

Appendix A



TRAFFORD
COUNCIL

Trafford Children's Centres Post Consultation Report February 2013

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1.0 Introduction

- 1.1 This paper reports on the findings of the Trafford Children Centres public consultation and also provides options and recommendations for consideration by the Council's Executive.
- 1.2 Trafford Children Centres provide a range of activities and services from various locations across the Borough.

The key influencing factors that informed the development of the budget proposal are:

- The changing needs of Children and Young People and the social, health and economic challenges faced by families since the inception of Childrens Centres
- The change in service models, with a greater emphasis now on strengthening partnership arrangements and improved multi- agency working to safeguard children and young people so as they can achieve the best life outcomes
- A review of the functions and service delivery model of Children Centres began in August 2012 and the emerging early findings were suggesting the need for Children Centre functions to shift towards an outreach family support model of service with an alignment with the Area Family Support Teams
- Early evidence collected during the Children Centres review clearly suggested that the number of families registered with Children Centres were not necessarily engaging with the Centres; in particular, the groups who were failing to take up the Children Centre offer were from vulnerable groups. The review found the following:
 - Only 3% of fathers accessed a children's centre
 - Only 8% of teenage mothers accessed a children's centre
 - Only 15% of lone parents accessed a children's centre
 - Only 13% of children from BME backgrounds accessed a children's centre
 - Only 23% of children with disabilities accessed a children's centre

- 1.3 Trafford Council, therefore, decided to conduct an extensive public consultation on the proposal to reduce 16 Children Centres to 6 Centres and align them with the Area Family Support Teams.

- 1.4 The 12 week public consultation period ran from 22nd October 2012 until 14th January 2013.

- 1.5 The following methods were used to consult with, and gather views from the public in respect to the proposals:
- Communication with service users (verbal and written)
 - Information letters explaining the proposal were sent to all other stakeholders
 - Briefing Sessions and Information sheets were provided to all key partnerships and advisory boards
 - Publication of all the relevant consultation documents on the CYPS and Trafford MBC websites: which included a full communication briefing on the proposed changes; 'Frequently Asked Questions (FAQ) Sheet; All related policies and a feedback form were also made available on the websites
- 1.6 Equality Impact Assessment documents were completed to accompany each of the recommendations associated with the consultation on the proposals.
- 1.7 The written responses received and views expressed in respect to the proposals as part of the public consultation have now been analysed, and carefully considered.
- 1.8 The key findings from the analysis of the consultation feedback on the Children Centre proposals are shown in Sections 3-5 of this paper.
- 1.9. The recommendations based on the findings can be viewed in Section 7.0 of this paper.

2.0 The Consultation Process

2.1 The Questionnaires /Survey

Questionnaires and an online survey were widely distributed and made available during the Consultation period.

The Questionnaires	
Questionnaires	<ol style="list-style-type: none"> 1. Do you agree with the proposals to form Locality Hubs? 2. Will the proposed structure meet the statutory responsibilities of the Local Authority? 3. What services would you see as a priority? 4. Do you have any alternative suggestions?
Online Survey	<ol style="list-style-type: none"> 1. Do you agree with the plans to re-configure the Children's Centre's? 2. Will the proposed structure meet the statutory responsibilities of the Local Authority? 3. What services would you see as a priority in the children's Centre's? 4. Do you have any alternative suggestions or comments?

2.2 The Timeframe:

The period of consultation started on 23rd October 2012 and ended on 14th January 2013.

2.3 The number of attendances at forums and board meetings were:

21 Parent Forums were held and 98 parents attended and **12** Advisory Board meetings were held with 31 parents and 67 partners representing 15 different agencies attended, these were held during the consultation period.

2.4 The responses which were received fell into two distinct areas:

- a) Feedback on the actual consultation process; and
- b) Feedback on the proposals to reduce the number of children centres and the change the service delivery model

Feedback has been categorised into themes in the left hand column;

Consultation Process Category	Feedback: Key Issues (Frequency of specific responses in brackets)	Total No of responses:	Trafford Council Response:
Publicity of Consultation	<p>During the whole consultation process CYPS consulted with a total of 71 different types of partner agencies /stakeholders, these include:</p> <ul style="list-style-type: none"> • Service users – parents, carers and young people • Each parent registered with a Children Centre received a letter describing the proposals • Each Parent Forum, Advisory Board and Sure Start Steering Group received a presentation describing the proposals • Voluntary/ community sector • Housing Providers • Schools (mainstream and special) and colleges • Local Authority representatives within CYPS and external to the directorate • Health professionals within CYPS and external to the Directorate 	67 partners from 15 different agencies	

Consultation Process Category	Feedback: Key Issues (Frequency of specific responses in brackets)	Total No of responses:	Trafford Council Response:
<p>Comments made regarding publicity of form (an extract)</p>	<ul style="list-style-type: none"> • A freepost option for forms would have been helpful • Requesting people to look at a web page makes the consultation difficult and is not inclusive • Heard about it through another parent otherwise would not have known • Not everyone has received a copy of the consultation. Some had to actively seek out the documents and do their own research to respond, even those who were registered (3) (2 of these were whole parent forums) • Felt uneasy about asking for consultation form at the Centre • Parents would like to have their own meetings about the consultation and advertise these at the centre's Form hard to find on line, should have had link on main council website page (3) • Form not promoted by Children's Centre • Was form available in different languages? • Was promotion to form given for parents who are not yet registered, such as parents to be? • Form was not accessible, understood or promoted 	<p>14</p>	<p>The council attempted to use several different methods to communicate the proposals to the public; Children Centre staff were requested to explain the proposals to any families or service users who may have had challenges to read or understand the letters or the publicity materials. The web page was a further method of collecting responses to the proposals; service users and the public were able to drop their feedback forms off at centres or any other council facilities; some service users wrote letters without using the feedback forms and these letters have been considered as part of the analysis and deliberation process.</p> <p>It is acknowledged there were issues regarding the receipt of information via email initially. Each centre was asked to follow this up and additional documentation was sent out to service users by post. The council will ensure that any publicity leaflets and feedback sheets in any future consultations will be made available for service users to access without them having to ask for the feedback forms. Parents were free to hold their own meetings to discuss the proposals; only notices or formal consultation meetings were publicised in the centres. The form was made available in different languages upon request.</p>

Consultation Process Category	Feedback: Key Issues (Frequency of specific responses in brackets)	Total No of responses:	Trafford Council Response:
			Mums and fathers to be who use Children Centre facilities for ante natal care would be able to access the forms as would any other user; other parents to be would have the same access to the forms as would the public
No of total responses	<ul style="list-style-type: none"> • Easy Read Responses (33) • Groups and Forums (17) • Email/other responses from general public (55) • Online Survey from general public (45) (includes written questionnaires; personal attendance at meetings) 	Total Responses; 185	
Comments regarding content and complexity of forms	<ul style="list-style-type: none"> • Document too vague and not easy to understand (2) • Very wordy, poor reading, complicated (5) • Didn't understand wording of the form. If English is not your first language and you are not on the internet you can't use this form • Parents struggling with literacy will be voices unheard • A very poor consultation document • No idea what the new proposals are from reading this • Form not inclusive because of its complexity • Questions difficult to answer such as "alternative Suggestions." Feel as if strategic decisions are required • Consultation forms need redesigning • Form is in "Management speak," confusing and full of jargon 	Total Responses: 14	<p>Easy read versions of the proposals were made available and parent forum groups were also held to discuss the document. Please refer to <u>Appendix B.</u></p> <p>Translated copies were made available.</p> <p>All parent forums provided written feedback as part of the consultation process with the support of the centre.</p>

Consultation Process Category	Feedback: Key Issues (Frequency of specific responses in brackets)	Total No of responses:	Trafford Council Response:
<p>Comments around amount and type of information given</p>	<ul style="list-style-type: none"> • Unless you have the statutory responsibilities explained to you, or they are somewhere on the consultation document, you can't possibly answer Question 2 (11) • Minimal and inadequate information given (9) • All we are told is there will be a reduction in services, not enough to answer questions given (3) • Spurious question when the information needed to answer is not given • Would need to know specific location where the services will be provided to answer questions. • Would definitely need help to answer this form 	<p>Total Responses: 24</p>	<p>The consultation document was also to enable the council to consult with statutory partners in addition to the public.</p> <p>The council accepts that some of the questions could have been interpreted as difficult to answer - such as are we meeting our 'statutory duties'. An easy read document detailing the 'statutory duties' was produced and made available following parent feedback on this particular question.</p> <p>Some questions which parents felt remained unanswered were part of the consultation e.g. what services will be available? This particular question was not able to be answered specifically as services are not fixed to a specific location but are offered on a needs basis and in discussion at advisory boards. Parents who attended meetings and during individual discussions were asked to identify those centres and services that they thought were the most important and most beneficial so they could be considered as part of the future service provision. The six proposed hubs and locations were detailed in the consultation documents as:</p> <ul style="list-style-type: none"> • Urmston and Partington • Altrincham and Sale • Old Trafford and Lostock.

Consultation Process Category	Feedback: Key Issues (Frequency of specific responses in brackets)	Total No of responses:	Trafford Council Response:
Suggestions regarding meetings	<ul style="list-style-type: none"> • Could centres run question and answer sessions about the changes? More opportunities for parents to hear what is happening and make their views heard • Parents would like to meet with and talk to decision makers • Questions have remained unanswered at meetings and attempt to reschedule meeting unsuccessful 	Total Responses: 3	<p>A Q&A sheet had been distributed to assist the members of the public to feedback their views.</p> <p>Part way through the consultation period a newsletter updating parents on the process and feedback so far was made available to all parents through their local centre.</p> <p>An additional three meetings were arranged for parents to meet with Cllr Blackburn, Corporate Director of Children's Services Deborah Brownlee, and Joint Director CYPS (Healthcare) Carol Baker Longshaw.</p>
No of public attendees	How many parents attended the public meeting?	Total Responses: 12	Parents were represented at the additional Parent Advisory Meetings that were held with the Corporate Director, the Joint Director CYPS and the Executive Member Cllr Blackburn

3.0 Question 1 – Reconfiguration of Children's Centres to develop Hubs

NB: A series of graphs can be referenced in [Appendix C](#) to support the list of detailed responses below.

3.1 Do you agree with the Proposals to form Locality Hubs and to re-configure the Children's Centres?

The majority of respondents (73%) did not agree with the proposals to form Locality Hubs and reconfigure Children's Centre's.

Responses	No.	% of the total responses
In support	25	24
No	76	73
Insufficient evidence	3	2
Don't know	1	1

3.2 Detailed Responses to Question 1

Category	Responses and Comments made by you (multiple responses totals in brackets)	Total No of Responses	Trafford Council Response:
Location/ transport	<ul style="list-style-type: none"> • Hubs will not be local for everyone and harder to access for families without transport to travel, totally inaccessible for some. (30) • Hubs will be too far from existing Children centres where people go for advice and support and should be easily accessible. (24) • Will be very expensive for families who will in many cases have to get 2 buses too hub. (8) • Travelling a long way for play sessions will mean not be able to get back in time to collect other children from school (2) • Some of the groups and walk-ins are first come first served. If you have walked 10 mins and are turned away it's not too bad, but if you have got 2 buses with 3 kids? • Journey time to new hubs such as Stretford to Leathwaite and Broomwood to Broadheath are too high to be feasible (2) • There is not one public transport link to Broadheath from Hale, Bowden, Timperley or Broomwood. • If families did struggle to get to the hubs, will they be able to meet the needs of all those that previously used the centre's? 	Total Responses: 69	<p>The concept of the Hub is that this will be the base from which a range of community based activities will be coordinated.</p> <p>The independent review of children centres has highlighted the need for services to change and be provided in the family's home environment and community settings, so as they can support those families that are the most vulnerable.</p> <p>Hubs have been located in areas of greatest need.</p> <p>Many families will not need to go to a hub as services will be delivered in local community venues.</p> <p>A list of community venues has been made available and circulated to all centres to share with service users and parents. Please refer to <u>Appendix D.</u></p>

Category	Responses and Comments made by you (multiple responses totals in brackets)	Total No of Responses	Trafford Council Response:
Site Facilities	<ul style="list-style-type: none"> • Libraries are not designed as play centres. • There should be sufficient community venues to provide services (1) • Hubs will be too small for all the families to attend groups from the larger areas they will cover resulting in people being turned away (5) • Using a large community venue shared with a number of other services will reduce the opportunity for unplanned meetings with needy parents • So much time, effort and money has been invested in in the CCs and this will be wasted, Availability and suitability of other rooms will be poor (6) • Leithwaite is too small with hardly any facilities (4) • Relook at Hub no 5. If the existing CC can no longer be used it would be far better for Sale West community centre/youth club rooms to be used than the proposed hub (3) 	Total Responses: 14	<p>Yes we agree that Libraries are not designed as play centres, therefore we are intending to deliver play sessions from different venues such as church halls, school halls, parks.</p> <p>More support can be offered in family homes on a 1:1 basis. Any delivery within community venues will be risk assessed to ensure it is suitable for children and families</p> <p>The Leithwaite centre is a smaller building and community venues and parks are available locally.</p> <p>Services are already delivered within Sale West community centre and would continue e.g. sensory room, playgroup.</p>
Safeguarding/ Child Protection	<ul style="list-style-type: none"> • To comply with safeguarding standards and ofsted requirements there has to be a reduced risk of phone calls being overheard which will be more difficult in a communal building (2) • Open access buildings will create issues with safeguarding (2) 	Total Responses: 4	<p>All staff are trained with regards to safeguarding policies and procedures, including confidentiality which forms part of their professional code of practice and/or the councils policies.</p> <p>Signing in and out procedures and welfare requirements will be adapted within the hub or building in use</p>

4.0 Question 2 – Will the proposed structure meet the statutory responsibilities of the Local Authority?

NB: A series of graphs can be referenced in [Appendix C](#) to support the list of detailed responses below.

4.1 Question 2: Will the proposed structure meet the statutory responsibilities of the Local Authority?

The majority of respondents (53%) do not agree that the proposed structure will meet the statutory responsibilities of the Local Authority.

Response	No.	% of the total responses
Yes	19	24
No	43	53
Insufficient info	16	20
Don't know	3	4

NB: A series of graphs can be referenced in [Appendix C](#) to support the list of detailed responses below

5.0 Question3 – What Services would you see as a priority?

5.1 Breakdown of Service Respondents

Of all the responses received 20% referenced the Play and Stay service as being a priority service; this supports the findings from the feedback at briefing meetings with stakeholders who also indicated that the Play and Stay service was valued by service users.

NB: A series of graphs can be referenced in [Appendix C](#) to support the list of detailed responses below.

Service	No of times service mentioned	% of Respondents
Play and Stay	50	20
Breastfeeding Support	29	11
S & L support such as Talking Together and Chatterbox	20	8
Family Support	17	7
Parenting classes such as incredible years	16	6.3
Baby Group/Club	15	6
Midwife services such as antenatal clinics, drop in midwife sessions	15	6
Employment and training services for Parents	7	3
Parents group, young Parents group, young Mums group	7	3
Story and Rhyme Times	7	3
Dietician services, such as toddler feeding, healthy eating workshops and drop in sessions	7	3
Early Intervention/information	6	2.4
All current services	6	2.4
Toddler gym	6	2.4
Baby massage	6	2.4
Sure Start Centers in multiple locations	4	2
Sensory Play	4	2
Dad's group	4	2
Post Natal Depression	3	1.2
Bookstart group	2	1
Partington Pathway	2	1

Mental health support provisions	2	1
Nursery preparations groups	2	1
Targeted groups	2	1
Budgeting advice and increased support for parents in light of the proposed Welfare Reform 2013/14	3	1
Outdoor play	2	1
2 yr old funding	1	0.4
Stretford Children's Centre	1	0.4
Translation availability	1	0.4
Adoptive parents group	1	0.4
Children's services in hospitals	1	0.4
Smoking cessation support	1	0.4
Funding for Poor families, vulnerable families And single parents	1	0.4
Child care	1	0.4
Parent advocacy	1	0.4
Special needs play	1	0.4

5.2 Responses (written) to Question 3

Centre Services/ Activities	Responses (multiple responses totals in brackets)	Total Responses	Trafford Council Response:
0-19 years	<ul style="list-style-type: none"> • What services will be available for 0-19 and how will these be delivered with reduced resources? • Need to think about using schools rooms and resources to cope with wider age range • Extending services for up to 19 will be hugely beneficial for families • Will these services be available for all or just those receiving family support • How could the widening age range be supported if centres are only open school hours? • Will staff be up skilled to provide these services? 	Total Responses: 7	Many of the services are already available within the Area Family Support teams e.g. youth workers, school nurses, connexions and the integration of the children's centres with the AFST will strengthen a 0-19 years services.
Early Intervention	<ul style="list-style-type: none"> • Engaging local families, highlighting and preventing issues has been key so far, fears that this will be lost (6) • Reducing early intervention now, will only increase costs later due to increases in antisocial behavior, health issues and troubled families (14) • How can Early Intervention take place if the new venues are not really suitable (1) 	Total Responses: 21	Early intervention and prevention services remain a priority for Trafford Children and Young Peoples Services. This is offered in all areas regardless of a child's age or where they live.
Service offer	<ul style="list-style-type: none"> • The original remit of sure start centres is that they be within "pram pushing distance." This will no longer be the case. 2 buses needed in some cases (4) 	Total Responses: 16	Children centre staff can deliver services in a variety of local community venues including family's homes. They do not have to always be delivered from the children's centre 'hub'.

Centre Services/ Activities	Responses (multiple responses totals in brackets)	Total Responses	Trafford Council Response:
	<ul style="list-style-type: none"> • Activities on offer bound to be decreased to minimum (2) • “Every child matters” information did not show how the hubs will be more effective at targeting the hard to reach than the current centres • How will essential services be maintained if these well-equipped Centre's are going? • Concerns that alternative community venues will not be as welcoming to all and create a barrier for the many troubled families that come to the attention of staff through universal services (3) • Will the 0-19 services be open to all? • Does not fit in with statutory responsibilities esp. section 5A p7- that states, Universal access to Children's Centre's should be possible especially for the most deprived. • Is this affecting all universal services? Will these be reduced under the new proposals? (3) • Waiting Lists may get longer if their less available appointments (1) 		<p>Data shows that centres are not currently effective at targeting services to those ‘hard to reach families.</p> <p>The joint work with the Area Family Support Teams will enhance how we identify and support families needing extra help at the earliest point. It will provide a more holistic approach to supporting families at a local level.</p> <p>Delivery of universal services will continue to be supported by volunteers with an aim to develop this further. Health Visitors continue to offer universal visits as part of the Area Family Support Services.</p>
Equality/ Inclusion/EIA	<ul style="list-style-type: none"> • Choices of hub flawed as affluent areas bearing greatest losses • Having to travel long distances could put off vulnerable parents, the ones that need the help more than most (7) 	Total Responses: 25	<p>The case for change is to target those children, young people and their families who are ‘hard to reach.’</p> <p>The core purpose for Children's Centres is to support those families that are most in need.</p>

Centre Services/ Activities	Responses (multiple responses totals in brackets)	Total Responses	Trafford Council Response:
	<ul style="list-style-type: none"> • How can 8 Children's Centre's be made into 2 without turning needy people away? • Families who suffer insecurities may find going to a large hub intimidating and overwhelming especially if they fear encountering certain other family members (3) • Income and education levels of parents should not be the determining factor for them being able to access services. The new hubs may exclude the less advantaged by their area (2) • There has been a far higher take up of recommendations to access speech therapy since the walk in sessions were established at the Children's Centre's, this could be reversed if hubs are brought in • Could be too ill after birth of baby to attend breastfeeding support if have to get buses to a hub • Will there be amenities for all walks of life as there are now • Children's Centre's are non-denominational. Using church halls as venues brings extra problems because of faith views (3) • EIA still not available for this consultation (6) • How many languages is the Children's Centre consultation available in? 		<p>The proposal is to support our most vulnerable families and this will be achieved through provision of effective outreach services within communities. This is offered through personalised care and individual family support packages.</p> <p>Speech and Language services will work with us collaboratively to continue to deliver the services</p> <p>The Breast feeding co-ordinator and the HV service will continue to provide support and advice to families within their domiciliary setting, should any new mum encounter any difficulties. Trafford CYPS Health service have just employed a new breast feeding support worker.</p> <p>A whole range of facilities/activities will be offered to meet the needs of young children.</p> <p>The EIA is a working document, and will be reviewed and revised as necessary throughout the consultation period, this is to enable us to consider all your feedback. The consultation would have been available in any language if requested by residents where English was not their first language.</p>

Centre Services/ Activities	Responses (multiple responses totals in brackets)	Total Responses	Trafford Council Response:
Communication and Engagement	<ul style="list-style-type: none"> • Using hubs will mean having a single what's on guide for whole area, improving communication. • Having hubs will damage existing relationship between professionals and families and act against all the hard work that has built this up (4) • "Will lose my regular contact with the staff that is like a family. Care and support is incomparable" • Concern that new arrangement will be too impersonal and troubled families would be missed (7) • Families will simply not know what is on offer • Closing the Centre's could be counterproductive to the borough in that young families might move across to other boroughs that are still providing these services. Keeping the services could attract young families to the borough. • The Children's Centre link is essential to the engagement with the community • Information that you might Google is scattered and sparse but the Children's Centre's regularly send out and supply up to date reliable info regarding groups, advice and is a vital local point of contact for any person with a child. Swop this with a distant place you have hardly heard of and that will be lost (2) 	Total Responses: 17	<p>The Area Family Support Teams are considering developing a 'what's on' guide across cluster areas</p> <p>We acknowledge the need for some continuity in staff supporting families and a team will be located within the cluster area.</p> <p>The closer working with agencies will support vulnerable families not being missed. Family support will still offer a key worker for each family.</p> <p>The Family Information Service will continue to advertise groups and activities. Centres will continue to send out updates and information to all registered families.</p> <p>A website for each cluster is being developed to provide onsite forums and better information.</p>

Centre Services/ Activities	Responses (multiple responses totals in brackets)	Total Responses	Trafford Council Response:
	<ul style="list-style-type: none"> The North Pathway has further developed multi agency working and early findings are showing increased intervention with babies. However staff are concerned that with Centre closures their client group won't travel to the next closest to them and therefore won't access services.(1) Ensure services are available to all, and local to all those within the cluster boundaries, increased support for parents in light of the proposed welfare reforms(1) 		<p>Data demonstrates that these families already travel across the cluster for services. Much of the increased intervention with babies is in the family home at primary and 28 day visits and the baby groups are run at community venues jointly with health.</p> <p>Staff are aware that the welfare reform act will bring significant challenges for a number of families. The Employment and Training Officers have started to be pro-active in preparing families in partnership with other agencies.</p>
Access to outdoor play	<ul style="list-style-type: none"> Concerns around planned hubs not having access to outdoor play (8) Shocked that outdoor area in Stretford will be lost and replaced by a centre without one. So much emphasis has been put on this because of the increase in obesity etc(3) Outdoor play especially beneficial for supervised contacts 	Total Responses: 12	<p>The council acknowledges the importance of accessible outdoor play space for young children.</p> <p>The use of parks and community buildings with access to outdoor provision will always be considered in all plans.</p>
Other services	<ul style="list-style-type: none"> Concerns that opening times of hubs will affect families being able to have "contact" after school (5) There will inevitably be a reduction in services not an improvement as stated (2) 	Total Responses: 7	<p>The Council has a contact centre specifically for supervised contacts. This has a large outdoor area and is available after school.</p>

6.0 Alternative Proposals

The responses below offer suggestions for alternative options regarding the proposal to reduce 16 Children Centre's to 6 Centre's and aligning them with the Area Family Support Teams.

The most popular proposal was to introduce a small charge for using facilities as it may still be cheaper for parents to do this than taking multiple children on public transport. This proposal was mentioned 9 times.

The second most requested alternative proposal was to consider using volunteers if it means keeping the centre's open this was referred to 5 times.

Alternative Proposals:	Comments (multiple responses totals in brackets)	Frequency	Trafford Council Response:
Charging for services	<ul style="list-style-type: none"> • Introduce a small charge for using facilities, it may still be cheaper for parents than taking multiple children on the bus (9) • Would pay £1 for toddler gym/play & stay (3) • Would pay up to £2 • Would pay up to £4 • Ask for voluntary donations (3) • Charge a small annual fee for all services • Sell toys, books etc. to boost income 	Total Response: 17	<p>A small donation has been made by some groups to contribute towards the cost of snacks. This does not cover any resources, staff and running costs of the building.</p> <p>Use of charging for services will be considered for future proposals.</p>

Alternative Proposals:	Comments (multiple responses totals in brackets)	Frequency	Trafford Council Response:
Role of volunteers	<ul style="list-style-type: none"> • Consider using volunteers if it means keeping the centres open (5) • There are many talented parents who could run their own groups as volunteers (2) • Do not use volunteers they do not have the same knowledge and commitment as Children's Centre staff (2) • You build a relationship with the staff and they want to know you and they care. Volunteers will come and go and not be like that (2) • Use the peer support system now used in breastfeeding support groups for other groups • Use mentors to teach cooking/life skills to teenagers • Volunteers feel well supported at present by children's centre staff but there are concerns about using other buildings, public safety, risk assessments, increased responsibilities for the volunteer would be off putting. • Volunteers may not feel comfortable dealing with such issues as PND whereas a qualified member of staff would. 	Total Responses: 15	<p>The role of volunteers within the Children's Centre's has been vital in delivering services over the past few years.</p> <p>This is an area that will be developed further as part of the Council's volunteering strategy to ensure continuity and sustainability of services.</p> <p>Volunteering has given many parents the confidence and experience towards gaining employment.</p> <p>Volunteers are able to provide information about services on offer and be a link person to their local children centres.</p>
Commissioned services – bookstart, daycare places	<ul style="list-style-type: none"> • Stop contracting services out. If it is profitable for them, surely Trafford Council must be able to do as good a job, but cheaper 	Total Responses: 2	<p>If all contracted services are commissioned as part of a wider 0-19 years old approach, it would identify what services need to be delivered and which organisation is the most appropriate to deliver the service.</p>

Alternative Proposals:	Comments (multiple responses totals in brackets)	Frequency	Trafford Council Response:
Partner agencies	<ul style="list-style-type: none"> • Link in with organisations such as GForce to run Children's Centre activities from other venues such as the Broomwood Centre. • Ask advice from other agencies as to how we could work together with them to maintain services • Increase working together, partners with Sure Start. E.g. Lostock Partnership and Sure Start-den building in the park and free cycling sessions worked well • Expand partnership services 	Total Responses: 4	The centres have some excellent examples of partnership working and it is proposed this would continue and be built upon.
Hiring CC services out	<ul style="list-style-type: none"> • CC services could be bought by other agencies which could generate income • Loan out CC buildings in the evening for Health and Well-being classes for the community • Hire out the children's room for birthday parties etc. this will generate funds • Offer space to private concerns on a part time basis to generate funds • Further utilize centres rather than close. Share with other council funded services or hire privately to reduce running costs 	Total Responses: 5	The council has other venues that offer this service e.g. community centres, libraries. Voluntary, private and community groups have expressed an interest in renting rooms but this was on an ad-hoc basis which does not provide a sustainable income to cover any running costs.
Finance/ resourcing	<ul style="list-style-type: none"> • Review highly paid senior management positions • Give longer contracts to services so there is less time and money spent on proposals, funding bids • Find a way through procurement to allow goods and services to be provided free (such as a roof repair) to the Children's Centres 	Total Responses: 7	As part of the proposal there will be a reduction in staffing posts and the majority of these posts are related to management posts. All council services have to follow the Council's procurement procedure.

Alternative Proposals:	Comments (multiple responses totals in brackets)	Frequency	Trafford Council Response:
	<ul style="list-style-type: none"> • Streamline procurement processes so that cheaper providers can be used (2) • If centres do close, sell off the equipment to parents starting their own groups • Free gifts costly and unnecessary 		<p>All resources will be distributed and shared with partners in their local community.</p>
Usage of centres and other facilities	<ul style="list-style-type: none"> • Turn unused children's centre rooms if attached to a library into a communication and literacy room linked to Speech and language therapy, for story and rhyme time, Chatterbox etc. • Only merge 2 existing centres not 3 as in Altrincham, it spreads resources too thin. • Would be good to have hubs in town centres such as Urmston (not Flixton), central to all cluster users-high visibility-adequate parking-scope for wider age range • Could use unused rooms in Medical Centres. These are local and known to parents • Use of more community venues such as rooms in High Schools-more availability-closer links (2) • Surely use of other community rooms and having to pay hire charges would cancel out savings incurred from moving out of the Children's Centres? • Keep open the larger centres where essential groups are run and shut the smaller ones, not the other way around (2) • If you are only going to have one centre in Altrincham, please make it in the town centre for easy access for all. 	Total Responses: 11	<p>The rationale for the proposed 'hubs' is based on:</p> <ul style="list-style-type: none"> • The number of children living in child poverty. • Areas with the highest deprivation. • The recommendations from the children centre's review <p>The 'hubs' are intending to use existing children centre buildings as there is not financial resources to develop new sites within town centres.</p> <p>All suitable rooms in local communities will be considered for service delivery. Charges will be negotiated and shared usage of facilities across partners will be considered on a no cost basis.</p> <p>During 2010/11, the children centres capital grant was used to improve the accessibility and quality of specific community buildings for young children and in return negotiated free room hire.</p>

Alternative Proposals:	Comments (multiple responses totals in brackets)	Frequency	Trafford Council Response:
	<ul style="list-style-type: none"> • Concerns around atmosphere suitable for breastfeeding support groups not being provided at other venues • Ensure better use of facilities – hardly anything goes on Monday and Friday in one • Share Sure Start premises with other services • If the new hours are to be 8.30-4.00pm how could the Centre support 0-19 years if the majority of this age group are in school during these times (1) 		<p>The Breast feeding co-ordinator and peer supporters will work with parents and centres to ensure venues are suitable.</p> <p>The hubs could be open after 4.00pm if required for other services.</p>
Publicity	<ul style="list-style-type: none"> • The hubs could work if events/groups/support for families/parents is widely advertised (4) • More proactive outreach service (2) • Don't close them – promote them 	Total Responses: 6	<p>All children's centre's have a 'what's on' guide advertising their services and activities within their local area. These are sent to all registered families, distributed by partner agencies or available in clinics/libraries.</p> <p>However the children's centre review did find that centres are not reaching all families and there is a need to be more pro-active in providing outreach services in shopping centres.</p>
Part time Children's Centres	<ul style="list-style-type: none"> • Have the centres open 4 days a week if it saves costs • Keep centres open half the week • Full time children's centres are needed not part time 	Total Responses: 3	It would be difficult to agree which days to open as some options would not suit all parents. The use of community buildings allow for services to be offered on a more flexible basis.

7.0 Trafford Council Response and Recommendations

- 7.1 Following an in-depth analysis and comprehensive consideration of the feedback from the public consultation process as documented in this paper it was found that the majority of the feedback received indicated a desire to continue with the 16 Children Centres and the existing service delivery model.
- 7.2 A significant number of responses indicated concerns in respect to the travelling distance between the Hubs if the proposed reduction in children centres was supported. This feedback has been addressed in section 5 of this report.
- 7.3 There was no evidence of adverse feedback to suggest that the essence of the original proposal was not supported to enable services to be refocused so as to provide a targeted service to those children and families who are the most vulnerable and in greatest need;
- 7.4 To achieve this vision – it is necessary to reduce the number of centres to free up resources to enable Trafford CYPS to deliver this ambition notwithstanding, that there will be a commitment to continue to provide the core offer at a universal level for those who wish to access and engage with children centres.
- 7.5 It is, therefore, recommended that Trafford Council proceed with the proposal to reduce Trafford's 16 Children Centres into a locality based model around 6 Children's Centre Hubs.

It is recommended that Trafford Council review and revise one of the North Area Hubs from Lostock (Leithwaite Centre) to Stretford Childrens Centre (**See Appendix E**) due to the following:

- Closer proximity to North AFST in respect to Stretford being a base for outreach workers
- Stretford is the only Children's Centre which currently shares a site with a VCS organisation, Home Start. This sharing of workspace will enable closer joint working and developments such as, a shared referral route to ensure smooth transition of care provision between agencies
- The Stretford reach area has significant variances in the level of needs of families across its geographical areas; there are particular pockets of high levels of need. One particular area in the Stretford is recorded as being one of the 10% most deprived areas in England
- The Children's centre profile for Stretford shows that 37% of children in this area are living in poverty
- Lostock which was identified as the Hub for the North Areas does not have any areas within it that fall into the 10% most disadvantaged
- Stretford Children's Centre has a purpose built play area which has been developed with the local community and has recently been adapted to provide a facility which can be accessed and provide a positive play area for children and adults with physical disabilities, therefore enabling the centre to meet the requirements of level 3 Inclusion accreditation

- Consultation feedback from parents responding to the proposals strongly opposed the closure of the centre with particular reference to the loss of the garden area having a significant impact on the local communities
- This is especially pertinent given the rising obesity levels in the locality area (Profile info 11.19% in Stretford compared with 9.15% Lostock and Gorse Hill). More recent data shows these figures have decreased for both areas; however, Stretford remains higher than Lostock and Gorsehill and above the Trafford average
- There are fewer dentists, doctors and chemists in Stretford area than Lostock and Gorsehill and the CC profile states that families residing in Stretford travel further for services than in Trafford as a whole
- FIS reported that Lostock and Gorsehill have 61 different types of organised family and leisure activities whereas Stretford had 46 types
- Opportunities to increase the wider use of the Stretford building by the local community and partners is a realistic aspiration in particular enhancing opportunities to harness innovative and creative opportunities with a number of services outside of children's centre provision. This would enhance provision for families and encourage community ownership of Stretford Children Centre through extending the use of volunteers
- Stretford has 350 children attending 3 / 4 yr old funded early education compared with Lostock and Gorsehill who have 425 children attending (110% Stretford resident 3 / 4 yr olds compared to 116% L&G). It is, therefore, it is important that the children not attending this education provision are supported in activities such as Home Learning / Take Away Play / Small Talk as the EYFSP scores for Stretford children are below the Trafford average
- Stretford venue is large, with multiple rooms; therefore, it can house larger groups of adults and children, therefore reducing the costs of sessions to the Authority
- Lostock have higher numbers of children eligible for 2 yr funding, therefore increasing the need in Stretford for provision
- The EYFSP gap is wider in Stretford (27.52%) than Lostock and Gorsehill (26.0%)

7.6 The remaining 6 Children Centres will provide Community Hubs for children and their families, and services will also be offered within the family home or local community venues.

7.7 The consultation feedback has indicated that it would be beneficial if Sale Moor Children Centre remained open on a part time/sessional basis as Child and Family Community Outreach (CFCO) base, with the South Cluster Hub staff delivering activities from the CFCO on a sessional basis;

7.8 It is recommended therefore, that Sale Moor remain open as Child and Family Community Outreach (CFCO) base. The CFCO base will not be staffed full time but will be used as a venue which will enable volunteers, partner agencies and the Area Family Support Team to deliver groups and activities for children aged 0-19 years and their families locally.

- 7.9** The rationale for the retention of Sale Moor as a CFCO is based on the following:
- The building is located within the 20% most deprived areas, therefore, services need to be easily accessible to families living in those communities
 - The South Area has the highest number of children and sits within the largest geographical area
 - There is a limited number of appropriate and accessible community venues available within the Sale area
 - Sale Moor has very low engagement figures
 - Sale Moor is purpose built with excellent outdoor play facilities located on school sites which would enhance the partnership with the Area Family Support Teams
 - Sale Moor has a domestic facility to support programmes for 'independent living'
- 7.10** It is recommended that in order to support the redesign of the Children Centre provision which will enable the development of a locality Hub based model, a review of the workforce will be necessary.
- 7.11** This is to ensure that the skill mix and competencies reflect a workforce that can deliver a robust outreach and family support service to children and young people aged 0-19 years and their families.
- 7.12** It is also recommended that the 6 Children's Centre Hubs will be open 8.30 am to 4.00 pm to provide a flexible community space for children and families.
- 7.13** It is also recommended that a review of externally commissioned services by Children Centres will be completed by the end of March 2013, e.g. Midwifery and Speech & Language Therapy; this review will enable a more coherent strategic approach to commissioning support to enhance the children centres core offer.
- 7.14** It is also recommended that the contribution from the Children Centres budget to the bookstart programme should continue but at a negotiated reduced price.

8.0 Summary

- 8.1** It is recommended that the Executive Council support the proposal to redesign the service model for the delivery of the children centre provision, by reconfiguring services by reducing the number of children centres from **16** to **6** Locality Hubs which will be aligned with the North, South and West Area Family Support Teams, including reviewing the workforce, the commissioning of external services, extending the age range from 0-19years and the opening times of the Hubs.

8.2 The original proposal was to establish locality Hubs at :
(North). Lostock and Old Trafford
(West). Urmston and Partington
(South) Sale and Altrincham

8.3 Following consideration of the extensive feedback received, and based on the additional information provided in S7.5 and S7.9 above, it is recommended that the Council Executive approve:

- the revision of the original proposal and support the North Area Hub be changed from Lostock Children Centre to Stretford Childrens Centre and;
- Lostock Children Centre (Leithwaite) is redesignated as a Child and Family Community Outreach base;
- that Sale Moor Childrens Centre remains open, but is redesignated as a Child and Family Community Outreach base for the South of the Borough to provide community based sessional activities