2014 CSA benchmark.	Currently looking to gather information that can be provided to employers for their employees and also in which format. RED
Working with employers	Attend local business networking events to raise awareness of support available to employers.	Year 2 / 3	NPTCBC Early Years and Childcare Team / FIS Team.	NPTCBC Early Years and Childcare Unit Family Information Service	Website visits. Nº of copies of information pack printed and issued. Reduction in number of employers who think childcare impacts on recruitment and retention.	Website visits. Consultation with employers via feedback form including in pack. Review employers perceptions against 2014 CSA benchmark.	Links have been made with Regeneration and Economic Development within the authority and these links will improve with time and understanding. AMBER

Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2015
Raising awareness	Provider marketing workshop – working in partnership with Chartered Institute of Marketing (CIM) to create tailor-made marketing training. Encourage attendance by providers and development officers.	April 2015	Early Years and Childcare Team / FIS / Think Family Partnership / Local branch of CIM Budget	NPTCBC Early Years and Childcare Unit Family Information Service Umbrella Organisations NPT CVS	33% of providers to attend marketing training during period 2015 – 2017.	Attendance at training.	Individual support and advice given to settings and signposting to umbrella organisations continuously. Group training and advice during networking events and also included in the training programme. Photocopying service available to providers for fliers and posters. GREEN
Benefits	45% of parents / carers prefer to use family and friends, with focus groups showing that parents are most likely to respond to other parents. Develop a means of capturing and sharing parents / carers positive childcare testimonials with parents / carers who are considering childcare. Work with providers and partners to share testimonials with parents / carers. This programme should also seek to target grandparents who are having an impact on the childcare decision making process.	Spring / Summer 2015	FIS Team Budget allocation.	NPTCBC Early Years and Childcare Unit Family information Service Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	Programme in place. Testimonials captured. Promotion to parents and carers. 15% increase in proportion of parents who use childcare for social / learning benefits at 2017 CSA.	FIS website visits. FIS enquiries. Percentage of parents / carers using childcare Use 2014 CSA as a benchmark against which to assess parent's awareness of childcare benefits.	In the process of creating a leaflet using parent and child testimonials to promote childcare. These will be distributed widely and also circulated via social media, e-newsletter and website. Videos have been created to promote the benefits of childcare and also promoting careers in childcare. AMBER
Benefits	Respond to parents / carers concerns about childminders by promoting the benefits of this type of provision and highlighting their unique selling point.	Spring / Summer 2015	FIS Team Budget allocation. PACEY	NPTCBC Early Years and Childcare Unit Childminders PACEY Family information Service Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	Programme / promotion in place. 15% increase in the number of families using childminders by 2017 CSA.	FIS website visits. FIS enquiries – childminders. Use 2014 CSA as a benchmark against which to assess the number of parents using childminders.	Childminding is promoted equally along with daycare childcare settings. Parents have a choice in which childcare setting they choose and we encourage parents to consider all childcare types. The number of childminders in NPT is increasing steadily which in turn shows the demand for the type of childcare that childminders offer. GREEN

Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2015
Benefits	Provide help and support to encourage parents to involve their children in childcare decisions. Use the Children's Zone as means of engaging with families.	Spring / Summer 2015	FIS Team Budget allocation.	NPTCBC Early Years and Childcare Unit FIS Team Play Works Children's Rights Units	Programme in place. Promotion to parents and carers.	Consultation with children and young people.	Generally children are not consulted about the childcare they use because it is the parent who would make the decision. Information is available to children on the Children's Zone about what to expect in a childcare setting. GREEN
Benefits	Provide training for providers to enable them to engage with / work with children when planning events, activities and change. Work with Play Works to develop training which will respond to children / young people's desire to be more involved with decision related to childcare which affect them.	Spring / Summer 2015	Additional to training programme.	NPTCBC Early Years and Childcare Unit Play Works	Ask providers to record participation and feedback back to NPTCBC Early Years and Childcare Unit. Review impact during consultation with children and young people to support 2017 CSA.	Consultation with children and young people.	Participation training is ongoing which looks at consulting with children. GREEN
Meeting specific needs	Respond to 30% of parents who believe there is not enough Bilingual Language provision by working partnership with schools and relevant organisations to promote existing provision. Undertake further research to ascertain sustainability of further Bilingual Language provision.	Promotion of existing provision Summer 2014. Feasibility study Autumn / Winter 2015	Early Years and Childcare Team Mudiad Meithrin Menter Iaith Funding for feasibility study.	Mudiad Meithrin Early Years and Childcare Team Menter Iaith	Increased use of existing provision.	Bilingual language provision occupancy rates.	Welsh Language training is ongoing in the training programme and some settings have benefitted from the Wales PPA Welsh Language course that is currently available. It is our aim to increase the use of the Welsh language in all English medium settings as well as increase the number of settings who offer a bilingual or Welsh service. Training is planned for frontline staff in how to promote bilingual services to families. GREEN
Meeting specific needs	Support providers who have identified a need for training to enable them to support specific groups of children and in so doing provide additional choice for families with specific needs. Work with partner organisations to deliver targeted training.	2015 training programme and on-going.	Funding and training programme.	NPTCBC Early Years and Childcare Unit PACEY Family information Service Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	25% of providers attending training during the period 2015 – 2017	25% of providers attending training during the period 2015 – 2017.	The training programme includes specific sessions on inclusion and individual support is given if required. An accessibility audit is currently being undertaken in partnership with the Play Development Team to ascertain if any childcare settings requires support to ensure accessibility to all. GREEN

Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2015
Meeting specific needs	Review O Gam I Gam and consider expanding criteria to enable more families with additional needs, such as those with low incomes, in training and / or returning to work, to receive support.	April 2015	Early Years and Childcare Team / Think Families Partnership Funding budget.	NPTCBC Early Years and Childcare Unit	20% increase in the number of families applying for O Gam I Gam funding. Increase in use of childcare among identified groups at 2017 CSA.	Review and monitor funding applications.	Currently under review with issued being discussed. AMBER
Meeting specific needs	Support providers to provide more spaces for children with disabilities and provide increased choice for families.	2015 training programme and on-going. Support services developed with partnership organisations.	Early Years and Childcare Team / Think Families Partnership Funding to support additional staff costs.	NPTCBC Early Years and Childcare Unit Providers	25% of providers attending training during the period 2015 – 2017	25% of providers attending training during the period 2015 – 2017.	All registered childcare places can provide places for children with disabilities under the O Gam i Gam scheme therefore offering a good choice of local childcare for parents and carers. GREEN
Meeting specific needs	20% of providers believed they would benefit from training to support Welsh Language provision. Work with Menter Iaith and Mudiad Meithrin to create a targeted training offer. This could make use of the Wales PPA Welsh Language for childcare course which is currently in South East Wales.	2015 training programme and on-going.	Early Years and Childcare Team / Think Families Partnership / Mudiad Meithrin Funding	Mudiad Meithrin NPTCBC Early Years and Childcare Unit Menter Iaith Think Families Partnership	15Nº providers attending training during the period 2015 – 2017	15Nº providers attending training during the period 2015 – 2017	Welsh Language training is ongoing in the training programme and some settings have benefitted from the Wales PPA Welsh Language course that is currently available. It is our aim to increase the use of the Welsh language in all English medium settings as well as increase the number of settings who offer a bilingual or Welsh service. Training is planned for frontline staff in how to promote bilingual services to families. GREEN
Ensuring quality provision	Create guidance / a checklist to support parents in choosing quality childcare provision. Promote in accordance with previous actions, in partnership with key organisations.	Summer 2015	Early Years & Childcare Team / FIS Team. Funding.	NPTCBC Early Years and Childcare Unit Family information Service PACEY Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	15% increase in proportion of parents who use childcare for social / learning benefits at 2017 CSA.	Use 2014 CSA as a benchmark against which to assess parent's awareness of childcare benefits.	A leaflet has been produced supporting parents who are making choices in childcare and parents are also directed to the Choosing Childcare that is available from FIS. GREEN

Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2015
Ensuring quality provision	Parents / carers and children and young people believe that a quality assurance standard would help improve quality and enable families to make informed childcare decisions. Work in partnership organisations to promote existing assurance standard and encourage participation.	2015 – on going	Early Years & Childcare Team / FIS Team / Umbrella organisations / Play Works Budget to be agreed.	NPTCBC Early Years and Childcare Unit Family Information Service Team Play Works PACEY Wales PPA Mudiad Meithrin Clybiau Plant Cymru Kids' Clubs	Increase the proportion of quality assured providers from 40% to at least 55% by 2017.	Training needs analysis and FIS database monitoring.	Funding has been made available to childcare settings to undertake a recognised quality assurance award and this is promoted on our social media sites. Recognition is also given to those settings who have achieved an award by promotion on social media. 7 settings have completed all aspects of the Healthy and Sustainable Pre School Scheme with another 34 settings engaged with the scheme. A Healthy Snack Award is also available to settings in NPT. GREEN
Ensuring quality provision	Review training programme to target meaningful improvements to quality of provision. Encourage increased participation among providers by highlighting benefits to them. Work in partnership with other organisation's to develop a unique training offer.	Review training and budget programme 2013. On-going delivery of provider training.	Early Years & Childcare Team / FIS Team / Play Works / NPT CVS. Budget to be agreed.	NPTCBC Early Years and Childcare Unit Family Information Service Team Play Works NPT CVS	Minimum of 10% increase in training participation from previous year in 2013.	Participation among providers. Bi-annual review of training programme.	Participation on training courses is good and the programme is varied. A training needs audit is completed annually to ensure that training is appropriate and that value for money is achieved from any training funding. Currently the training programme is free to childcare providers but if budgets change then this may also need to change. GREEN

Year Three: 2016 / 17							
Priority	Delivery actions	Key milestones	Resource allocation	Lead Responsibility (Bold) Supporting Partners	Performance measure	Monitoring / evaluation	Annual update - March 2017
Affordability Awareness	Work with partners to develop an information / gift packs for parents preparing to have a child.	Pack and registration system developed my Spring 2017. Pilot programme 2017/18.	Early Years and Childcare Team. Sponsorship from local businesses.	NPTCBC Early Years and Childcare Unit	75 families to registered and receive a pack during the pilot.	Registration and distribution.	
Times when provision is available.	Undertake a feasibility study to considering increasing the number of childcare spaces available before 8am and after 6pm. Following the recommendations of the research for PACEY by Eleanor Stafford this should be focus on childminders. If the feasibility studies suggest provision will be sustainable support the establishment of additional childcare provision available before 8am and after 6pm.	Additional places available to parents from January 2016.	Early Years and Childcare Team. Provider support.	NPTCBC Early Years and Childcare Unit	Use the feasibility study to defined a targeted number of spaces available before 8am and after 6pm and occupancy rate. Reduction in % of parents who are dissatisfied with provision opening times at next CSA.	Monitor partner providers against the feasibility study targets for spaces and occupancy. Use 2014 CSA as a benchmark against which to assess parent's satisfaction.	
Out of School Care	Respond to the needs of older children, who require childcare but don't want to be with younger children, by encourage providers to create over 8 places within their setting if they have capacity / available space. Work with Play Works to develop a targeted activities toolkit that providers can use to engage this age group. Develop a cost model including cost benefit analysis to illustrate to providers the value of developing this provision.	Work with providers Spring 2016.	Early Years and Childcare Team. Play Works. Budget for cost based model and toolkit. Case studies to illustrate benefits to providers.	NPTCBC Early Years and Childcare Unit Play Works Wales PPA Clybiau Plant Cymru Kids' Clubs	Increased satisfaction among older children in childcare	Consultation with childcare monitored against 2014 CSA benchmark.	
Supporting families where parents who are studying and / or looking for work	Back to work support scheme – consider a short term grant scheme to provide funding to support parents entering work to enable them to begin using childcare before they get paid. Funding would be paid directly to providers, and parents would be asked to make a small contribution in the form of match funding.	Work with families through Year 3 from September onwards.	NPTCBC Early Years and Childcare Team / Think Family Partnership / Job Centre Plus. Funding allocation.	NPTCBC Early Years and Childcare Unit Think Family Partnership Job Centre Plus. Workways NSA	Development of funding programme. Take up of funding scheme.	Take up of funding scheme. Consultation with parents who use the funding in the form of feedback.	
Working with employers	Work with an existing provider to develop a satellite provision located at Neath Port Talbot Employer. Use as a case study / tool to aid future developments.	Work with employers during Year 3.	Funding and resources	NPTCBC Early Years and Childcare Unit Providers Umbrella Organisations Think Family Partnership	On site provision place by Summer 2016. Targeted occupancy rate defined by feasibility work to support provision	Consultation with employers and parents throughout the development of provision.	

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