

Portsmouth - an Early Implementer



18 May 2017

About Portsmouth

Population

approx. 209,000
and rising

In 2015 there were
2,685 live births –
23.6% born to non-
UK born mothers

29% of school-age
children are not White
British (45% in St
Thomas Ward and 38%
in St Jude Ward)

Education

2% of the population
(aged 16+) have no
qualifications
(Census 2011)



Overall Deprivation

Portsmouth is 63rd
of 326 local
authorities

Worklessness

21.4% of 0-19 year
olds are in workless
households

Housing

Almost 20% of
households are
'social rented'
(Census 2011)

Facts and Figures

All providers were invited to be part of the trial:

- Percentage of PVI signed up - 87%
- School nursery classes – 18%
- Childminders - 63%

- Funding rate:
 - £4.88 for all 30 hours until 31st August 2017
 - £3.77 as the base rate if only delivering the first 15 hours (+deprivation supplements)
 - From September, the new base rate will be £4.09 which will apply to all 30 hours (+deprivation supplements)

- LA support has been ongoing via regular workshops and learning sets, contact with CDOs, marketing information for parents / childcare providers and a designated email account for parents and providers queries

Little People's Nursery

- 60 place full day care setting
- Operating 8am - 6pm, 52 weeks per year
- Located in Drayton which is an affluent suburb of Portsmouth.



Managing parents' expectations

- *Parents enquiring before applying*
 - *Parents expecting childcare to fit the hours they want/need*
 - *Parents thinking 'free childcare' means they can have it when they want and just extend existing hours*
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- ✓ Be clear, consistent and positive with parents about what you offer
 - ✓ Tell parents at the start how to apply, what steps to take after applying, and about renewing their code ready for September
 - ✓ Revise terms and conditions to give all the information they need



Changing our delivery model

- *Not enough space to fulfil the demand with our existing children, let alone new applications.*
 - *Occupancy forecasts show no spaces from January 2018 either*
 - *Current model delivers funded places over 38 weeks, with paid places during holidays.*
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- ✓ Revised our offer to allow funded places stretched over 51 weeks – releasing hours and sessions for new children/additional hours.
 - ✓ Offered paid hours throughout the year instead of holidays only – better for us as a business



Spare places and ratios

- *Staff ratios and costs*
- *Vacant places in 2 year room but demand for 3 & 4 year old spaces*
- *Transition for children attending longer hours*

- ✓ Merged base room for 2-4 year olds
- ✓ Have filled vacant spaces whilst still meeting ratio requirements
- ✓ Merging the rooms means we have a joined up team of staff, providing additional support to children if needed



Funding and Systems

- *Headcount and Census processes take time already*
 - *Funding process has been different for 2, 3, 4 years*
 - *How will we know when a child is in the grace period?*
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- ✓ Integrating systems for 2, 3, 4 and additional hours funding
 - ✓ Streamlining headcount process
 - ✓ Alerts and messages from LA to highlight when a parent is no longer eligible so we can speak with them



Top tips

- ✓ Understand your business and your costs
- ✓ Be open to opportunities and how the 30 hours can work for you
- ✓ Understand the criteria / requirements of the scheme including validation and grace periods
- ✓ Communicate positively with parents, update terms and conditions, use facebook, posters etc. etc.

Thank you!

Questions Welcome