

**Hampshire County Council**

**Children's Services Department**

**August 2008**

**Sure Start Children's Centres: Phase 3 – Consultation Summary Paper**

**Report of the Director of Children's Services**

## **I Introduction**

- 1.1 This summary paper sets out the findings of the consultation process and the steps taken to develop the vision for delivering phase 3 of the Sure Start Children's Centre programme within Hampshire, including proposed delivery plan and Notional Catchment Areas (NCAs).
- 1.2 Hampshire County Council undertook a full three-month consultation process on the development of children's centres across the county, under phase 3 of the Government's initiative.

## **2 Background**

### **Role of children's centres**

- 2.1 Children's centres play a key role in improving outcomes for all young children and reducing inequalities between the most disadvantaged children and the rest.
- 2.2 Children's centres are aimed at children under five years old and their families, but work closely with other initiatives such as Extended Schools so that families have easy access to age appropriate services throughout childhood.
- 2.3 Children's centres provide a range of services depending on local need and parental choice. They may offer information, advice and support to fathers, mothers and carers, as well as integrated childcare and early learning, health services, family support, parental outreach and employment advice.
- 2.4 Members of the local community are strongly encouraged to play an active role in the development and delivery of services in children's centres. In particular, parents' and carers' views form an important element of children's centres governance in Hampshire, represented through Parents' Forums. Each children's centre has a Partnership Board, consisting of representation from centre users (including the Parents' Forum), service providers, local schools and voluntary/community members. For more information about the governance of children's centres, please see <http://www3.hants.gov.uk/education/governors> or contact Claire Bailey, County Governor Administrator, on 01962 845846.

## **The development of children's centres in Hampshire**

- 2.5 The Department for Children, Schools and Families (DCSF) have required local authorities to develop children's centres in three separate phases, with associated targets for both the number of centres and number of under fives reached.

### **Phase 1 (01 April 2004 – 31 March 2006)**

- 2.6 In phase 1, children's centres needed to serve the 20% most disadvantaged wards and/or pockets of disadvantage, as detailed in the Index of Multiple Deprivation (IMD) 2000.
- 2.7 Seven children's centres were designated in Hampshire during this phase. A list of all phase 1 children's centres and their contact details can be found at <http://www3.hants.gov.uk/childrens-centres>.
- 2.8 A single model of service delivery was used in this phase - 'Full Core Offer'. These children's centres were seen as 'one-stop shops' providing all services from a single location, supported by a programme of outreach and home visiting.

### **Phase 2 (01 April 2006 – 31 March 2008)**

- 2.9 In phase 2 of the programme, a further 53 children's centres were developed across the county. As a result, approximately 70% of Hampshire's under fives are currently served by a children's centre.
- 2.10 Two models of children's centre service delivery were developed in this phase; 'Full Core Offer' and 'Graduated'. 'Full Core Offer' children's centres serve communities within the top 35% most deprived areas (not including those served by a children's centre in phase 1), according to the IMD 2004. Graduated children's centres serve the 65% relatively more advantaged areas, according to the IMD 2004.
- 2.11 A list of all phase 2 children's centres and their contact details can be found at <http://www3.hants.gov.uk/childrens-centres>.

### **Phase 3 (01 April 2008 – 31 March 2010)**

- 2.12 Hampshire County Council is required to develop additional children's centres to serve those areas not yet being served by phase 1 or 2. As a result, all of the county's under fives will be served by a children's centre by 31 March 2010.

### 3 Phase 3 service delivery

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<b>Core offer and implementation</b>		
3.1 Phase 3 children's centres will provide improved access to services for families living in less disadvantaged and more affluent areas.	General agreement that this part of the strategy is clear and reasonable to deliver.	Phase 3 children's centres will provide improved access to services for families living in less disadvantaged and more affluent areas.
3.2 Services, provided in partnership with private, voluntary, independent (PVI) and statutory agencies, will include: <ul style="list-style-type: none"> <li>▪ outreach services for isolated families at greatest risk of social exclusion;</li> <li>▪ information and advice for mothers, fathers and carers on a range of subjects for young children;</li> <li>▪ support for childminders via a quality-assured, co-ordinated network;</li> </ul>	General agreement that this part of the strategy is clear and reasonable to deliver.	Services, provided in partnership with private, voluntary, independent (PVI) and statutory agencies, will include: <ul style="list-style-type: none"> <li>▪ outreach services for isolated families at greatest risk of social exclusion;</li> <li>▪ information and advice for mothers, fathers and carers on a range of subjects for young children;</li> <li>▪ support for childminders via a quality-assured, co-ordinated network;</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<ul style="list-style-type: none"> <li>▪ activities for parents/carers and children;</li> <li>▪ links to Jobcentre Plus providing advice on training and employment opportunities for parents; and</li> <li>▪ access to community health services.</li> </ul>		<ul style="list-style-type: none"> <li>▪ activities for parents/carers and children;</li> <li>▪ links to Jobcentre Plus providing advice on training and employment opportunities for parents; and</li> <li>▪ access to community health services.</li> </ul>
<p>3.3 It is not intended that childcare will be provided as part of the core service, other than signposting to all available childcare in the area (as provided by Hampshire's Families Information Service).</p>	<p>General agreement that this part of the strategy is clear and reasonable to deliver.</p>	<p>Childcare will not be provided as part of the core service, other than signposting to all available childcare in the area (as provided by Hampshire's Families Information Service).</p>
<p>3.4 Specific services provided by each centre will be developed in partnership with local communities.</p>	<p>General agreement that this part of the strategy is clear and reasonable to deliver.</p>	<p>Specific services provided by each children's centre will be developed in partnership with local communities.</p>
<p>3.5 The information gathered from this consultation, together with more focused consultation events at a local level, will be</p>	<p>General agreement that strategy is clear and reasonable to deliver. Second stage of consultation with parents and carers on service delivery</p>	<p>The information gathered from the strategy stage of consultation, alongside the service delivery stage, will be used to inform the tailoring of the</p>

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<p>used to inform the tailoring of the range of services detailed above (section 3.2). This will ensure services meet local needs and deliver the required elements of provision.</p>	<p>has been launched, closing end of December 2008.</p>	<p>range of services detailed in section 3.2. This will ensure services meet local needs and deliver the required elements of provision.</p>
<p>3.6 The idea is not to duplicate services that already exist in the area. An important aspect of phase 3 development will include the strengthening of partnership working with the statutory and PVI sector. New or additional services will not be developed where sufficient, high quality provision already exists. Services may not always be delivered directly by the children's centre, but through existing providers, who may be encouraged to expand or adapt their current service offering in order to meet demand.</p>	<p>General agreement that this part of the strategy is clear and reasonable to deliver.</p>	<p>The intention is not to duplicate services that already exist in the area. New or additional services will not be developed where sufficient, high quality provision already exists. Services may not always be delivered directly by the children's centre, but through existing providers, who may be encouraged to expand or adapt their current service offering in order to meet demand. An important aspect of phase 3 development will include the strengthening of partnership working with the statutory and PVI sector.</p>

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<b>Governance</b>		
<p>3.7 The County Council has developed a model of governance that is both robust (in terms of accountability to the Local Authority) and flexible in meeting community needs. The proposed model, which has been approved by the Executive Lead Member for Children's Services (Education), has been informed by:</p> <ul style="list-style-type: none"> <li>▪ existing governance arrangements within the national Sure Start Local Programmes;</li> <li>▪ guidance within the DfES discussion paper – <i>'Governance and Management of Extended Schools and Sure Start Children's Centres'</i> (November 2006);</li> </ul>	<p>General agreement that this part of the strategy is clear and reasonable to deliver.</p>	<p>The County Council has developed a model of governance that is both robust (in terms of accountability to the Local Authority) and flexible in meeting community needs. The proposed model, which has been approved by the Executive Lead Member for Children's Services (Education), has been informed by:</p> <ul style="list-style-type: none"> <li>▪ existing governance arrangements within the national Sure Start Local Programmes;</li> <li>▪ guidance within the DfES discussion paper – <i>'Governance and Management of Extended Schools and Sure Start Children's Centres'</i> (November 2006); and</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<ul style="list-style-type: none"> <li>▪ feedback from Hampshire's consultation process.</li> </ul>		<ul style="list-style-type: none"> <li>▪ feedback from Hampshire's consultation process.</li> </ul>
<p>3.8 The County Council's governance model for children's centres within Hampshire will also apply to all phase 3 children's centres, regardless of the management option implemented.</p>	<p>General agreement that this part of the strategy is clear and reasonable to deliver.</p>	<p>The County Council's governance model for children's centres within Hampshire will also apply to all phase 3 children's centres, regardless of the management option implemented.</p>
<p>3.9 A copy of the County Council's governance model for children's centres within Hampshire, can be found at <a href="http://www3.hants.gov.uk/childrens-services/childrenandyoungpeople/childrens-centres/childrenscentres-governancemodel.htm">http://www3.hants.gov.uk/childrens-services/childrenandyoungpeople/childrens-centres/childrenscentres-governancemodel.htm</a>.</p>	<p>General agreement that this part of the strategy is clear and reasonable to deliver.</p>	<p>A copy of the County Council's governance model for children's centres within Hampshire, can be found at <a href="http://www3.hants.gov.uk/childrens-services/childrenandyoungpeople/childrens-centres/childrenscentres-governancemodel.htm">http://www3.hants.gov.uk/childrens-services/childrenandyoungpeople/childrens-centres/childrenscentres-governancemodel.htm</a>.</p>
<b>Management</b>		
<p>3.10 Hampshire County Council will seek the involvement of a greater number of third party organisations in the management of children's</p>	<p>Although general agreement was gained that County Council managed centres should not be the first option, greater clarity over the use of schools, as well as third party organisations, was</p>	<p>The County Council will seek to promote the management of children's centres in phase 3 by school and third party organisations.</p>

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centres in phase 3.	requested.	
<p>3.11 Service Contracts will be managed through an open tender process, with advertisements for expressions of interest expected to be released in October/November 2008, subject to approval. Tender opportunities will be advertised on Hampshire County Council's Corporate Procurement website (<a href="http://www.hants.gov.uk/procurement/tenders/">http://www.hants.gov.uk/procurement/tenders/</a>), as well as in appropriate trade magazines.</p>	<p>General agreement that strategy is clear and reasonable to deliver. However, assurance was sought for strict adherence against tender processes.</p> <p>The issue was raised that smaller local organisations, who did not have the experience of larger national organisations in applying for tender opportunities, may be disadvantaged. There was concern that organisations who were capable of delivering the service contract, would miss out due to lack of expertise, capacity and experience in completing the tender process. Support and training in how to complete a tender bid was requested for these types of organisations.</p> <p>A link from the children's centres website was also requested for advertising tender opportunities.</p>	<p>Service contracts will be managed through an open tender process, with advertisements for expressions of interest expected to be released in October/November 2008, subject to approval. Tender opportunities will be advertised on Hampshire County Council's Corporate Procurement pages on Hantsweb (<a href="http://www.hants.gov.uk/procurement/tenders/">http://www.hants.gov.uk/procurement/tenders/</a>), the children's centres pages on Hantsweb, as well as advertised in the local press and relevant trade journals.</p> <p>The tender evaluation process will ensure that organisations putting forward a ITT submission can demonstrate:</p> <ul style="list-style-type: none"> <li>▪ an understanding of the children's centre programme and ethos;</li> <li>▪ experience of working with children</li> </ul>

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		<p>and families, including references;</p> <ul style="list-style-type: none"> <li>▪ financial stability;</li> <li>▪ an understanding of the expectations of delivery, including line management of children's centre leaders; as well as</li> <li>▪ the ability to deliver against the service contract.</li> </ul> <p>Hampshire County Council has put together information within the Corporate Procurement website, designed to help organisations understand how the County Council does business and the tender opportunities which are currently available.</p> <p>Part of the information provided includes a guide for businesses and other organisations wishing to do business with the County Council (<a href="http://www.hants.gov.uk/procurement/sellers.html">http://www.hants.gov.uk/procurement/sellers.html</a>).</p>

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		<p>The County Council also wishes to make it easier for Small and Medium Sized Enterprises (SMEs) to do business with the Local Authority. As part of this process, the County Council has declared support for the Small Business Friendly Concordat. The Concordat has been developed to make it easier for SMEs to find out about tendering opportunities and ensure they are treated equally and fairly. A copy of the Concordat can be found at <a href="http://www.hants.gov.uk/procurement/smallbusiness/smallbusinessconcordat.pdf">http://www.hants.gov.uk/procurement/smallbusiness/smallbusinessconcordat.pdf</a>.</p> <p>The County Council is committed to working effectively with its suppliers and promoting opportunities for organisations from all sectors to work with the County Council.</p>

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3.12 Where the open tender process proves unsuccessful, children's centres will be directly managed by Hampshire County Council.	General agreement that this part of the strategy is clear and reasonable to deliver.	Where the open tender process proves unsuccessful, children's centres will be directly managed by Hampshire County Council.
<b>Proposed NCAs</b>		
3.13 In order to achieve 100% coverage of all under fives within Hampshire, an additional 23 children's centre NCAs are proposed. The NCA is the geographical area a children's centre will serve, which on average, will reach between 600 and 1200 children under five.	Since the 'Understanding the Issues' briefing paper was released, the DCSF have now set Hampshire County Council a target for phase 3 additional children's centres.	Hampshire County Council is required to deliver additional children's centres in phase 3 of the programme, to serve those areas not yet being served by phase 1 or 2. In order to achieve 100% coverage of all under fives within Hampshire, an additional 25 children's centre NCAs are proposed. The NCA is the geographical area a children's centre will serve, which on average, will reach between 600 and 1200 children under five.
3.14 Table 1 identifies the number of children's centres being developed in phase 3, alongside the total number of children's centres in each district area by April 2010.	No specific comments on this part of the strategy but the table has been updated to reflect the updated final proposed strategy numbers resulting from consultation feedback.	Table 1 identifies the number of children's centres proposed to be developed in phase 3, alongside the total number of children's centres in each district area by April 2010.

**Table 1:** Number of children's centres – additional phase 3 and total across all phases

Area	Number of phase 3 children's centres prior to consultation	Total number of children's centres (phases 1 - 3) prior to consultation	Number of proposed phase 3 children's centres after consultation feedback	Total number of proposed children's centres (phases 1 - 3) after consultation feedback
Basingstoke & Deane	6	11	6	11
East Hampshire	1	7	2	8
Eastleigh	3	9	3	9
Fareham	1	5	1	5
Hart	6	6	7	7
Rushmoor	1	7	1	7
Test Valley	2	6	2	6
Winchester	3	7	3	7
Gosport	0	6	0	6
Havant	0	9	0	9
New Forest	0	10	0	10
<b>Total</b>	<b>23</b>	<b>83</b>	<b>25</b>	<b>85</b>

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3.15 Gosport and Havant will not receive additional children's centres in phase 3, as all under fives are served by existing phase 1 and 2 centres. The same will apply in the New Forest, where additional coverage will be provided by expansion of two existing phase 2 children's centres.	This part of the strategy has been altered to reflect the changes proposed to the amendments of phase 2 NCAs, in section 3.37.	The boroughs of Gosport and Havant will not receive additional children's centres in phase 3, as all under fives are served by existing phase 1 and 2 centres. The same applies to the New Forest district, where additional coverage will be provided by expansion of three existing phase 2 children's centres.
3.16 A full list of all the proposed children's centres, as well as further NCA details, is provided under Appendix 1. The proposed NCAs have also been provided in map form in Appendix 2.	NCA list and maps have been updated to incorporate changes identified through consultation feedback. Number of under fives and deprivation levels have been included in NCA lists.	A full list of all the proposed children's centres, including deprivation levels and under five population figures set at Lower Super Output Area (LSOA), is provided under Appendix 1. The proposed NCAs have also been provided in map form in Appendices 2(a), (b) and (c).
<b>Borough of Basingstoke &amp; Deane (B&amp;D) – further details</b>		
3.17 An additional six children's centres will be developed within the borough of Basingstoke and	There were no specific comments regarding the number of children's centres proposed in Basingstoke & Deane. Instead, feedback focused on	An additional six children's centres are proposed to be developed within the borough of Basingstoke and Deane

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Deane during phase 3.	the proposed boundaries and suggested changes to ensure a more natural fit with local communities.	during phase 3.
<p>3.18 Initial analysis has identified that the following NCAs be developed to ensure phase 3 centres serve the remaining areas within this borough:</p> <ul style="list-style-type: none"> <li>▪ Wards of Burghclere, Kingsclere, Highclere &amp; Bourne and East Woodhay (Appendix 2, Map 1.1);</li> <li>▪ Wards of Tadley North, Tadley South and Baughurst (Appendix 2, Map 1.2);</li> <li>▪ Wards of Pamber, Sherborne St John and Calleva (Appendix 2, Map 1.3);</li> </ul>	<ul style="list-style-type: none"> <li>▪ Feedback suggested that the area of St Marybourne, in the Highclere &amp; Bourne ward, was linked more with the Whitchurch area.</li> <li>▪ Views suggested that surrounding areas of Pamber and parts of Calleva should be added to this NCA.</li> <li>▪ Feedback recommended that these areas be included in other NCAs, therefore, this NCA has been removed.</li> </ul>	<p>The following NCAs are proposed to be developed to ensure phase 3 centres serve the remaining areas within this borough:</p> <ul style="list-style-type: none"> <li>▪ B&amp;D NCA 6 - Wards of Burghclere, Kingsclere, East Woodhay and parts of Highclere &amp; Bourne ward (Appendix 2(a), Map 1.1);</li> <li>▪ B&amp;D NCA 7 - Wards of Tadley North, Tadley South, Baughurst, Pamber and parts of Calleva ward (Appendix 2(a), Map 1.2);</li> </ul>

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<ul style="list-style-type: none"> <li>▪ Wards of Basing and Chineham (Appendix 2, Map 1.4);</li>   <li>▪ Wards of Upton Grey &amp; The Candovers and Hatch Warren &amp; Beggarwood (Appendix 2, Map 1.5);</li>   <li>▪ Wards of Oakley &amp; North Waltham, Whitchurch and Overton, Laverstoke and Steventon (Appendix 2, Map 1.6).</li> </ul>	<ul style="list-style-type: none"> <li>▪ The addition of surrounding areas has resulted in this NCA being split into two NCAs (centres to be twinned).</li>   <li>▪ Feedback from both Basingstoke &amp; Deane and Hart districts, identified that part of the Upton Grey &amp; The Candovers ward linked more appropriately in the direction of Hart.</li>   <li>▪ Feedback on this NCA was that it includes three main dwellings across a large rural area, therefore the strategy needed to ensure that they are all reached.</li> </ul>	<ul style="list-style-type: none"> <li>▪ B&amp;D NCA 8 - Ward of Chineham and parts of Sherborne St John Ward and Calleva ward (Appendix 2(a), Map 1.3);</li>   <li>▪ B&amp;D NCA 9 - Ward of Basing (Appendix 2(a), Map 1.4) – twinned with B&amp;D NCA 8;</li>   <li>▪ B&amp;D NCA 10 - Ward of Hatch Warren &amp; Beggarwood and parts of Upton Grey &amp; The Candovers ward (Appendix 2, Map 1.5);</li>   <li>▪ B&amp;D NCA 11 - Wards of Oakley &amp; North Waltham, Whitchurch, Overton, Laverstoke &amp; Steventon and part of Highclere &amp; Bourne ward (Appendix 2(a), Map 1.6).</li> </ul>

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<b>District of East Hampshire (EH) – further details</b>		
<p>3.19 One additional children's centre will be developed within the district of East Hampshire in phase 3.</p>	<p>Consultation responses were concerned that this is a large geographical area for one children's centre to serve. Further comments also identified a split between east and west areas, which naturally linked with other phase 2 or phase 3 NCAs.</p>	<p>An additional two children's centres are proposed to be developed in the district of East Hampshire in phase 3.</p>
<p>3.20 Initial analysis has identified that this children's centre should be developed to:</p> <ul style="list-style-type: none"> <li>▪ Serve the wards of Selborne, Downland, Ropley &amp; Tisted, Binsted &amp; Bentley, Four Marks &amp; Medstead and The Alresfords (Appendix 2, Map 1.7);</li> </ul>	<ul style="list-style-type: none"> <li>▪ Feedback suggested that this area should be split into two separate NCAs. The first natural area was around the Alresfords, with the second being to the east (possibly twinned with an existing children's centre).</li> </ul>	<p>The following NCAs are proposed to be developed to ensure phase 3 children's centres serve the remaining areas within this district:</p> <ul style="list-style-type: none"> <li>▪ EH NCA 7 - Wards of Selborne, Downland, and Binsted &amp; Bentley (Appendix 2(a), Map 1.7) – proposed to be twinned with an existing phase 2 East Hampshire children's centre;</li> <li>▪ EH NCA 8 - Wards of Ropley &amp; Tisted, Four Marks &amp; Medstead, The Alresfords</li> </ul>

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		and Cheriton & Bishops Sutton (Appendix 2(a), Map 1.8);
3.21 This NCA will cross district authority boundaries, serving The Alresfords ward from the district of Winchester.		The NCA serving the Ropley/Four Marks area (EH NCA 8) will cross district authority boundaries, serving The Alresfords ward and Cheriton & Bishops Sutton ward from the district of Winchester.
<b>Borough of Eastleigh (E) – further details</b>		
3.22 An additional three children's centres will be developed within the borough of Eastleigh during phase 3.	There were no specific comments regarding the number of children's centres proposed in Eastleigh. Instead, feedback focused on the proposed boundaries and suggested changes to ensure a more natural fit with local communities.	An additional three children's centres are proposed to be developed within the borough of Eastleigh during phase 3.
3.23 Initial analysis has identified that the following NCAs be developed to ensure phase 3 centres serve the remaining areas within this borough:		Consultation feedback has identified that the following NCAs be developed to ensure phase 3 centres serve the remaining areas within this borough:

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<ul style="list-style-type: none"> <li>▪ Wards of Hiltingbury East, Hiltingbury West, Compton &amp; Otterbourne and parts of Valley Park ward (Appendix 2, Map 1.8);</li>   <li>▪ Ward of Hedge End St John's and parts of the Hedge End Wildern ward and Botley ward (Appendix 2, Map 1.9);</li>   <li>▪ Ward of Hedge End Grange Park and parts of the Hedge End Wildern ward and Botley</li> </ul>	<ul style="list-style-type: none"> <li>▪ There were some suggestions that families in the Compton &amp; Otterbourne areas may prefer to access services in Winchester. This can be monitored and alterations made at a later date as part of NCA area reviews. The question was also raised as to whether the whole of Valley Park should be in one NCA. However, this would result in unfeasible reach numbers and Aviary Children's Centre already covers the remaining part of this ward.</li>   <li>▪ There was strong feedback that Botley should not be split, but dealt with as one ward. The consultation identified that there were better links (such as transport) between Botley and Hedge End St John's.</li> </ul>	<ul style="list-style-type: none"> <li>▪ E NCA 7 - Wards of Hiltingbury East, Hiltingbury West, Compton &amp; Otterbourne and parts of Valley Park ward (Appendix 2(b), Map 1.9);</li>   <li>▪ E NCA 8 - Wards of Hedge End St John's and Botley ward (Appendix 2(b), Map 1.10);</li>   <li>▪ E NCA 9 - Wards of Hedge End Grange Park and Hedge End Wildern (Appendix 2(b),</li> </ul>

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ward (Appendix 2, Map 1.10).		Map 1.11).
3.24 The children's centre serving the Hiltingbury area will cross district authority boundaries, with the NCA serving Compton & Otterbourne ward from the district of Winchester and Valley Park within the district of Test Valley.	No feedback received.	The children's centre serving the Hiltingbury area (E NCA 7) will cross district authority boundaries, with the NCA serving Compton & Otterbourne ward from the district of Winchester and Valley Park within the district of Test Valley.
<b>Borough of Fareham (F) – further details</b>		
3.25 One additional children's centre will be developed within the borough of Fareham in phase 3.	No feedback received about the number of children's centres being developed, but a number of useful suggestions about where the gateway building could be located.	One additional children's centre is proposed to be developed within the borough of Fareham in phase 3.
3.26 Initial analysis has identified that the children's centre be developed to serve the wards of Park Gate and Sarisbury, as well as parts of the Warsash ward (Appendix 2, Map 1.11).	Local Councillors suggested adapting the east side boundaries to include a couple of streets from the neighbouring Strawberry Meadows Children's Centre's NCA. In reviewing these proposals, it was felt that this would not provide enough additional benefit to warrant realigning boundaries from an	In providing 100% coverage of the borough, the children's centre will be developed to serve the wards of Park Gate and Sarisbury, as well as parts of the Warsash ward (Appendix 2(b), Map 1.12).

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	<p>existing children's centre already serving this population.</p> <p>There are already very strong partnerships established between all of the existing children's centres in Fareham, so cross boundary movement of families is not expected to be an issue. The existing links and sharing of services and information will mean that these families will be supported.</p>	
<b>District of Hart (H) – further details</b>		
<p>3.27 Six children's centres will be developed within the district of Hart during phase 3.</p>	<p>There was a positive response to the number of children's centres proposed in the district of Hart due to no previous children's centres being developed in phase 1 and 2. However, a number of changes were proposed to NCA boundaries to ensure a more natural fit with local communities.</p>	<p>Seven children's centres are proposed to be developed within the district of Hart during phase 3.</p>
<p>3.28 Initial analysis has identified that the following NCAs should be developed to ensure phase 3 centres serve all areas within</p>		<p>A strong consultation response to changes to the proposed NCAs has led to a restructuring of the NCAs for Hart. Therefore, the following NCAs should</p>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<p>this district:</p> <ul style="list-style-type: none"> <li>▪ Wards of Yateley East, Yateley North and Yateley West (Appendix 2, Map 1.12);</li>   <li>▪ Wards of Frogmore &amp; Darby Green and Blackwater &amp; Hawley (Appendix 2, Map 1.13);</li> </ul>	<ul style="list-style-type: none"> <li>▪ This NCAs boundaries were generally agreed, apart from suggestions to split part of Yateley East ward, which more naturally links with the Frogmore &amp; Darby Green area (including the Travellers site in the Blackwater &amp; Hawley area who tend to link more with Yateley). These changes also link better with school catchment boundaries. Eversley ward also to be included as it more naturally links with Yateley.</li>   <li>▪ Generally accepted with minor adjustments to coincide with changes to 'H NCA 1'.</li> </ul>	<p>be developed to ensure phase 3 centres serve all areas within this district:</p> <ul style="list-style-type: none"> <li>▪ H NCA 1 - Wards of Yateley North, Yateley West, Eversley and parts of Yateley East ward and Blackwater &amp; Hawley ward (Appendix 2(b), Map 1.13);</li>   <li>▪ H NCA 2 - Wards of Frogmore &amp; Darby Green and parts of Yateley East ward and Blackwater &amp; Hawley ward (Appendix 2(b), Map 1.14);</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<ul style="list-style-type: none"> <li>▪ Wards of Eversley, Hartley Wintney and Hook (Appendix 2, Map 1.14);</li>   <li>▪ Parts of the Fleet North ward and the whole of the wards of Fleet Central and Fleet Pondtail (Appendix 2, Map 1.15);</li> </ul>	<ul style="list-style-type: none"> <li>▪ This NCA has been adjusted to remove Hartley ward and focus on the area of Hook and Hartley Witney. Minor parts of Odiham ward are now included, which cover the small parts of the ward that would have been split from the Odiham NCA (H NCA 7) by the M3 Motorway.</li>   <li>▪ Consultation feedback suggested that the majority of the Fleet wards should be one NCA. This approach has been attempted but due to the large number of under fives in Fleet North ward, this was not possible. Therefore, all of the housing areas of Fleet North ward has been kept as one NCA (H NCA 4), with Fleet Central, Fleet Pondtail and Fleet West wards becoming another NCA (H NCA 5), which is proposed to be twinned with</li> </ul>	<ul style="list-style-type: none"> <li>▪ H NCA 3 - Wards of Hartley Wintney and Hook and part of Odiham ward (Appendix 2(b), Map 1.15);</li>   <li>▪ H NCA 4 - Parts of the Fleet North ward (Appendix 2(b), Map 1.16);</li>   <li>▪ H NCA 5 – Wards of Fleet Central, Fleet Pondtail and Fleet West (Appendix 2(b), Map 1.17);</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<ul style="list-style-type: none"> <li>▪ Wards of Fleet West, Fleet Courtmoor, Church Crookham East and Church Crookham West (Appendix 2, Map 1.16);</li> <li>▪ Wards of Odiham, Crondall and Long Sutton (Appendix 2, Map 1.17).</li> </ul>	<p>Fleet North NCA (H NCA 4).</p> <ul style="list-style-type: none"> <li>▪ This NCA was generally accepted, apart from removing the Fleet West ward to link with H NCA 5. Consultation feedback also indicated that Crondall ward linked best with this NCA.</li> <li>▪ Consultation responses proposed that Crondall be linked with the Church Crookham area. Feedback from both Basingstoke &amp; Deane and Hart districts identified that part of the Upton Grey &amp; The Candovers ward linked more naturally in the direction of Hart.</li> </ul>	<ul style="list-style-type: none"> <li>▪ H NCA 6 - Wards of Fleet Courtmoor, Church Crookham East, Church Crookham West and Crondall (Appendix 2(c), Map 1.18);</li> <li>▪ H NCA 7 – Parts of Odiham ward and Upton Gray &amp; The Candovers ward and the whole of Long Sutton ward (Appendix 2(c), Map 1.19).</li> </ul>
	<p>In making these boundary changes, one of the Hart NCAs now includes a cross boundary area within Basingstoke &amp; Deane.</p>	<p>The children's centre serving the majority of the Odiham area (H NCA 7) will cross district authority boundaries, serving Upton Gray &amp; The Candovers ward from the borough of Basingstoke</p>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
		& Deane.
<b>Borough of Rushmoor – further details</b>		
3.29 One additional children's centre will be developed within the borough of Rushmoor in phase 3.	No specific comments on the number of children's centres being proposed for Rushmoor to provide 100% coverage.	One additional children's centre is proposed to be developed within the borough of Rushmoor in phase 3.
3.30 Initial analysis has identified that this children's centre be developed to serve the wards of St Mark's and Knellwood and part of the Fleet North ward (Appendix 2, Map 1.18).	Concerns that including a whole LSOA from Fleet North ward was not in the best interest of the community. Suggestions were that all of the housing areas remain in Hart as part of the Fleet North ward (H NCA 4), with only a small part of the LSOA (Cody Technology Park) to be included in the Rushmoor NCA.	This children's centre (R NCA 7) will be developed to serve the wards of St Mark's and Knellwood and a small part of the Fleet North ward (Appendix 2(c), Map 1.20), ensuring 100% coverage of the borough.
3.31 This NCA will cross district authority boundaries, serving Fleet North ward from the district of Hart.		Although this NCA will technically cross district authority boundaries, serving a small part of Fleet North ward from the district of Hart, the area itself naturally faces the borough of Rushmoor. The area included covers the Cody Technology Park, from which the main access is within the borough of

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
		Rushmoor and none of the housing areas of Hart.
<b>Borough of Test Valley (TV) – further details</b>		
3.32 Two additional children's centres will be developed within the borough of Test Valley during phase 3.	No specific comments on the number of children's centres being proposed for the borough of Test Valley to provide 100% coverage.	Two additional children's centres are proposed to be developed within the borough of Test Valley during phase 3.
<p>3.33 Initial analysis has identified that the following NCAs be developed to ensure phase 3 centres serve the remaining areas within this borough:</p> <ul style="list-style-type: none"> <li>▪ Wards of Amport, Anna, Bourne Valley, Harewood, Over Wallop and Penton Bellinger (Appendix 2, Map 1.19);</li> <li>▪ Wards of Dun Valley, Blackwater, Kings Somborne &amp; Michelmersh and</li> </ul>	<ul style="list-style-type: none"> <li>▪ No suggested changes received. However, concern was noted at the large geographical area this NCA will cover and the need to ensure all areas are served by the children's centre.</li> <li>▪ Consultation feedback highlighted that the Blackwater area linked more</li> </ul>	<p>The following NCAs will be developed to ensure phase 3 children's centres serve the remaining areas within this borough:</p> <ul style="list-style-type: none"> <li>▪ TV NCA 5 - Wards of Amport, Anna, Bourne Valley, Harewood, Over Wallop and Penton Bellinger (Appendix 2(c), Map 1.21);</li> <li>▪ TV NCA 6 - Wards of Dun Valley, Kings Somborne &amp; Michelmersh and Broughton</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
Broughton & Stockbridge (Appendix 2, Map 1.20).	naturally with the Romsey area.	& Stockbridge (Appendix 2(c), Map 1.22).
<b>District of Winchester (W) – further details</b>		
3.34 An additional three children's centres will be developed within the district of Winchester in phase 3.	No specific comments on the number of children's centres being proposed for the district of Winchester to provide 100% coverage.	An additional three children's centres are proposed to be developed within the district of Winchester in phase 3.
<p>3.35 Initial analysis has identified that the following NCAs be developed to ensure phase 3 centres serve the remaining areas within this district:</p> <ul style="list-style-type: none"> <li>▪ Wards of Kings Worthy, Wonston &amp; Micheldever and Itchen Valley (Appendix 2, Map 1.21);</li> </ul>	<ul style="list-style-type: none"> <li>▪ Suggestions that the area of Kings Worthy linked with Lanterns Children's Centre. Further investigation identified that this would generally be families who were able to drive to the children's centre and that 100% coverage of the district could not be achieved</li> </ul>	<p>Taking into account the initial desktop exercise and adjustment to reflect the consultation feedback, the following NCAs will be developed to ensure phase 3 centres serve the remaining areas within this district:</p> <ul style="list-style-type: none"> <li>▪ W NCA 5 - Wards of Kings Worthy, Wonston &amp; Micheldever and Itchen Valley (Appendix 2(c), Map 1.23);</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<ul style="list-style-type: none"> <li>▪ Wards of Cheriton &amp; Bishops Sutton, Bishops Waltham, Owslebury &amp; Curdrige and Colden Common &amp; Twyford (Appendix 2, Map 1.22);</li> <li>▪ Wards of Boarhunt &amp; Southwick, Denmead, Droxford, Soberton &amp; Hambledon, Swanmore &amp; Newtown and Upper Meon Valley (Appendix 2, Map 1.23).</li> </ul>	<p>thought this means.</p> <ul style="list-style-type: none"> <li>▪ Cheriton and Bishops Sutton ward has been removed (see EH NCA 8).</li> <li>▪ Feedback from Parish Councils in the area has identified that the Boarhunt &amp; Southwick ward would link more naturally with Merry-Go-Round Children's Centre.</li> </ul>	<ul style="list-style-type: none"> <li>▪ W NCA 6 - Wards of Bishops Waltham, Owslebury &amp; Curdrige and Colden Common &amp; Twyford (Appendix 2(c), Map 1.24);</li> <li>▪ W NCA 7 - Wards of Denmead, Droxford, Soberton &amp; Hambledon, Swanmore &amp; Newtown and Upper Meon Valley (Appendix 2(c), Map 1.25).</li> </ul>
<b>Adjustments to phase 2 NCAs</b>		
3.36 In order to achieve 100% coverage of all communities in Hampshire, some NCAs developed under phase 2 will be required to expand.	General agreement that this part of the strategy is clear and reasonable to deliver, although a couple of proposed adjustments regarding which NCAs some wards and LSOAs are added to.	In order to achieve 100% coverage of all communities in Hampshire, some NCAs developed under phase 2 will be required to expand.
3.37 The following children's centres will serve amended areas as part of the phase 3 delivery	Consultation feedback proposed the following changes to the Phase 2 NCA	The following children's centres will serve amended areas as part of the

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<p>programme:</p> <ul style="list-style-type: none"> <li>▪ Westside Children's Centre – expanded to include parts of Brookvale &amp; Kings Furlong ward;</li> <li>▪ Bushy Leaze Children and Families Centre – expanded to include the ward of Holybourne &amp; Froyle;</li> <li>▪ Tree Tops Children's Centre – expanded to include the ward of Lindford;</li> <li>▪ Branches Children's Centre – expanded to include the ward of Rowlands Castle;</li> <li>▪ Heath Children's Centre – expanded to include the ward of East Meon;</li> <li>▪ Aviary Children's Centre – adjusted to include the ward</li> </ul>	<p>expansions:</p> <ul style="list-style-type: none"> <li>▪ Bushy Leaze Children and Families Centre – no changes to original proposal, although suggestions of a possible option for twinning with a new phase 3 centre;</li> <li>▪ All Seasons Children's Centre – feedback has suggested that only the town of Everton (within the Hordle ward) links with this children's centre;</li> <li>▪ The Phoenix Children's Centre – responses highlighted that the ward of Milford and part of Hordle ward linked more naturally with this children's centre.</li> </ul>	<p>phase 3 delivery programme:</p> <p><b>Borough of Basingstoke &amp; Deane</b></p> <ul style="list-style-type: none"> <li>▪ Westside Children's Centre – expanded to include parts of Brookvale &amp; Kings Furlong ward;</li> </ul> <p><b>District of East Hampshire</b></p> <ul style="list-style-type: none"> <li>▪ Bushy Leaze Children and Families Centre – expanded to include the ward of Holybourne &amp; Froyle;</li> <li>▪ Tree Tops Children's Centre – expanded to include the ward of Lindford;</li> <li>▪ Branches Children's Centre – expanded to include the ward of Rowlands Castle;</li> <li>▪ Heath Children's Centre – expanded to include the ward of East Meon;</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<p>of Chandler's Ford East;</p> <ul style="list-style-type: none"> <li>▪ Oak Meadow Children's Centre – expanded to include the ward of Fareham West and parts of Titchfield ward;</li> <li>▪ Strawberry Meadow Children's Centre – adjusted to include the wards of Titchfield Common and Locks Heath, as well parts of Warsash ward;</li> <li>▪ All Seasons Children's Centre – expanded to include the wards of Hordle and Milford;</li> <li>▪ Seedlings Children's Centre – expanded to include the ward of Boldre &amp; Sway;</li> <li>▪ North Town Children's Centre – expanded to include the part of the ward of Wellington;</li> <li>▪ Sunshine Children's Centre –</li> </ul>		<p><b>Borough of Eastleigh</b></p> <ul style="list-style-type: none"> <li>▪ Aviary Children's Centre – adjusted to include the ward of Chandler's Ford East;</li> </ul> <p><b>Borough of Fareham</b></p> <ul style="list-style-type: none"> <li>▪ Oak Meadow Children's Centre – expanded to include the ward of Fareham West and parts of Titchfield ward;</li> <li>▪ Strawberry Meadow Children's Centre – adjusted to include the wards of Titchfield Common and Locks Heath, as well parts of Warsash ward;</li> </ul> <p><b>District of New Forest</b></p> <ul style="list-style-type: none"> <li>▪ All Seasons Children's Centre – expanded to include part of Hordle ward;</li> <li>▪ The Phoenix Children's Centre – expanded to include</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
<p>expanded to include the ward of Ampfield &amp; Braishfield;</p> <ul style="list-style-type: none"> <li>▪ Lanterns Children's Centre – expanded to include the ward of Sparsholt.</li> </ul>		<p>the ward of Milford and part of Hordle ward;</p> <ul style="list-style-type: none"> <li>▪ Seedlings Children's Centre – expanded to include the ward of Boldre &amp; Sway;</li> </ul> <p><b>Borough of Rushmoor</b></p> <ul style="list-style-type: none"> <li>▪ Maple Vue Children's Centre – expanded to include the part of the ward of Wellington;</li> </ul> <p><b>Borough of Test Valley</b></p> <ul style="list-style-type: none"> <li>▪ Sunshine Children's Centre – expanded to include the ward of Ampfield &amp; Braishfield;</li> </ul> <p><b>District of Winchester</b></p> <ul style="list-style-type: none"> <li>▪ Lanterns Children's Centre – expanded to include the ward of Sparsholt;</li> <li>▪ Merry-Go-Round Children's Centre – expanded to include ward of Boarhunt and Southwick.</li> </ul>

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
3.38 A full list of Lower Super Output Areas (LSOAs) for the amended phase 2 NCAs can be found under Appendix 3.		A full list of LSOAs, including the amended phase 2 NCAs, can be found under Appendix 1.
<b>Capital programme</b>		
3.39 Capital funding will be used to support a programme of refurbishments, minor extensions and possibly mobile children's centres as opposed to new builds.	General agreement that strategy is clear and reasonable to deliver. The option of a mobile service was consistently mentioned as a solution for those NCAs covering large, rural areas.	Capital funding will be used to support a programme of construction work which will include refurbishments, minor extensions and possibly mobile children's centres.
3.40 Phase 3 capital funding is restricted to £9,643,872 across the period 2008 to 2011. This equates to an average of £419,299 per children's centre.	Limitations in the funding were recognised and emphasis placed on the need to identify suitable gateway buildings. The average figure per centre has also been updated to reflect change to 25 children's centres.	Phase 3 capital funding is restricted to £9,643,872 across the period 2008 to 2011. This equates to an average of £385,754 per children's centre.
3.41 Children's centre 'Gateway' buildings (the main hub of the children's centre which houses the management team) will be developed within the most deprived LSOA of the NCA,	Throughout the consultation process, it became very clear that communities struggled to understand the concept of a single gateway building supported by outreach venues and services, across	Children's centre 'Gateway' buildings (the main hub of the children's centre which houses the management team) will be developed within the most deprived LSOA of the NCA, where possible. These buildings will be

Original strategy proposal	Key areas of feedback	Proposed strategy for approval by Executive Lead Member for Children's Services (Education)
where possible.	the remaining areas of the NCA.	<p>supported by a programme of outreach in local venues such as village halls and through home visiting services.</p> <p>Families will not be expected to travel great distances to access services and children's centres will be responsible for ensuring, through partnership working, that services and information are made available in local communities, co-ordinated from the central gateway building.</p>
<p>3.42 Through feedback gathered from this consultation and information held centrally on a variety of facilities across the county, Hampshire County Council will carry out an assessment of potential gateway buildings.</p>	<p>Locations for gateway buildings and outreach venues were proposed for all districts being provided with a phase 3 children's centre. This information has been included in the desktop exercise to identify potential locations for assessment.</p>	<p>Through feedback gathered from this consultation and information held centrally on a variety of facilities across the county, Hampshire County Council will carry out an assessment of potential gateway buildings.</p>
<p>3.43 A scoring matrix will be used as part of the assessment process in order to consider issues which may impact on the development of a building e.g. existing capacity to deliver core offer,</p>	<p>Responses suggested that although deprivation levels were important, population density should be an influencing factor in locating gateway buildings, due to the fact that phase 3 children's centres will generally be</p>	<p>A scoring matrix will be used as part of the assessment process in order to consider issues which may impact on the development of a building e.g. location to population density, existing capacity to deliver core offer, feasibility</p>

<b>Original strategy proposal</b>	<b>Key areas of feedback</b>	<b>Proposed strategy for approval by Executive Lead Member for Children's Services (Education)</b>
feasibility costings and value for money. Sections will be weighted in favour of those elements most important to the children's centre programme.	based in more affluent areas.	costings and value for money. Sections will be weighted in favour of those elements most important to the children's centre programme.

## **4 Consultation programme**

### **Method**

- 4.1 The phase 3 children's centre strategy consultation programme was conducted over a three month period from 01 May to 31 July 2008. An 'Understanding the Issues' briefing paper and supporting questionnaires were made available in electronic format (website, e-form and email) and hard copy.
- 4.2 Two questionnaires were included as part of this consultation stage; one for parents and carers and the second for practitioners and other partners.
- 4.3 Meetings and events were also held with stakeholders in each of the districts with proposed phase 3 children's centres.

### **Responses**

- 4.4 A total of 606 responses were received from stakeholders:
- 385 from parents and carers
  - 221 from practitioners and other partners

### **Findings**

#### **Parents and Carers**

- 4.5 Parents and carers questionnaire sought views on:
- what services local children's centres should provide; and
  - key priorities for children's centres in the local area.
- 4.6 385 responses were received from parents and carers, representing 784 under fives. Table 2 shows responses broken down by the age of the parent/carer.

**Table 2:** Parents and Carers responses split by age

<b>Age (years)</b>	<b>No. of responses</b>	<b>% of total responses</b>
<b>Under 16</b>	0	0%
<b>16-20</b>	1	0%
<b>21-30</b>	65	17%
<b>31-40</b>	259	67%
<b>41-50</b>	55	14%
<b>51-60</b>	3	1%
<b>61and above</b>	1	0%
<b>Unknown</b>	1	0%

- 4.7 Responses were received from all districts identified for additional children’s centres under phase 3 of the programme. Table 3 shows response level broken down by district.

**Table 3:** Parents and carers responses split by districts

<b>District</b>	<b>No. of responses</b>	<b>% of total responses</b>
<b>Basingstoke &amp; Deane</b>	101	26%
<b>East Hampshire</b>	13	3%
<b>Eastleigh</b>	69	18%
<b>Fareham</b>	6	2%
<b>Gosport</b>	1	0%
<b>Hart</b>	77	20%
<b>Havant</b>	3	1%
<b>New Forest</b>	2	1%
<b>Rushmoor</b>	17	4%
<b>Test Valley</b>	31	8%
<b>Winchester</b>	38	10%
<b>Out of County</b>	18	5%
<b>Unknown</b>	9	2%

- 4.8 Of the 385 responses from parents and carers:
- 6% were from a lone parent household;
  - 97% had a member of the household in paid employment;
  - 7% had a child with a disability or additional need; and
  - 1% had an adult in the household with a disability or additional need.

- 4.9 The majority of response from parents and carers were received from families who classed themselves as ‘White’ (92% of total responses). Table 4 shows response level by ethnicity.

**Table 4:** Parents and carers responses split by ethnicity

<b>Ethnicity</b>	<b>No. of responses</b>	<b>% of total responses</b>
<b>White</b>	355	92%
<b>White Irish</b>	1	0%
<b>White Traveller</b>	0	0%
<b>White Gypsy Roma</b>	0	0%
<b>Other White Background</b>	2	1%
<b>Mixed - White &amp; Black Caribbean</b>	0	0%
<b>Mixed - White &amp; Black African</b>	0	0%
<b>Mixed - White &amp; Asian</b>	4	1%
<b>Other mixed background</b>	1	0%
<b>Asian or Asian British - Indian</b>	0	0%
<b>Asian or Asian British - Pakistani</b>	3	1%
<b>Asian or Asian British - Bangladeshi</b>	0	0%
<b>Other Asian or Asian British Background</b>	2	1%
<b>Black or Black British - Caribbean</b>	1	0%
<b>Black or Black British - African</b>	1	0%
<b>Other Black or Black British</b>	0	0%
<b>Chinese</b>	1	0%
<b>Any other ethnic background</b>	1	0%
<b>Do not wish to disclose</b>	8	2%
<b>Do not wish to disclose</b>	5	1%

### **Family Support Services**

4.10 As part of the questionnaire, parents and carers were asked to identify (using a pre-defined list) which family support services would be useful for families within the children's centres proposed NCA. Table 5 shows preference for each service, however the top three family support services identified as '*useful*' were:

- fun and Recreational Activities (69%);
- stay and Play Sessions (63%); and
- advice on Parenting Skills (52%).

**Table 5:** Family support services identified as 'useful' by parents and carers

<b>Family support service</b>	<b>No. of responses selecting this service</b>	<b>% against all submissions</b>
<b>Parenting support</b>	161	42%
<b>Advice on parenting skills</b>	200	52%
<b>Information on children growing up</b>	164	43%
<b>Support for families with children or carers with a disability or additional needs</b>	139	36%
<b>Services for teenage and young parents</b>	148	38%
<b>Confidence building</b>	107	28%
<b>Information and activities for dads</b>	145	38%
<b>Support for domestic abuse</b>	90	23%
<b>Drugs and alcohol advice</b>	99	26%
<b>Fun and recreational activities</b>	264	69%
<b>Debt and loan advice</b>	83	22%
<b>Services for Ethnic Minority families</b>	54	14%
<b>Support for childminders</b>	82	21%
<b>Stay and play sessions</b>	243	63%
<b>Signposting to services and activities for under fives</b>	175	45%
<b>Family support through transitional periods</b>	131	34%
<b>Child and family nutrition</b>	151	39%
<b>Adult and family learning</b>	106	28%
<b>Housing advice</b>	61	16%
<b>Other family support services suggestions</b>	34	9%

- 4.11 Of the 385 responses from parents and carers, only 33% stated that they had received any form of family support as listed table 5 above. The main reason for the remaining 258 parents and carers not using family support services was stated as 'not being aware of any services in my area' (52%). Table 6 provides a full breakdown of reasons why those parents and carers do not, or have not, used any family support services.

**Table 6:** Reasons why parents and carers do not, or have not, used any family support services in the past

<b>Family support service – reasons for not accessing service</b>	<b>Total number of ‘No’ responses</b>	<b>% of ‘No’ responses</b>
<b>Nothing suitable for my family needs</b>	24	9%
<b>Do not need these services</b>	104	40%
<b>Not accessible for my family</b>	7	3%
<b>Too far to travel to the nearest service</b>	5	2%
<b>Not aware of any services in my area</b>	134	52%
<b>Opening times do not suit me</b>	8	3%
<b>Other reasons why not using family support services</b>	11	4%

4.12 Only 3% of those who have not used family support services identified that it was ‘too far to travel to the nearest service’. This low figure is supported by parents and carers responses, which state that 11% would be willing to travel ‘any distance’, whilst over 40% would be willing to travel between 2 -10 miles to access family support services. In turn, 63% of all parents and carers stated that they would be willing to spend between 10 and 20 minutes travelling. See tables 7 and 8 for a full breakdown of distances and times parents and carers were willing to travel, in order to access family support services.

**Table 7:** Distance parents and carers are prepared to travel to access family support services

<b>Distance prepared to travel</b>	<b>Total no. of responses</b>	<b>% of total responses</b>
<b>No response</b>	23	6%
<b>A short walk</b>	22	6%
<b>A short bus/car journey</b>	68	18%
<b>0-2 Miles</b>	68	18%
<b>2-5 miles</b>	100	26%
<b>5-7 miles</b>	39	10%
<b>7-10 miles</b>	23	6%
<b>Do not mind any distance</b>	42	11%

**Table 8:** Minutes parents and carers are prepared to spend travelling to access family support services

<b>Minutes prepared to travel</b>	<b>Total No. of responses</b>	<b>% of total responses</b>
<b>No response submitted</b>	69	18%
<b>2</b>	1	0%
<b>5</b>	7	2%
<b>10</b>	68	18%
<b>15</b>	88	23%
<b>20</b>	85	22%
<b>25</b>	2	1%
<b>30</b>	56	15%
<b>35</b>	0	0%
<b>40</b>	5	1%
<b>45</b>	1	0%
<b>50</b>	0	0%
<b>55</b>	0	0%
<b>60</b>	3	1%

### **Child and Family Health Services**

4.13 Parents and carers were asked to identify (from a pre-defined list) which child and family health services, they would access if available. Table 9 shows preference for each service, however the top three child and family health services identified as would be used if available were:

- health advice and support for parents before and after birth of a child (53%);
- support and advice on children's speech and language skills (49%); and
- healthy exercise activities for adults and children (49%).

**Table 9:** Child and family health services identified as would be used by parents and carers if available

<b>Child and family health service</b>	<b>Total no. of responses</b>	<b>% of total responses</b>
<b>Health advice and support for parents before and after birth of a child</b>	203	53%
<b>Advice &amp; training on preventing accidents and minor injuries</b>	170	44%
<b>Information on immunisations</b>	147	38%
<b>Support and advice on children's speech &amp; language skills</b>	189	49%
<b>Healthy exercise activities for adults and children</b>	188	49%
<b>Support to access medical appointments</b>	58	15%
<b>Information &amp; support on breastfeeding, hygiene, nutrition, health eating/cooking and safety</b>	149	39%
<b>Post-natal depression support</b>	111	29%
<b>Information on oral health</b>	66	17%
<b>Help to stop smoking</b>	25	6%
<b>Information on family planning services</b>	43	11%
<b>Support for children and parents with mental health problems</b>	39	10%
<b>Support for children and/or parents with disabilities and additional needs</b>	51	13%
<b>Other child and family health services</b>	24	6%

- 4.14 Of the 385 responses from parents and carers, 91% stated that they had used/do use child and family health services as listed in table 9. The main reason for the remaining 34 parents and carers (9%) not using child and family health services was 'not aware of any services in my area' (44%). Table 10 provides a full breakdown of reasons why those parents and carers do not/have not used child and family health services.

**Table 10:** Reasons why parents and carers do not/have not used any child and family health services

<b>Child and family health service – reasons for not accessing service</b>	<b>Total number of ‘No’ responses</b>	<b>% of total number of ‘No’ responses</b>
<b>Nothing suitable for my family needs</b>	3	9%
<b>Do not need these services</b>	14	41%
<b>Not accessible for my family</b>	2	6%
<b>Too far to travel to the nearest service</b>	1	3%
<b>Not aware of any services in my area</b>	15	44%
<b>Opening times do not suit me</b>	0	0%
<b>Other reasons for not using child and family health services</b>	5	15%

4.15 Of those who had not used child and family health services, only 3% identified that it was ‘too far to travel to the nearest service’. 11% of parents and carers would be willing to travel ‘any distance’, whilst over 40% would be willing to travel between 2 -10 miles to access child and family health services. In turn, 57% of all parents and carers put forward that they would be willing to spend between 10 and 20 minutes travelling. See tables 11 and 12 for a full breakdown of distances and times parents and carers are prepared to spend travelling in order to access family support services.

**Table 11:** Distance parents and carers are prepared to travel to access child and family health services

<b>Distance prepared to travel</b>	<b>Total no. of responses</b>	<b>% of total responses</b>
<b>No response</b>	40	10%
<b>A short walk</b>	24	6%
<b>A short bus/car journey</b>	63	16%
<b>0-2 Miles</b>	56	15%
<b>2-5 miles</b>	89	23%
<b>5-7 miles</b>	39	10%
<b>7-10 miles</b>	30	8%
<b>Do not mind any distance</b>	44	11%

**Table 12:** Minutes parents and carers are prepared to spend travelling to access child and family health services

Minutes prepared to travel	Total no. of responses	% of total responses
No response submitted	86	22%
3	1	0%
5	7	2%
6	1	0%
10	60	16%
15	85	22%
20	75	19%
25	0	0%
30	63	16%
35	0	0%
40	5	1%
45	1	0%
50	0	0%
55	0	0%
60	1	0%

### Career Advice and Training Services

4.16 Parents and carers were asked to identify (from a pre-defined list) which career advice and training services they would access if available. Table 13 shows how many responses were received against each option, with the top three career advice and training services identified as:

- job opportunities (32%);
- information on training (26%); and
- information about volunteering (21%).

**Table 13:** Career advice and training services identified as would be used by parents and carers if available

Career advice and training services	Total no. of responses	% of total responses
Job opportunities	123	32%
Advice about childcare as a career	68	18%
Advice about employment law	74	19%
Information about volunteering	80	21%
Help to get a job	77	20%
Information on training	99	26%
Support for single parents	26	7%
Information about family learning	64	17%
Other career advice and training services	11	3%

4.17 Of the 385 responses from parents and carers, only 5% stated that they had used/do use career advice and training services as listed in table 13. The main reason for the remaining 367 parents and carers (95%) not using career advice and training services was 'do not need these services' (42%). Table 14 provides a full breakdown of reasons why those parents and carers do not/have not used career advice and training services.

**Table 14:** Reasons why parents and carers do not/have not used career advice and training services

<b>Reasons for not using career advice and training services</b>	<b>Total number of 'No' responses</b>	<b>% of total number of 'No' responses</b>
<b>Nothing suitable for my family needs</b>	36	10%
<b>Do not need these services</b>	155	42%
<b>Not accessible for my family</b>	6	2%
<b>Too far to travel to the nearest service</b>	4	1%
<b>Not aware of any services in my area</b>	86	23%
<b>Opening times do not suit me</b>	6	2%
<b>Other reasons why not using career advice and training services</b>	12	3%

4.18 Those parents and carers not using career advice and training services, 1% identified that it was 'too far to travel to the nearest service'. Only 6% of parents and carers not using these services would be willing to travel 'any distance', whilst 29% would be willing to travel between 2 -10 miles to access career advice and training services. In turn, 39% of all parents and carers put forward that they would be willing to spend between 10 and 20 minutes travelling. See tables 15 and 16 for a full breakdown of distances and times parents and carers are prepared to spend travelling in order to access career advice and training services.

**Table 15:** Distance parents and carers are prepared to travel to access career advice and training services

<b>Distance prepared to travel</b>	<b>Total no. of responses</b>	<b>% of total responses</b>
<b>No response</b>	155	40%
<b>A short walk</b>	15	4%
<b>A short bus/car journey</b>	50	13%
<b>0-2 Miles</b>	26	7%
<b>2-5 miles</b>	55	14%
<b>5-7 miles</b>	31	8%
<b>7-10 miles</b>	28	7%
<b>Do not mind any distance</b>	25	6%

**Table 16:** Minutes parents and carers are prepared to spend travelling to access career advice and training services

<b>Minutes prepared to travel</b>	<b>Total no. of responses</b>	<b>% of total responses</b>
<b>No response submitted</b>	178	46%
<b>1</b>	1	0%
<b>3</b>	1	0%
<b>5</b>	4	1%
<b>10</b>	44	11%
<b>15</b>	47	12%
<b>20</b>	60	16%
<b>25</b>	0	0%
<b>30</b>	44	11%
<b>35</b>	0	0%
<b>40</b>	3	1%
<b>45</b>	0	0%
<b>50</b>	0	0%
<b>55</b>	0	0%
<b>60</b>	3	1%

## Key Factors for a Good Service

4.19 For the longer term planning of children’s centres and development of services, it is important to understand the key factors (from a pre-defined list) which parents and carers consider as contributing to a good service for families and children aged under five years. Table 17 shows how many responses were received against each key factor, with the top three identified as:

- child friendly environment (92%);
- helpful and welcoming staff (89%); and
- clean facilities (79%).

**Table 17:** Key factors contributing to a good service for families and children under five, as identified by parents and carers

Key factor	Total no. of parents and carers who selected	% of all parents and carers who selected
<b>Child friendly environment</b>	353	92%
<b>Helpful and welcoming staff</b>	344	89%
<b>Informal and relaxed environment</b>	261	68%
<b>Convenient location</b>	293	76%
<b>Confidence in information given by staff</b>	248	64%
<b>Know and trust the staff</b>	212	55%
<b>Clean facilities</b>	303	79%
<b>Confidential area to speak to staff</b>	182	47%
<b>Clear information provided</b>	211	55%
<b>Visited by service at home</b>	78	20%
<b>Seen promptly and on time</b>	219	57%
<b>Easy to get an appointment</b>	252	65%
<b>No appointment time necessary</b>	122	32%
<b>Easy access for pushchairs</b>	234	61%
<b>Telephone or web based services</b>	156	41%
<b>Convenient opening hours</b>	284	74%
<b>Good transport links</b>	117	30%
<b>Other identified service needs key factors</b>	26	7%

## Key Support Needs

4.20 As parents and carers of children under five years old, consultees were asked to identify (from a pre-defined list) what they considered to be their key support needs. Table 18 shows how many responses were received against each option, however, the top three key support needs were identified as:

- places where my child can socialise with other children (79%);
- opportunity for my child to develop confidence and independence (56%); and
- helping your child develop through play (54%).

**Table 18:** Key support needs as identified by parents and carers

Key support needs	Total no. of parents and carers who selected	% of all parents and carers who selected
Places where my child can socialise with other children	306	79%
Dealing with demanding or difficult behaviour	139	36%
Helping your child develop through play	208	54%
Advice around toilet training	90	23%
Dealing with fussy eater	119	31%
Helping your child develop through play	7	2%
Preparing your child for change	164	43%
Advice around discipline and setting ground rules	162	42%
Understanding how to deal with common childhood conditions	123	32%
How to best support your child's learning	204	53%
Understanding how your child develops	134	35%
Opportunity for my child to play with different toys and equipment	179	46%
Information about talking and listening with your child	111	29%
Opportunity for my child to develop confidence and independence	216	56%
Opportunity for my child to experience different places & people	197	51%

<b>Key support needs</b>	<b>Total no. of parents and carers who selected</b>	<b>% of all parents and carers who selected</b>
<b>Someone to offer a listening ear</b>	113	29%
<b>Practical help and support</b>	113	29%
<b>Preparing for the changes a new child will bring</b>	55	14%
<b>Understanding what toys/books/activities are most appropriate for your child</b>	82	21%
<b>Establishing bedtime routines</b>	61	16%
<b>Support and information during pregnancy</b>	71	18%
<b>Weaning</b>	58	15%
<b>Information about physical changes taking place during pregnancy</b>	33	9%
<b>Chance to build confidence in my abilities as a parent</b>	99	26%
<b>Advice and information about childcare options</b>	96	25%
<b>Advice on benefits and entitlements</b>	87	23%
<b>Finding out about returning to work</b>	84	22%
<b>Coping with a child with additional support needs</b>	39	10%
<b>Chance to build my own confidence and self-esteem</b>	75	19%
<b>Support and advice in your home</b>	43	11%
<b>Coping with own long standing illness or disability</b>	25	6%
<b>Coping with partner's long standing illness or disability</b>	20	5%
<b>Advice about relationships</b>	49	13%

### **Consultation on Service Delivery**

- 4.21 The next stage of consultation with parents and carers is underway. Consultation on service delivery opened on 1 August 2008 and will close on 31 December 2008. Further details can be found at <http://www3.hants.gov.uk/phase3consultation.htm>.

## Practitioners and Other Partners

4.22 The practitioners and other partners questionnaire sought views on:

- the proposed strategy, including NCAs, and any other issues of possible concern;
- known sites from which a gateway building or outreach service could be delivered; and
- services which could work in partnership with children’s centres to meet the core offer.

4.23 221 responses to the phase 3 strategy consultation were received from practitioners and other partners.

4.24 Responses were received from all districts identified as having additional children’s centres developed under phase 3 of the programme. Table 19 shows the response rate broken down by district.

**Table 19:** Practitioner and other partners responses by districts

District	No. of responses	% of total responses
<b>Basingstoke &amp; Deane</b>	68	31%
<b>East Hampshire</b>	15	7%
<b>Eastleigh</b>	17	8%
<b>Fareham</b>	11	5%
<b>Gosport</b>	0	0%
<b>Hart</b>	58	26%
<b>Havant</b>	0	0%
<b>New Forest</b>	2	1%
<b>Rushmoor</b>	5	2%
<b>Test Valley</b>	15	7%
<b>Winchester</b>	27	12%
<b>Out of county</b>	2	1%
<b>Unknown District</b>	1	0%

4.25 Of the 221 responses, 91% of practitioners and other partners felt that the strategy was clear in setting the vision for the delivery of phase 3 of the children’s centre programme. Tables 20a and 20b lists the breakdown of responses from practitioner and other partners on whether the strategy was clear and reasonable in terms of delivery.

**Table 20a:** Practitioner and other partners – strategy clarity

<b>Strategy clear</b>	
<b>No. of responses</b>	<b>% of total responses</b>
201	91%
<b>Strategy clear, however...</b>	
<b>No. of responses</b>	<b>% of total responses</b>
12	5%
<b>Strategy not clear</b>	
<b>No. of responses</b>	<b>% of total responses</b>
8	4%

**Table 20b:** Practitioner and other partners – strategy is reasonable

<b>Strategy reasonable</b>	
<b>No. of responses</b>	<b>% of total responses</b>
86	39%
<b>Strategy reasonable, however...</b>	
<b>No. of responses</b>	<b>% of total responses</b>
114	52%
<b>Strategy not reasonable</b>	
<b>No. of responses</b>	<b>% of total responses</b>
21	10%

- 4.26 91% of all practitioner and other partner responses felt that the strategy was either *reasonable* (39%) or *reasonable, however...* (52%). Those responses recorded under *reasonable, however...* meant that the response felt that the strategy was generally reasonable but had comments or suggestions to make on specific elements. The main areas of comment on this question were around the proposed NCAs and suggested alterations.

## **5 Summary**

- 5.1 Phase 3 will be the final stage in the establishment of children's centres. By 2010 children's centres within Hampshire will reach 100% of all under fives and their families.
- 5.2 This consultation programme has provided stakeholders with the opportunity to provide input and valuable feedback in the planning and development of phase 3 children's centres in their local area.
- 5.3 This report outlines the key areas of feedback against the original strategy and details how this information has been used to shape the proposed strategy paper, including NCAs, which will go forward to Executive Lead Member for Children's Services (Education) for approval.

- 5.4 Evidence of this approach in practice can be seen through the adjustment of the proposed NCAs from the original strategy to a proposed number of 25 phase 3 children's centres (subject to approval). This change reflects Hampshire County Council's commitment to this programme and to listening to local communities to ensure that children's centres meet the local needs of the families they serve.

### **Lessons Learnt**

- 5.5 Although responses have shown that the provision of paper based and electronic versions of the briefing papers and questionnaires were useful in providing clarity around the strategy, there were clear benefits demonstrated in providing face-to-face consultation events in assisting this aspect.
- 5.6 In terms of the number of responses and the volume of valuable feedback, the consultation can be viewed as a success. However, it is recognised that greater partnership working with organisations from the PVI sector, who have expertise in delivering consultation exercises, may have provided additional benefit, for example in obtaining a higher number of responses from ethnic minority families.

## **6 Contact Details and Further Information**

- 6.1 For further details on phase 3 of the programme, or children's centres in general, please contact:

**Children's Centre Services**  
Children's Services Department  
The Castle  
Winchester SO23 8UG

Tel: 01962 847291

Email: [childrenscentres@hants.gov.uk](mailto:childrenscentres@hants.gov.uk)

Website: <http://www3.hants.gov.uk/childrens-centres>

- 6.2 Due to the scale of the information provided, the appendices for this paper are available as separate documents.