## **London Borough of Merton**

Report and recommendations arising from the scrutiny review of the promotion of formal childcare in Merton.

**March 2009** 

# Task group membership (drawn from the Children and Young People Overview and Scrutiny Panel):

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The task group would like to express its thanks and appreciation to all those who contributed to this review, through preparing information, attending meetings to answer questions and to all the people who took time to contact us with their comments and views.

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## Foreword by the review chair

I was honoured to be asked to chair this review, as there is no doubt that quality childcare from an early age has an enormous impact on a child's life chances.

Merton already realises the importance of ensuring a high quality early years service and one that can be accessed by all families from all areas of the borough.

The Children and Young People panel identified that a key challenge facing the service is the promotion of childcare to ensure that the council can maximise the amount of children who gain from the benefits this can offer.

This review has been an interesting and enjoyable piece of work; we have been impressed by the work currently undertaken in this challenging area and it has been a privilege to meet so many witnesses who are dedicated and passionate about what they do. Nonetheless, the task group have been able to identify a number of recommendations that we think can help the service achieve their aims.

Therefore, I have great pleasure in presenting this report and I hope that Cabinet accepts the task group's recommendations.

Finally, I would like to thank everyone who contributed to this review, both internally and externally; all evidence was greatly appreciated.

### **Councillor Karin Forbes**

Chair of the scrutiny review of the promotion of formal childcare in Merton

# **Summary of recommendations**

Recommendation	Decision making body/Responsible Member
R1: The council should consider implementing a scheme based on the 'Parent Champion Model' detailed in the report.	Cabinet member for Children's Services
R2: The council should consider implementing a free taster scheme based on the Rotherham model to promote childcare and available support to parents thinking about accessing it.	Cabinet member for Children's Services
R3: The task group support the existence of the childcare support fund and recommend that Cabinet should retain this as an important part of the childcare and early years agenda.	Cabinet member for Children's Services

## 1 Introduction

- 1.1. It is largely agreed from a national through to a local level that good childcare supports the development of children and will lead to improved outcomes later in life. However, many parents still don't access childcare, as they are unaware of what is available, what they are entitled to or the support that can be offered to help them. Additionally, this awareness is different across the borough and across different communities.
- 1.2. As such, the Children and Young People Scrutiny panel agreed to form a task group to review how the council currently promotes childcare to all groups across the borough. This involved speaking to various groups, hearing from a variety of officers and learning from a number of best practice examples in order to present a number of recommendations to Cabinet. The task group consisted of three councillors; Karin Forbes (Chair), Patricia Lewis and Agatha Akvigyina.
- 1.3. On the whole, the task group were impressed with the work being undertaken by the council in promoting childcare and consequently this is a positive report. The group supported a number of new initiatives both nationally and locally that are being adopted to improve both the provision of childcare, the monitoring of its benefits and its promotion to families across the borough. Nonetheless, the group were able to identify a few areas in which best practice could be adopted.

## 2. Background

- 2.1. This review is based on the premise that childcare and the wider Early Years agenda is beneficial to families, children and communities. Many commentators have argued the wide benefits families stand to gain by accessing formal childcare from an early age and present a number of findings.
- 2.2. The Joseph Rowntree Foundation1 argues that childcare and subsequent policies play a critical role in reducing child-poverty. They also recognise the problems surrounding the quality, affordability and availability of current supply and make a number of recommendations for improvement to central government. Similarly, the Institute of Public Policy Research2 (IPPR) has made a clear link between childcare and social mobility arguing that spending money on and promoting early years services such as childcare leads to greater equality in later life. This has been reiterated by the Prime Ministers Strategy Unit3 who argue that good early years provision is critical to success in later life, not least through basic physiological and brain development.
- 2.3. This link has been further explored through the 'Lifetime Effects: The High/Scope Perry Preschool Study Through Age 40'4. This scientific experiment has identified both the short- and long-term effects of a high quality preschool education programme for young children living in poverty. The findings of programme effects through age 40 span the domains of education, economic performance, crime prevention, family relationships, and health. Key findings for education, economic performance, and crime prevention. The findings are summarised in the table below and clearly show the benefits of accessing effective early years provision when

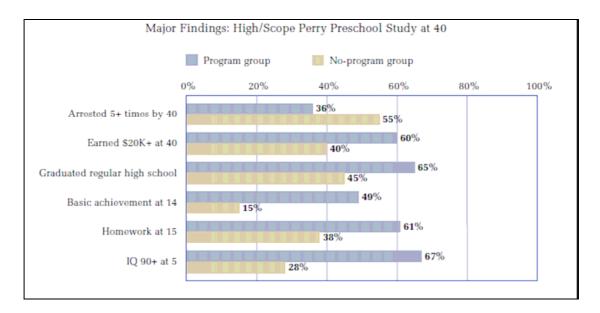
<sup>&</sup>lt;sup>1</sup> http://www.jrf.org.uk/bookshop/details.asp?pubID=1028

http://www.ippr.org.uk/publicationsandreports/publication.asp?id=247

http://www.cabinetoffice.gov.uk/media/cabinetoffice/strategy/assets/socialmobility/gettingon.pdf

<sup>4</sup> http://www.highscope.org/Content.asp?ContentId=219

families are living in poverty or on low incomes and the research concludes that highquality preschool programs for young children living in poverty contribute to their intellectual and social development in childhood and their school success, economic performance, and reduced committing of crime in adulthood.



- 2.4. Central government agree with this positive view and have supported and promoted the development of childcare for over ten years.
- 2.5. The 1998 childcare strategy set out to address a shortage of quality affordable childcare across the country and paved the way for future initiatives. In 2003 the Mayor of London recognised that government policy and assistance in relation to childcare was having less of an impact on London families than elsewhere in the country. To address this the Mayor published 'The Childcare strategy for London 2003 '5 which was 'designed to increase the availability of quality childcare provision in London and to make it more affordable by parents'. A key policy within the London strategy was the introduction of the Childcare Affordability Programme (CAP) that would 'provide funding so that high quality childcare can be subsidised and made more accessible to more low-income families in London<sup>6</sup>. Locally the council's Family Information Service manages this programme<sup>7</sup>.
- 2.6. Furthering their commitment to developing childcare in 2004 the government published their '10-year strategy for childcare: choice, availability, quality and affordability'<sup>8</sup>. Following this the Childcare act 2006<sup>9</sup> placed a number of duties on local authorities including a duty to manage the local childcare market, roll out children centres and extend the free offer to three and four years olds to 15 hours a week by 2010.
- 2.7. Most recently a new white paper has been published; 'New Opportunities: fair chances for the future'<sup>10</sup>. This paper builds further on the Governments commitment to promoting and supplying good and affordable childcare to all families and especially the most disadvantaged:

<sup>&</sup>lt;sup>5</sup> http://www.london.gov.uk/mayor/strategies/childcare/index.jsp

<sup>&</sup>lt;sup>6</sup> http://www.london.gov.uk/mayor/strategies/childcare/ccare-affordability.jsp

http://www.merton.gov.uk/familyinfo

<sup>&</sup>lt;sup>8</sup> http://www.everychildmatters.gov.uk/earlyyears/tenyearstrategy/

<sup>9</sup> http://www.everychildmatters.gov.uk/earlyyears/childcareact/

<sup>10</sup> http://www.hmg.gov.uk/newopportunities.aspx

'Gaps in development between children from different backgrounds open up early. Children in the 30% most disadvantaged local authorities remain far less likely to be developing well than children in other areas at age five (39% compared to 55%), and there is a significant gap between lowest achieving children and the rest'.

- 2.8. Through this paper the Government express an aim to:
  - Make accessing tax credits easier
  - Continue to improve childcare provision
  - Extending free early learning and childcare places to all two-year-olds in the most disadvantaged areas.
  - Help promote childcare to those who need it most.
- 2.9. Overall these policy commitments firstly, reinforce the idea that accessing childcare is valuable to families and children and secondly, that the early years agenda and the promotion of formal childcare will continue to grow along with the demands placed on local authorities.
- 2.10. One of the main barriers to accessing childcare is affordability and a key central government policy response to help working parent's pay for childcare has been the introduction and promotion of tax credits.

### **Child Tax Credit**

- Child Tax Credit <sup>11</sup> (CTC) is for families who are responsible for at least one child or qualifying young person. CTC is made up of the following
- Family element, the basic element for families responsible for one or more children. A higher rate of family element, often known as the baby element, is paid to families with one or more children under one year old. There is only one family element for each family, regardless of how many children usually live in the family.
- Child element, one for each child the parent/carer is responsible for
- Disability element, one for each child the parent/carer is responsible for
  - o If they are receiving Disability Living Allowance for the child, or
  - The child is registered blind or has been taken off the blind register in the 28 weeks before you complete the form.
- 2.11. The Council has a role to promote tax credits to parents either in work or thinking about returning to work in an effort to help them afford childcare. However, there are key issues with the tax credit system. Firstly, as the Trade Union Congress state<sup>12</sup>; 'Working Tax Credit and the Child Tax Credit help make sure that low paid workers with children are at least 25% better off than they would have been otherwise... yet, tax credits are one of the Government's best-kept secrets'
- 2.12. Secondly, the tax credit system can be confusing for parents who don't often understand the processes involved and need support to complete the process. These issues combined have resulted in a low take up in Merton that currently stands at 19% of the eligible population.
- 2.13. Locally, Merton has a well-established Early Years service and is committed to improving the affordability, accessibility and standards of Childcare. The group

<sup>&</sup>lt;sup>11</sup> https://www.taxcredits.inlandrevenue.gov.uk/Qualify/WhatAreTaxCredits.aspx

http://www.tuc.org.uk/welfare/tuc-14334-f0.pdf

agreed that they seem well positioned to respond to the challenges ahead and have already made progress to identify and address any gaps in provision. The group were impressed by the evidence presented to them throughout the review and felt that the council has a clear strategy to address the challenges facing childcare and they have achieved a great deal.

- 2.14. There are many cross cutting pieces of work taking place in Merton that will contribute to the take-up of formal childcare. These include, the Children and Young People's Plan<sup>13</sup>, Parenting strategy<sup>14</sup> and, Free Play Strategy<sup>15</sup>. Additionally, the Children and young People's section of Merton's new Sustainable Communities Strategy<sup>16</sup> will outline a vision for Merton until 2019.
- 2.15. Alongside these plans the group were introduced to Merton's Childcare Sufficiency Assessment17, which was carried out in order to meet the duties outlined in the Childcare Act 2006. The assessment examines the local childcare market to provide a measurement of the supply of childcare, the nature and extent of demand, a gap analysis and recommendations on how to support the market to address these gaps and makes a number of recommendations which include:
  - Raising awareness of childcare support and initiatives
  - Raising standards of information and support for parents, carers and providers
  - Increasing the flexibility and variety of childcare provision
  - Managing the childcare market
- 2.16. This review takes into account the sufficiency assessment and the recommendations made. However, it also attempts to explore the first two recommendations in more detail from the perspective of councillors.
- 2.17. A key target the council works to relating to childcare is national indicator NI118 that monitors the take up of formal childcare by low-income families. The current baseline and projected targets are:

Baseline	2008/09 target	2009/2010 target	2010/2011 target
19%	22%	25%	28%

2.18. To achieve this they have agreed a detailed action plan that includes means to improve data capture and evaluation as well as promote childcare to those families on low incomes. A key action is to increase marketing and promotional activity such as a Road Show – across the borough linking in with Extended Schools Team, Welfare Rights Team, Job Centre Plus and local community groups.

## 3. Challenges

- 3.1. There are a number of challenges that influence the take-up of formal childcare, especially from low-income families. In addition there will remain challenges about the availability and affordability of childcare and although these can be influenced at a local level a number of changes need to be made nationally to facilitate improvement.
- 3.2. The review focuses on the promotion of childcare across the borough and through a mixture of desktop research and speaking to officers, providers, and parents the

<sup>&</sup>lt;sup>13</sup> http://www.merton.gov.uk/cypplan.htm

http://www.merton.gov.uk/parenting-strategy.htm

http://www.merton.gov.uk/merton\_play\_strategy.htm

http://www.merton.gov.uk/new\_community\_plan.htm

http://www.merton.gov.uk/childcare\_sufficiency\_assessment.htm

group have identified a number of challenges they felt faced the council. These include:

- Linking childcare and employability to ensure childcare meets the needs of all parents.
- Support for families on low incomes
- Meeting the needs of parents from more vulnerable families
- Ensuring a sufficient provision of childcare
- Working in partnership to deliver and promote childcare
- 3.3. Promoting childcare to all groups, taking into account their specific needs is a key way to overcome these challenges. This section provides evidence for each of these challenges and then focuses on the way the council promotes childcare and makes recommendations for improvement where possible.

Linking childcare and employability to ensure childcare meets the needs of all parents.

- 3.4. Many of the people the group interviewed highlighted the link between promoting childcare and the need to promote opportunities for parents to return to work. Both are equally important and the success of one often relies on the other.
- 3.5. The group felt that the council had a good understanding of this link and were well placed to promote these side by side and in partnership. For example, the Childcare and employability forum<sup>18</sup> was explained to the group to support parents accesses both childcare and employment. The group were also made aware of the new 'Employment Support Toolkit', produced by the Family Information Service<sup>19</sup>, for working with parents which is designed to help advisors, family support and others working with families to help parents on benefit into paid employment. A number of sections offer help to parents with Children and a whole section is focused on childcare support and help with money.
- 3.6. The link between childcare and employability means that many of the challenges outlined in this paper are applicable to both and some of the recommendations can be used to promote both together.

Support for families on low incomes

3.7. It is known that low income families are less likely to access formal childcare. As an outline the DCSF have identified a number of rational and emotional barriers facing families on low incomes<sup>20</sup>:

Rational	Emotional
Concerns about cost: 'childcare is expensive', 'I'd only be working to pay for childcare' lack of awareness of options: 'I don't know where to get information about childcare'	Concerns about the quality of care: 'I don't trust anyone outside the family to look after my children'
Concerns about juggling work and caring for their children: 'the childcare available isn't flexible enough'	Guilt for using childcare and thus not being a good mother: 'the best place for the child is with me'. 'I don't want to miss

<sup>&</sup>lt;sup>18</sup> http://www.merton.gov.uk/childcare\_and\_employability\_forum.htm

http://www.merton.gov.uk/familyinfo

<sup>&</sup>lt;sup>20</sup> http://www.dcsf.gov.uk/rsgateway/DB/RRP/u015589/index.shtml

	out on my child growing up'
Lack of convenient availability: 'I have kids of different ages - it's too complicated to sort out'	Lack of need: 'going back to work is too daunting', 'I want to stay at home with my kids'.
Lack of need: 'I'll be worse off if I work / I'll lose out on benefits'.	

3.8. The promotion of tax credits is a key policy to help families on low incomes access childcare and also make steps in returning to work. Especially as it is often these families who often need the most support in brining up children.

Meeting the needs of parents from more vulnerable families

- 3.9. Different groups of parents face different challenges in relation to childcare. In relation to accessibility and affordability this is largely covered by the sufficiency assessment. However, there is a continued need to promote childcare in different ways to these different groups.
- 3.10. The group were informed by officers of some of the difficulties they face, not only promoting childcare to these groups but in accessing them in the first place. The literature also informs us that lone parents, families on low incomes and families from certain backgrounds are less likely to access formal childcare than others and different promotional activity is needed for each.
- 3.11. Outreach and verbal information provision was identified by the daycare trust as most appropriate by BME parents. Face to face childcare information provision, preferably in the parent's first language, is more likely to be understood and acted on21. In comparison lone parents find affordability an issue and require a more flexible service<sup>22</sup> and parents of disabled children identify gaps in provision and cost as key barriers<sup>23</sup>.
- 3.12. The group spoke with a number of young parents throughout the review who had different ambitions in relation to accessing childcare. Some parents wanted to return to work whereas others preferred to stay at home. All were aware of provision but thought it too expensive and that support was sometimes difficult to access and understand.
- 3.13. This shows that a universal approach to promoting or increasing the take-up of formal childcare is not sufficient. Instead a flexible approach taking into account the different needs of groups should be adopted. The council and partners already operate an outreach programme that aims to promote childcare to all these different communities and help target activities accordingly. However, it is still proving to be a significant challenge.

Ensuring a sufficient provision of childcare

3.14. Although the main remit of the review was to consider the promotion of childcare to families across the borough, largely due to the publication of the childcare sufficiency assessment<sup>24</sup> that provides more detail on the different types of provision across the borough. Through its work the task group were satisfied with provision in line with the

<sup>&</sup>lt;sup>21</sup> http://www.daycaretrust.org.uk/mod.php?mod=userpage&menu=1003&page\_id=311

http://www.daycaretrust.org.uk/mod.php?mod=userpage&menu=1003&page\_id=309

http://www.daycaretrust.org.uk/mod.php?mod=userpage&menu=3802&page\_id=408

http://www.merton.gov.uk/childcare\_sufficiency\_assessment.htm

recommendations made in the sufficiency assessment but thought from the evidence they saw that there was a lack of provision for babies and children with special educational needs.

3.15. To gain a deeper understanding of childcare the group met with a number of settings and were impressed by the level of quality that was on offer. The settings included children centres and private nurseries. Additionally, The group met with a number of Childminders as part of the review. Councillors attended a drop-in childminders group at Arogon Primary School which local childminders were able to attend. This allowed the children to socialise with others and also allowed individual childminders to develop their network. The group were impressed by the facilities and the way in which it was run. Members of the group also met with other childminders on an individual basis and through all settings the group were impressed by childminders knowledge of what the council offers and also the wider partnership arrangements.

Working in partnership to deliver and promote childcare

- 3.16. Local government has worked hard to ensure a joined up approach to early years and childcare and Merton has made significant steps in this area. It is important that the council, childcare providers, third sector organisations and partners work together to ensure a consistent approach that supports each others work and benefits the lives of families in Merton. Tools such as the employment support toolkit has been designed for agencies across the borough to use will help ensure that all agencies provide the right information to families who need help.
- 3.17. The group spoke with health visitors from Sutton and Merton PCT as part of the review to assess their role in promoting childcare. The Health Visitors recognised the importance of working in partnership and described how they actively signpost parents to further information about childcare. The action plan to increase the take-up of formal childcare has a specific action to work more closely with Health Visitors to target parents at higher risk of poverty for example lone parents. It was described to the group that there is a recognition of health visitors role in the action plan for meeting NI 118 to target parents at higher risk of poverty.
- 3.18. The task group also visited Job Centre Plus (JCP) to understand their role in promoting childcare as part of the partnership. JCP outlined a pilot scheme to pay childcare costs and any deposit up front (can be around £600 when the tax credit rate is £175/week). They also informed the group about the "Better Off" calculation they run which is a tool to help people understand which benefits they can continue to claim if they go back to work (e.g. in-work credits, working tax credits etc) to help them understand that even a low paid job can leave them better off despite having to pay for childcare. They also explained a number of challenges for families and the promotion of childcare; firstly, tax credits are only available if the child is with a registered child carer (i.e. not a family member), thereby they actively promote registered carers. Secondly, a key issue is that people don't always know how to find out what credits are available to them.
- 3.19. Overall, the group felt that partnership working was going well. As in other areas there are always slight tensions between different services but on the whole the Council were able to address these challenges effectively.

Promoting childcare

3.20. Promoting childcare to families who don't already access it is a major challenge in itself but it also has to reflect and respond to the challenges outlined above.

Promotional and marketing activity can be varied and as already mentioned different

groups may respond better to different mediums. As part of the action plan to meet the national indicator outlined above the council have committed to improve the way they capture and monitor data and undertake a range of promotional activity to increase the take-up of formal childcare by low income families. However, through their research the group have identified a number of additional measures that could help the council achieve this target.

- 3.21. The Pre-School Learning Alliance<sup>25</sup> highlighted a book previously published by the Children's information service that detailed all forms of childcare in the borough. They felt that his was a useful resource as there is a danger that keeping a wealth of information online restricts those who can access it and some would prefer a hard copy. However, although the group thought this was a useful tool it was agreed that the money could be better spent on different promotional activities.
- 3.22. Many people the group spoke to stressed the importance of Involving parents both in promoting childcare and in wider early years activities. However, settings still struggle to get parental involvement for example; William Morris School have struggled to get any form of parental involvement despite a number of initiatives. They largely attributed this to the fact that many families see the school as childcare.
- 3.23. The group also spoke with a group of young parents at Lavender children's centre and asked their views of childcare and their aspirations to access childcare and about returning to work. Through this the group heard a range of comments that showed the difficulties to overcome. Some parents didn't want to go back to work and preffered to stay with their child. Others complained of the forms explaining how they were often complex and difficult to understand. Many of the group were unsure what is available but new where to find information as a member of the family information service often attends their group meetings to answer questions and discuss their options.
- 3.24. Through their research the group identified two initiatives that they considered to be best practice. The first is the Parent Champion Model and the Community Childcare Champion Initiative and the second was the Childcare Taster Initiative.
- 3.25. Much of the available best practice is looking at involving parents from different communities in promoting childcare. Schemes such as the **parent champion project**, outlined below, utilise the support of parents who have had a positive experience of childcare to promote it to others in their community. There is a range to the extent of their involvement from simply promoting childcare through to undertaking a brokerage role between parents and providers.

### **Parent Champions Project**

'Parent Champions' is an innovative project designed by the Daycare Trust, funded by DCSF and piloted in partnership with three organisations to deliver the project locally. These organisations are Community Links, Women Like Us and Working Links. The Parent Champions project is operating in three London boroughs, Camden, Newham and Tower Hamlets and ran from August 2007 to March 2008.

The aim of the project was to trial the idea of developing 'Parent Champions' in local areas who will spread the word to other parents about the availability and advantages of accessing formal childcare. This project was based on the idea that parents, especially in communities where the use of childcare is not widespread, are well-placed to encourage other parents to use childcare. 'Parent Champions' may be invaluable in providing information and support to parents who have not previously

<sup>&</sup>lt;sup>25</sup> <u>http://mertonconnected.com/club\_clubDetails.asp?ClubID=16323</u>

### used childcare.

- 3.26. Going beyond the written report the group spoke with a number of the providers and lead organisations. One of the providers informed the group that they were given around £12,000 of funding for the year. From this they recruited four champions and paid them £200 per term, which worked out at £600 per year. The work that the organisation does means that they have a reach of around 4000 parents in the borough but specifically the parent champions who spoke to parents in schools directly contacted 200-300 parents.
- 3.27. To get around the different barriers that exist for individual groups they agreed that the best way was to recruit champions from these groups. However, although the project was relatively successful they felt that it was often difficult to offer advice on childcare when not offering advice on employment as the two areas are completely interlinked. As a consequence less focus is being given to the parent champion project in the future as they plan to emphasise getting into work first and then promote childcare. Another group described the flexibility within the model of parent champions to include issues such as employability as well as childcare and described it as a positive model and one that should, and could be adopted elsewhere. The Daycare Trust has also indicated that they will be producing a toolkit so that local authorities can put this model into practice.
- 3.28. The parent champion model developed by the Daycare Trust is similar to community childcare champions<sup>26</sup> initiated by the National Day Nurseries Association. The aim of the project is to facilitate a network to promote the value of childcare and the free entitlement to parents who are not currently accessing formal childcare. To do this they worked with parent volunteers who will be key to communicating positive messages to other parents on the benefits, how to access childcare and getting financial support. The goal is to increase the number of parents from areas of socioeconomic disadvantage and BME groups that are currently under represented using formal childcare. The evaluation report<sup>27</sup> identified the programme as a success and its primary recommendation was to extend and continue it.
- 3.29. Taking these opinions into account and considering them against the evidence provided by the family information service and specifically the outreach team the group agreed that this principle could be applied in Merton to help meet the challenges the council faces.
- 3.30. Having worked with and included officers in the collection of evidence about the parent champion model the council subsequently made a successful bid to DCSF for funding to help Merton establish a similar model. As the group believe that the Parent Champion model would benefit the council they look forward to hearing about its success.

**Recommendation 1:** The council should consider implementing a scheme based on the 'Parent Champion Model' detailed in the report.

3.31. The second initiative was developed by Rotherham Council who, in 2007 agreed to implement a free taster session scheme to promote the take-up of childcare<sup>28</sup> amongst BME families<sup>29</sup>.

<sup>&</sup>lt;sup>26</sup> http://www.ndna.org.uk/local-authorities/resources/childcare-community-champions.htm

http://www.ndna.org.uk/Resources/NDNA/Community%20Childcare%20Champions%20-

<sup>%20</sup>Evaluation%20Report%20April%202008.pdf

http://www.everychildmatters.gov.uk/resources-and-practice/EP00367/

http://www.rotherham.gov.uk/graphics/Learning/Early+Years/\_News.htm

3.32. As the box below identifies the results of the scheme were positive and 88% of parents who used the voucher returned as paying customers.

### Rotherham: Free childcare taster initiative

Enabled providers to promote their setting to new parents/carers through the use of a free taster session. This has given parents/carers the chance to access a provision that they otherwise would not have used before. Last year 88% of parents/carers who used the voucher returned to the provider as a paying customer. Thereby helping to aid the sustainability of settings within Rotherham.

- Key factor in helping them promote and increase awareness of their setting.
- Educating parents with regards to the variety of childcare available
- Feedback from the parents/carers shows that 88% have returned as feepaying customers and that 100% were happy with the childcare they chose.
- For 2006 the average cost of the vouchers redeemed was £8.17 per voucher
- It has been agreed to run the scheme again in 2008 from June-December.
- 3.33. Depending on the overall costs of the scheme and the money available for such a programme, Merton could consider offering taster sessions throughout the year. Costs could be kept to a minimum by targeting those parents who are more likely to take-up childcare as a result of an incentive.

**Recommendation 2:** The council should consider implementing a free taster scheme based on the Rotherham model to promote childcare and available support to parents thinking about accessing it.

## **Funding**

- 3.34. Finance continues to be a major issue for both the council and families. All agencies and settings the group spoke to described that funding was the biggest limitation on the services they can provide or offer to families.
- 3.35. It was described that often parents just miss out due to various thresholds for funding. Whilst the group understood the need to draw a line somewhere it was felt that a more graded approach to funding would benefit more families.
- 3.36. The groups also recognised that an important resource was the childcare support fund and the group wanted to make sure that the council retains this at its current level.

**Recommendation 3:** The task group support the existence of the childcare support fund and recommend that Cabinet should retain this as an important part of the childcare and early years agenda.

## 4. Conclusions

- 4.1. Overall, the group were impressed with what they saw during the review and through the course of the review the group gained a greater understanding of the importance of childcare and of what is on offer in Merton and how the council works, with and alongside other organisations to ensure the young people of the borough have an excellent start in life.
- 4.2. The group came to recognise the challenges that the council faces but agreed that the council was already addressing these challenges and is well positioned to respond to them in the future.
- 4.3. Finally, the group hope that the recommendations outlined in the report will support the work of the council to increase the take-up of formal childcare in Merton.

and phone in the left box. Return this form to us at the address in the right box.
Albanian  Nëse keni nevojë për ndonjë pjesë të këtij dokumenti  Scrutiny review of the promotion of formal childcare in Merton  në gjuhën tuaj, ju lutemi shënoni (cikloni) kutinë e gjuhës. Shkruani adresën tuaj
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Farsi
اگر خواهان توضیح هر بخشی از این نوشته Scrutiny review of the promotion of formal childcare in Merton
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Somali Haddii aad rabto in qaybta dukumeent Scrutiny review of the promotion of form	_			
laguugu sharxo luqaddaada, fadlan sax Cinwaankaaga iyo lambarkaaga telefoo Foomkan noo soo celi adigoo isticmaala	onka ku qor koonaha hoose ee bidix.			
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