



Assessment of Childcare Sufficiency 2011

Analysis Report



February 2011

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1. Introduction

- 1.1 The Childcare Act 2006 placed duties on English local authorities to improve outcomes for young children and reduce inequalities between them; to secure sufficient childcare to enable parents to work; and to provide information to parents about childcare and a wide range of other services that may be of benefit to them.
- 1.2 The Act gives local authorities a key role in shaping the childcare market in their area. They should work with providers from the private, voluntary, independent and maintained sectors; look to create a strong, sustainable and diverse childcare market that meets the needs of parents. To ensure that local authorities are meeting their duty an assessment of childcare sufficiency is required to be undertaken on a regular basis.

Aims and Objectives

- 1.3 This report aims to provide Blackpool Council with an updated assessment of sufficiency regarding the supply of childcare and parental demand for childcare to enable the Council to perform its Childcare Duty as outlined in the Childcare Act (2006).
- 1.4 The assessment is a measurement of the nature and extent of the need for, and supply of, childcare within each local area. It will help the Authority to monitor gaps in the market and - in consultation with partners - plan how to support the local childcare market in meeting changing needs of parents and carers.
- 1.5 Sufficient childcare, in Section 6 of the 2006 Act, is defined as 'sufficient to meet the requirements of parents in [the local authority's] area who require childcare in order to enable them –
 - a. To take up, or remain in, work, or
 - b. To undertake education or training which could reasonably be expected to assist them to obtain work.
- 1.6 In determining whether provision of childcare is sufficient a local authority:
 - a. Must have regard to the needs of parents in their area for –
 - the provision of childcare in respect of which the childcare element of the working tax credit is payable, and
 - the provision of childcare which is suitable for disabled children

- b. May have regard to any childcare which they expect to be available outside their area.'

1.7 At its core, the Assessment provides an analysis of supply and demand that highlights the following potential gaps in the local childcare market:

- **Geographical Gaps:** a lack of childcare places in an area (wards have been used in this assessment)
- **Income Gaps:** a shortage of affordable childcare
- **Specific Needs Gaps:** a shortage of childcare for disabled children, or children with other specific needs.
- **Time Gaps:** a shortage of childcare when it is required by parents
- **Age Gaps:** a shortage of care suited to children of a certain age group.

1.8 In achieving this, information and specific data has been gathered relating to:

- Changes in baseline socio-economic information that will affect the supply and demand for childcare and parents' ability to pay for childcare including population profiles and population changes; deprivation; family incomes.
- Local labour market changes that may influence demand for specific childcare services or the number of parents needing childcare;
- The changing amount of eligible childcare provision across the Authority analysed by; type of care; age-group served; type of provision; and cost of care.
- Unmet demand for childcare services across Blackpool evidenced through consultation with parents and carers.

1.9 Conclusions from the above have been drafted relating to:

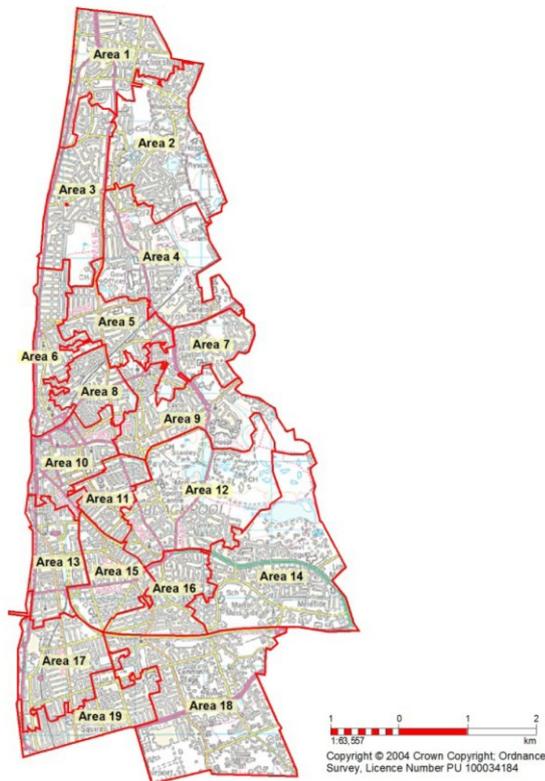
- Changes in the type of care (number of places and hours offered whether registered or unregistered) being provided since the last Sufficiency Assessment in 2006/2007;
- Parents' and carers' changing demand for childcare to enable them to work if they choose, including the nature of the labour market;
- Gaps in the availability, accessibility and affordability of childcare to Blackpool families.

1.10 All sources of data and dates of data collection have been acknowledged throughout this report. Wherever possible data was current between April and August 2010 or the most recently available information has been used. Mid-Layer Super Output Areas have been used to investigate childcare sufficiency, providing the sub-local authority area analysis required by the Childcare Act (2006).

Methodology

1.11 Geographical areas for this study have been at Local Authority and Mid-layer Super Output Area (MSOA). MSOAs have been used as the primary unit of analysis as they are; co-terminus with lower level areas used to present census data; are not subject to boundary changes; and are broadly similar in size of population. Where new data has been collected, it has been assigned to areas by postcode using a look-up list from the most up-to-date ONS All Fields Postcode Directory.

Figure 1: Blackpool Mid-layer Super Output Areas



1.12 The age ranges, here and throughout the assessment are age 2 and under; aged 3 and 4; ages 5, 6 and 7; ages 8, 9 and 10; ages 11, 12, 13 and 14; and, for disabled children only, 15, 16 and 17. In examination of specific data and dependent of the subject matter, age groups have in some cases been combined (eg. children 0 to 4 representing all pre-school children).

1.13 Childcare supply data was sourced from the Blackpool Family Information Service database as of May 2010.

1.14 Also during June 2010, a consultation exercise took place to establish the views of parents and carers in Blackpool regarding childcare. Through a structured questionnaire the views of parents are carers as to the availability

and accessibility of childcare were sought. A total of 14,000 survey forms were printed and distributed via schools and childcare providers in Blackpool. 1,174 surveys were returned providing a response rate of 8.4%. Compared to the number of families in Blackpool, responses were equivalent to 6% of all families with children aged 0 to 14 years across the Borough. This is statistically significant allowing conclusions to be made with a confidence level of 99% and a confidence interval of 3.7%. In other words, we can be 99% sure that if all the families in Blackpool had responded, the results would have been the same, give or take 3.7%.

- 1.15 Childcare providers were engaged through a telephone survey. In June 2010, 129 childcare providers were interviewed providing a 58% sample of all providers by type and location. A number of questions were asked about occupancy, vacancies, pricing and views on childcare sufficiency were sought.
- 1.16 All sources of data and dates of data collection have been acknowledged throughout this report. Wherever possible data was current at June 2010 or the most recently available information has been used.

2. Factors affecting Demand and Ability to Pay

2.1 The analysis of demographic and socio-economic indicators allows a greater understanding of the profile of the local population. This in turn gives a greater understanding of what the local population may need and / or demand in relation to childcare provision. In this section, data has been collated to allow the following issues to be addressed:

- Where children and young people are most concentrated across the local authority
- Where populations may change over time
- The composition of families in the area
- Where there are areas of concentration of parents / carers who are economically active across the local authority
- Where there are concentrations of advantage and disadvantage across Blackpool

Children and Families in Blackpool

2.2 In the planning of early education and childcare, a detailed analysis of the current spread of children and trends relating to child population is crucial in understanding where demand for childcare might be both now, and in the future.

Population

2.3 Population estimates suggest that there were some 24,067¹ children aged 0 to 14 years of age living in Blackpool in 2010. In addition, for the purpose of childcare planning, an additional 195 children with disabilities² aged 15 to 17 years need to be catered for in assessing the sufficiency of childcare.

2.4 In 2008, the population of children aged between 0 and 4 years was 8,205; between 5 and 9 years, 7390; and between 10 and 14 years, 9,457³. A full breakdown of the estimated population is included in *Appendix 2*.

2.5 Children are not spread equally across the Borough, and compared to the overall population, the proportion of 0 to 14 year olds ranges from 13.7% in some areas to over 20% in others. Demand for locally-based childcare may be greater in areas where there are more children.

¹ ONS. 2010 Population Estimates for England and Wales, mid-2001 to mid-2008

² Estimated at 4% of the overall population.

³ ONS Middle Layer Super Output Area population estimates for England and Wales, mid-2008 (experimental statistics)

Figure 2: Proportion of children in population⁴

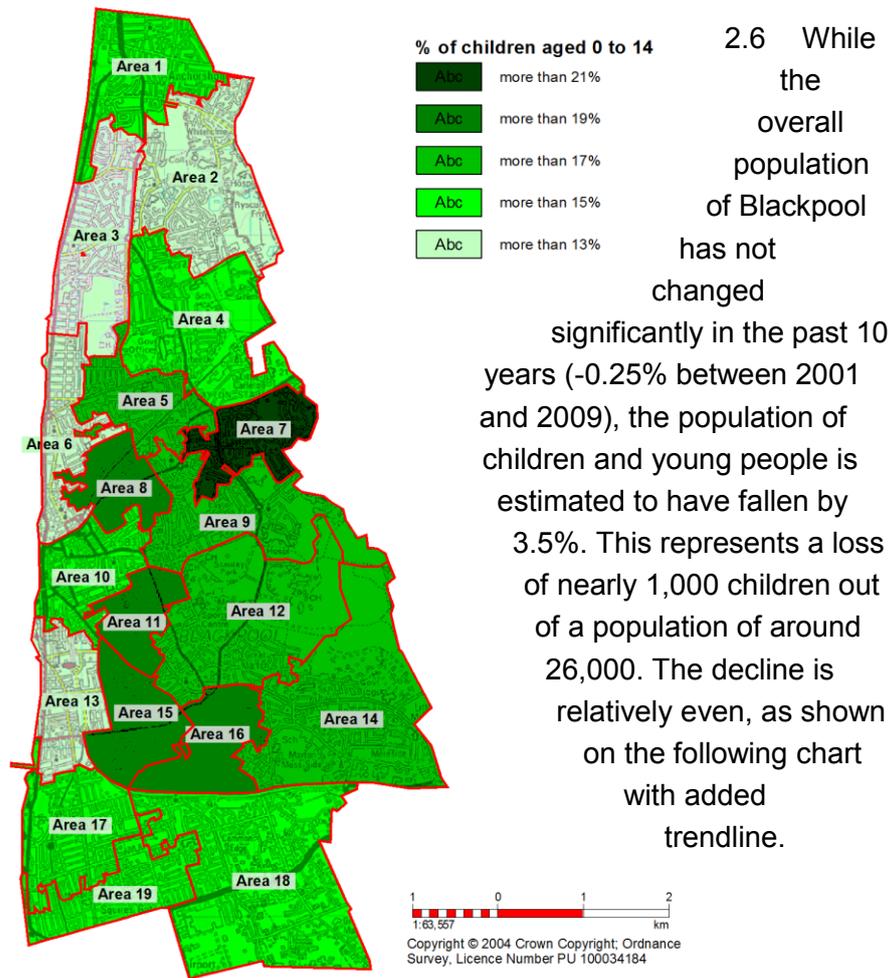
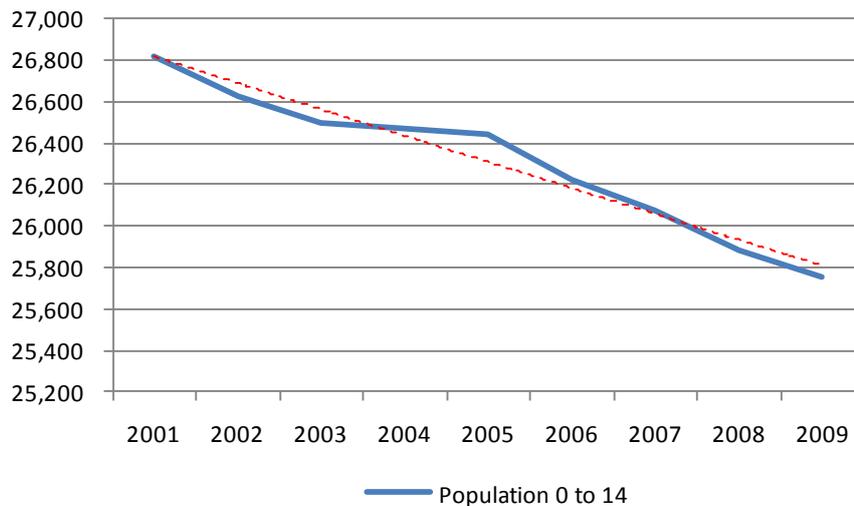


Figure 3: Population of Children aged 0 to 14 years 2001 to 2009⁵



⁴ ONS. 2009 Population Estimates for England and Wales, mid-2001 to mid-2008

⁵ ONS Sept 2009

- 2.7 The rate of decline in the population of children averages -0.5% per year. Continuation of this trend would result in less children aged 0 to 14 in Blackpool each year.
- 2.8 The decline in population of children may be lessening however, the number of children born in Blackpool in recent years has been rising. Between 2004 and 2008, the number of births rose by nearly 10%, although the last year saw a slight drop.

Figure 4: Live Births

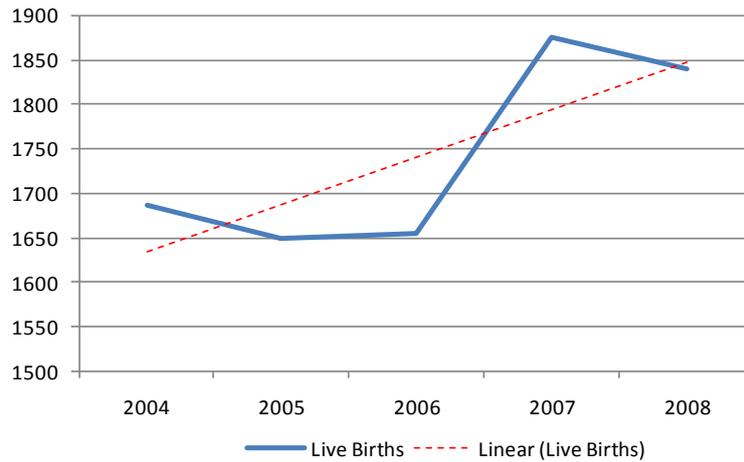
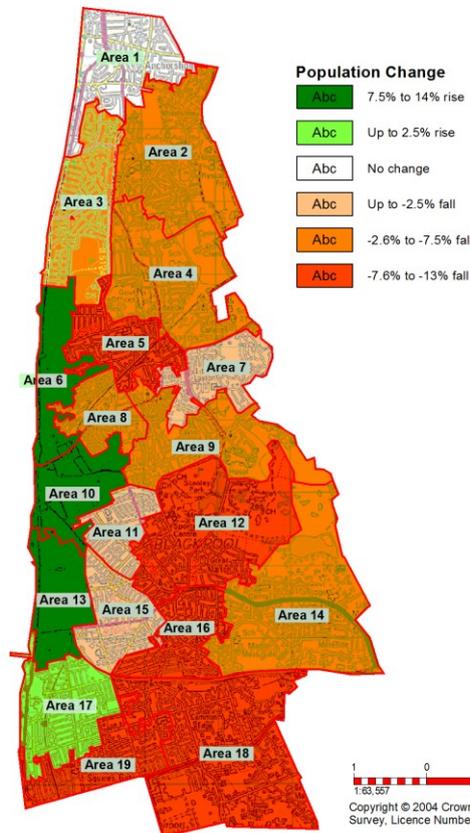


Figure 5: Change in population of children aged 0 to 14 years 2001 to 2007⁶



2.9 The fall in the overall number of children in Blackpool is not uniform, with rises in the population along the seafront areas. The largest rise in the population of children was nearly 14% in Area 6 (Claremont / Warbreck) while the largest falls were in the southern-most areas of the Borough (Areas 18 and 19) at around -13%.

⁶ Ibid

Ethnicity

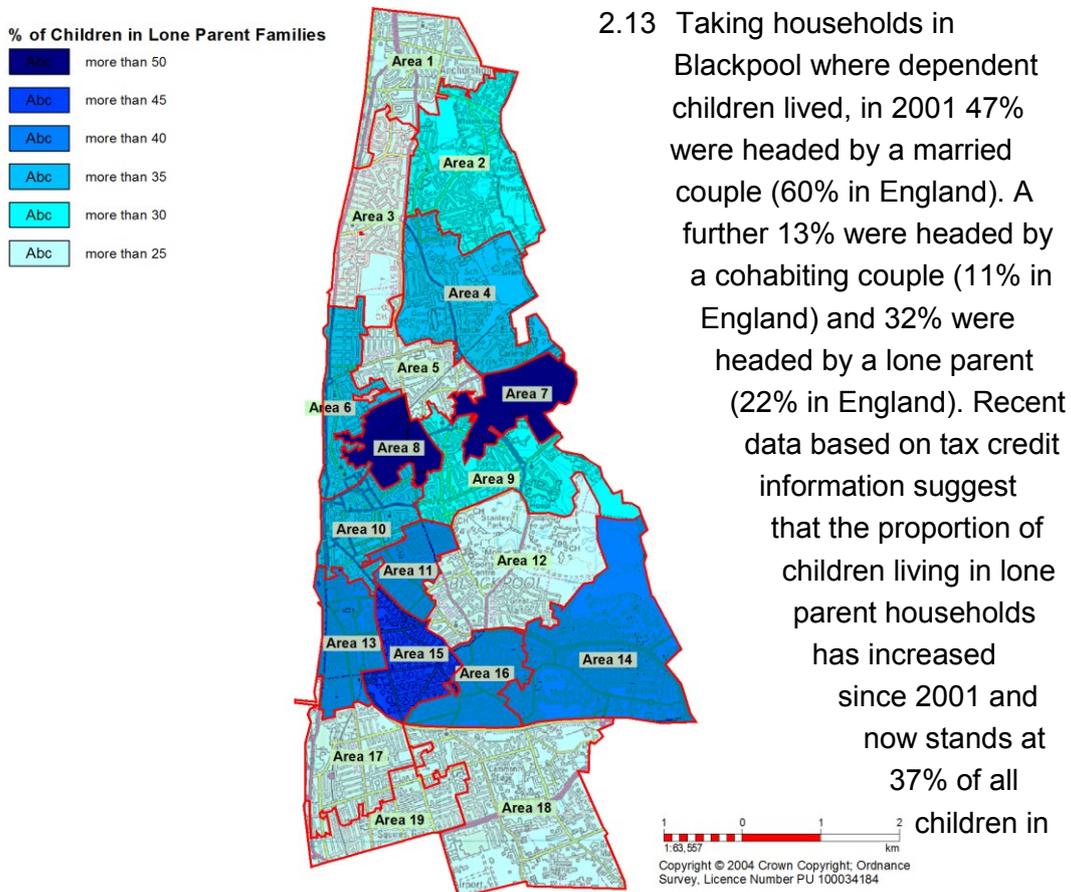
2.10 At the 2001 Census, 98.99% of Blackpool residents were White, with nearly 98% being White British. Estimates made in 2005 suggested that Blackpool's Black and Minority Ethnic (BME) population had grown to 5% and white people made up just 95% of the whole population. Among the minority groups, the most prevalent settled within the Blackpool Borough Council are Europeans. A significant and increasing part of Blackpool's seasonal workforce comes from former EU Accession states, especially Poland. Polish nationals are believed to be the major number (56.6%).

2.11 Across the Borough little up-to-date information is available on the spread of the BME population. In 2001, the highest concentration of non-White British residents was found in Areas 9 and 10. However, even here, the BME population was less than 4%.

Household Composition

2.12 The make-up of the households where children live in Blackpool can provide useful information for making an assessment of childcare sufficiency.

Figure 6: % of all children living in Lone Parent households (2008)⁷



⁷ HMRC Tax Credit Data Small Area Statistics (2008)

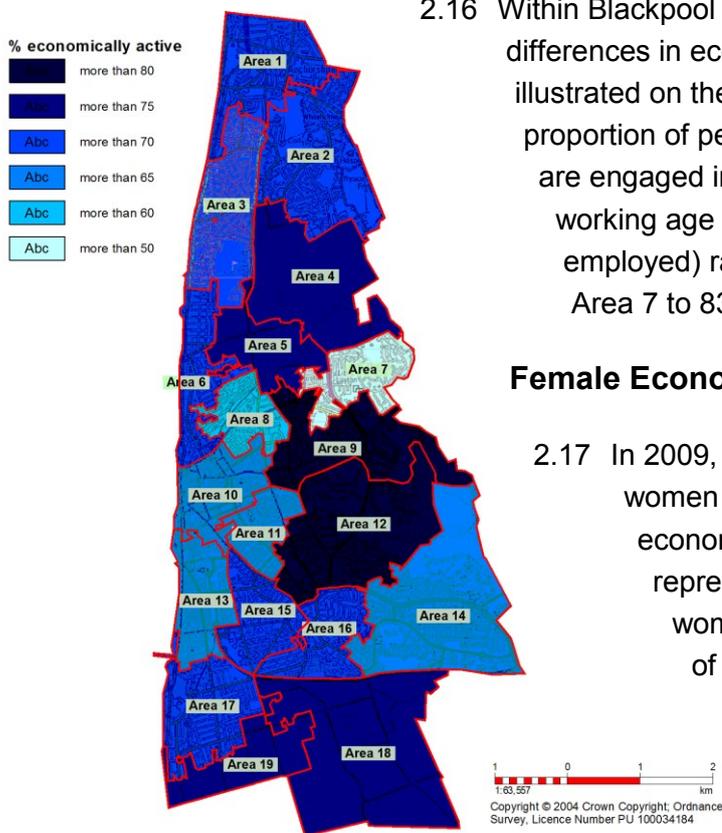
Blackpool. By area, there are significant differences in the proportion of lone parents in Blackpool as shown on this map. The proportion of children living in lone parent families is an important consideration in that they often have a greater need for childcare. However, lone parents are far less likely to work resulting in a lower demand for childcare. In Blackpool, the proportion of children in lone parent families ranges from 27% in Area 3, to 53% in Area 9.

Economic Activity

2.14 Childcare predominantly supports parents who work therefore assessment of economic activity - and inactivity, is essential in making an assessment of childcare sufficiency.

2.15 Taking Blackpool as a whole, in 2009, 75% of adults were economically active⁸. This is broadly in line with averages for the North West (74.6%) and England as a whole (76.7%). The proportion has not changed significantly in recent years. The proportion of children living in economically active households however, is lower with only 69% of children living with an adult in work⁹.

Figure 7: People of working age who are economically active¹⁰



2.16 Within Blackpool there are some large differences in economic activity - as illustrated on the map below - with the proportion of people in Blackpool who are engaged in economic activity (of working age and working or self-employed) ranging from 57% in Area 7 to 83% in Area 12.

Female Economic Activity

2.17 In 2009, there were 30,700 women in Blackpool who were economically active, representing 69.4% of all women aged 16 to 64 years of age¹¹. This is slightly higher than the average rate across the North

⁸ NOMIS annual population survey January 2009 to December 2009

⁹ HMRC Tax Credit Data Small Area Statistics (2008)

¹⁰ ONS annual population survey 2009

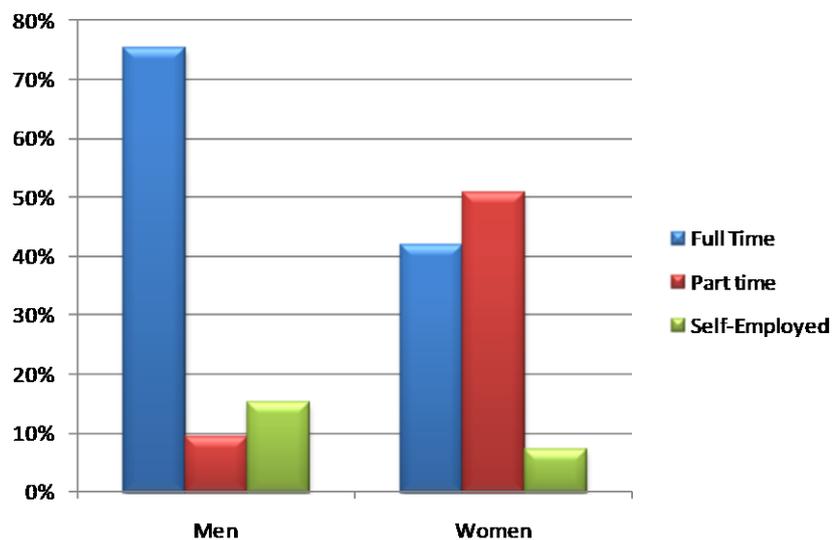
¹¹ Ibid

West (68.5%), but marginally lower than the rate for the UK (70.4%). Most women are employed with only 3.1% being self-employed. This is much lower than the UK average of 5.2%. On average, women who are employed full-time in Blackpool earn £346.30 per week. This is 15% less than women earn across the North West and 19% lower than the average for the UK.

Working Patterns

2.18 Overall, 59% of parents in Blackpool who work do so full-time while 30% work part-time. This is higher than the UK average of 25%. 86% of part-time workers are women (80% in the UK) and the total proportion of women working part-time is far higher than men at 51% as opposed to 9% for men.

Figure 8: Working patterns of Blackpool parents¹²



2.19 As well as a higher proportion of part-time working shift-work is more common in Blackpool than the rest of England & Wales, with over 10% of all working parents working shifts or unusual hours.

Economic Inactivity

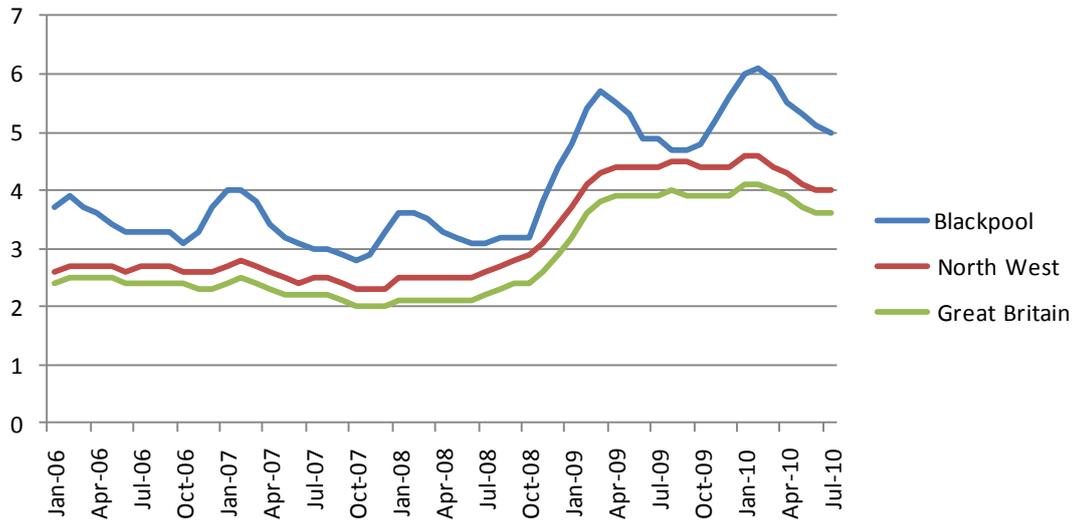
2.20 The number of people out of work in Blackpool¹³ rose significantly between 2008 and 2010 in response to the overall economic situation. While it has fallen back slightly, over 5% of the working –age population in Blackpool was claiming Job Seekers Allowance in 2010, a level not seen since 1997. Official unemployment in Blackpool has always been, and remains consistently higher than the average across the North West and in Great Britain as a whole.

¹² From 1,174 responses to parent surveys June 2010

¹³ JSA Claimant Count July 2010

2.21 While overall unemployment rates identify areas where people might be looking for work, the proportion of households with dependent children where no-one works provides an indication as to areas where demand for childcare will be lower, but also where childcare might be needed to break down barriers to work.

Figure 9: JSA Claimants 2006 to 2010¹⁴



2.22 In 2008, the proportion of children living in workless households¹⁵ ranged from 15% in Area 3 to 53% in Area 8. In general, higher numbers of children are living in workless families in and around the centre of Blackpool and especially in Areas 7 and 8 as shown on the map below. Given increases in unemployment and worklessness in general, it is likely that the differences between the areas have become greater over the past 2 years.

Female Economic Inactivity

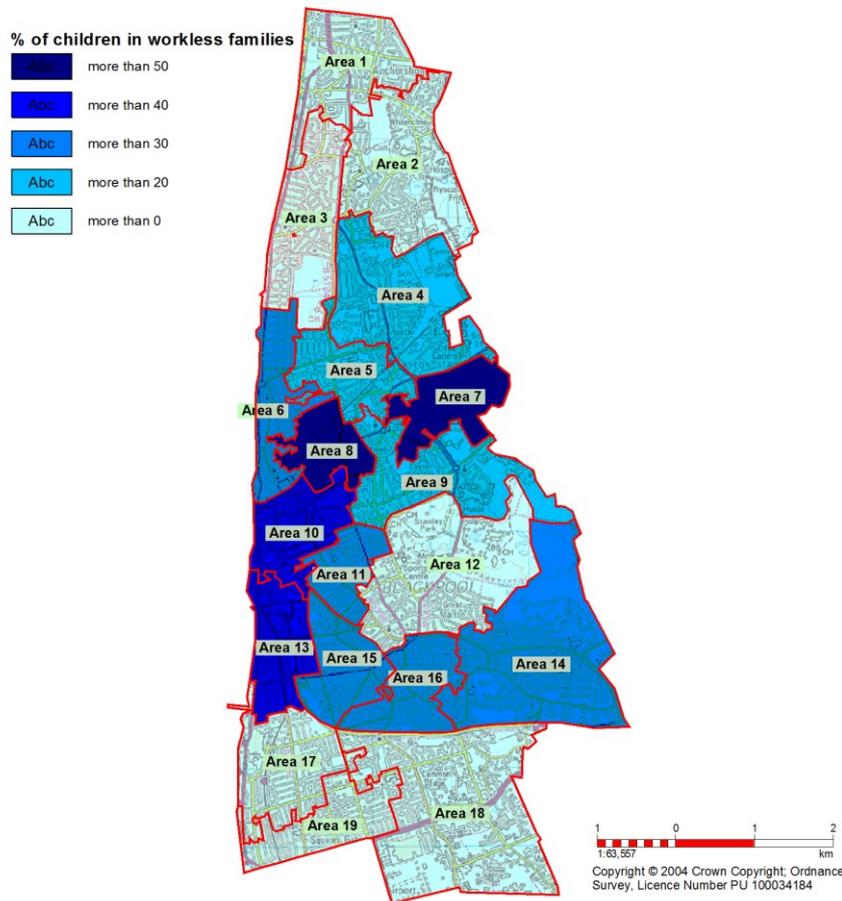
2.23 The parent survey in 2010 found that of the 957 women living in Blackpool who responded, 33% were not working¹⁶. 11% of women surveyed had chosen not to work. A further 3% were on maternity leave and 3% were taking a career break. 10% of all women said that they did not work because they could not access childcare. Extrapolated across the entire population, there are therefore likely to be at least 1,600 women in Blackpool who are unable to work because they cannot access childcare. The largest proportions of women identifying childcare as a barrier to work were in Area 17 (63%) and Area 6 (56%).

¹⁴ ONS quarterly claimant count with rates and proportions

¹⁵ HMRC Tax Credit Data Small Area Statistics (2008)

¹⁶ This is similar to the overall proportion of women found to be economically inactive by the ONS Annual Population Survey.

Figure 10: Proportion of children living in households where no adults work



Household Incomes

2.24 Wages in Blackpool are low with the average hourly wage of £9.64¹⁷ being nearly 25% below the average for the UK and 20% lower than the rest of the North West. Employment in Blackpool is also more likely to be part-time than in other areas.

2.25 For households where children live, tax credit data provides a good indication as to incomes. The most recent data from 2008 showed that 31% of children in Blackpool lived in a household where no adults worked. If those living on very low incomes (i.e. those eligible for the maximum Working Tax Credit) are added, over a quarter of children in Blackpool were likely to be living in poverty¹⁸ although as is shown on the map below, the highest levels of child poverty are concentrated in a small number of areas.

¹⁷ ONS 2009 Annual survey of hours and earnings - workplace analysis

¹⁸ 60% or less of the average (median) British household income (£279 per week for a couple with two dependent children under 14 in 2008)

Figure 11: Incomes of households with children in Blackpool

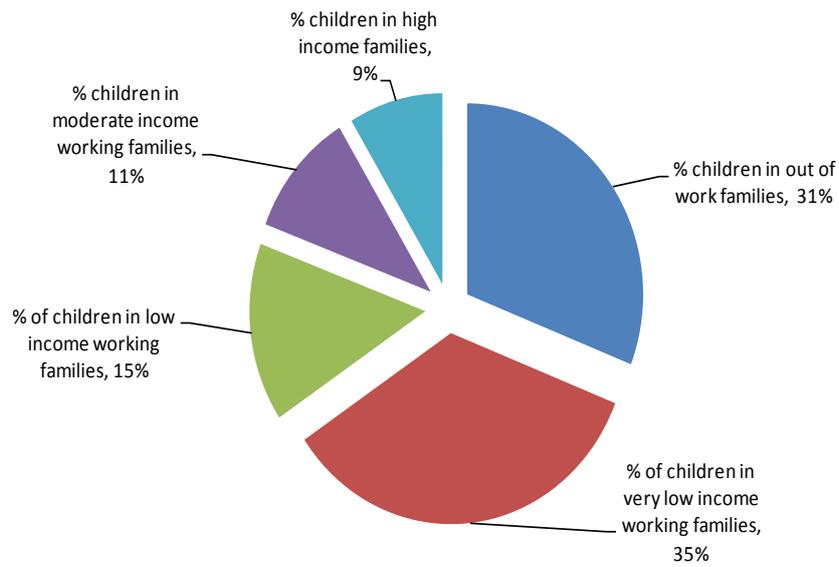
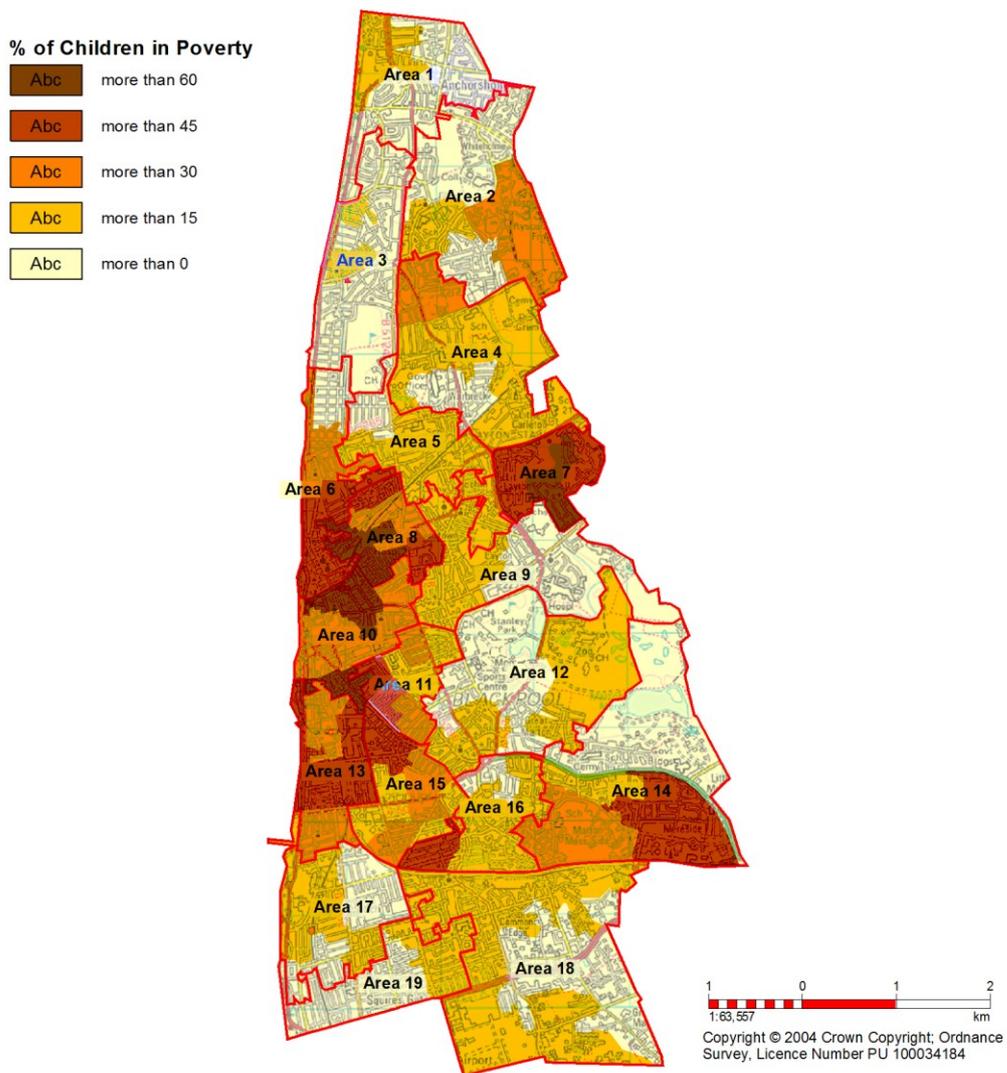


Figure 12: Children Living in Poverty

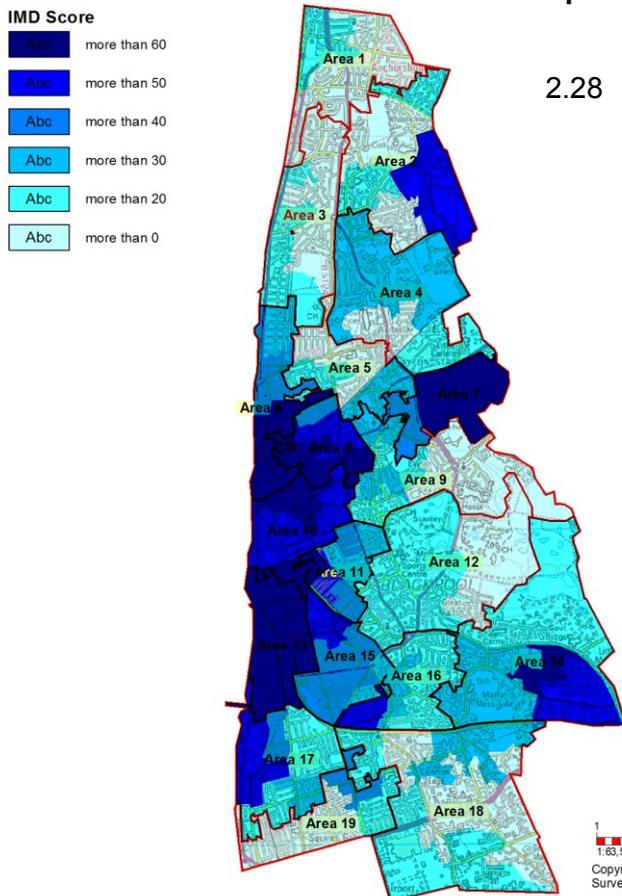


Deprivation

2.26 The most recent Indices of Multiple Deprivation (IMD) published by Government¹⁹ provide the most comprehensive analysis available to measure deprivation. The indices take into account a range of social and economic factors including employment, incomes, education, housing, crime etc. and give each neighbourhood (Super Output Area) a score, and a national ranking. This ranking has been used to target many initiatives, including Children’s Centres development.

2.27 An area is generally thought of as being deprived when it has an index score that ranks it within the top 20% of all areas in England. In Blackpool, only Areas 7 and 13 both fall into this category. However, when smaller geographical areas are examined (as shown on the map below) 53 out of the 94 Lower Level Super Output Areas in Blackpool are found to be within the 20% most deprived, 46 are amongst the 10% most deprived in England and around a fifth (19 out of 94) are amongst the worst 3%.

Figure 13: Index of Multiple Deprivation (2007). Higher scores = greater deprivation



2.28 In 2004, the IMD placed Blackpool as 24th most deprived area in the country. By 2007 this had risen to Blackpool being the 12th most deprived area in the country. There are clear correlations in Blackpool between the Index and a range of other data, including density of child populations, lone parent rates, unemployment, economic activity, benefit levels and household incomes that all point to widespread child poverty and deprivation in many areas of the Borough.

¹⁹ Index of Multiple Deprivation 2007

Summary: Factors affecting Demand and Ability to Pay

- There are around 24,500 children aged 0 to 14 (and to 17 for disabled children) living in Blackpool for whom the Council must secure sufficient childcare to meet the needs of working parents.
- There are more children and young people living in some areas of the Borough where demand for childcare will probably be higher.
- The general population of Blackpool is getting older with the population of children declining steadily, particularly with low birth-rates between 2001 and 2006. However, in the last few years, the number of births has increased. Demand for school aged childcare may therefore be declining in the short-term while demand for early years childcare will rise.
- The Black and Minority Ethnic population in Blackpool is small at between 4% and 5%. The largest minority group comes from Poland.
- More than a third of children in Blackpool (and in some areas more than 50%) live with a lone parent, a much higher rate than the national average. Lone parents often have a greater need for childcare, but are less likely to be in work.
- Overall, just over two-thirds of children live in a family where at least one parent works. Childcare therefore may be required for up to 16,500 children in Blackpool. There are however, big differences between areas of the Borough in the proportion of working families that will affect the demand for childcare.
- With women overwhelmingly taking responsibility for childcare, the lower-than-average rate of female employment may reduce the demand for childcare. Female employment in Blackpool is also low-paid and often part-time. Shift working in Blackpool is more prevalent than in other parts of the country, so demand for flexible childcare may be higher.
- Unemployment in Blackpool is higher than average and in 2010 was at its highest level for over 13 years. Joblessness is higher amongst families with children, a factor that will inevitably reduce demand for childcare in areas where unemployment is highest.
- Blackpool also has higher than average levels of overall deprivation with some significant pockets of disadvantage. These and a range of other social and economic indicators concur as to where demand for childcare is likely to be highest across the Borough.

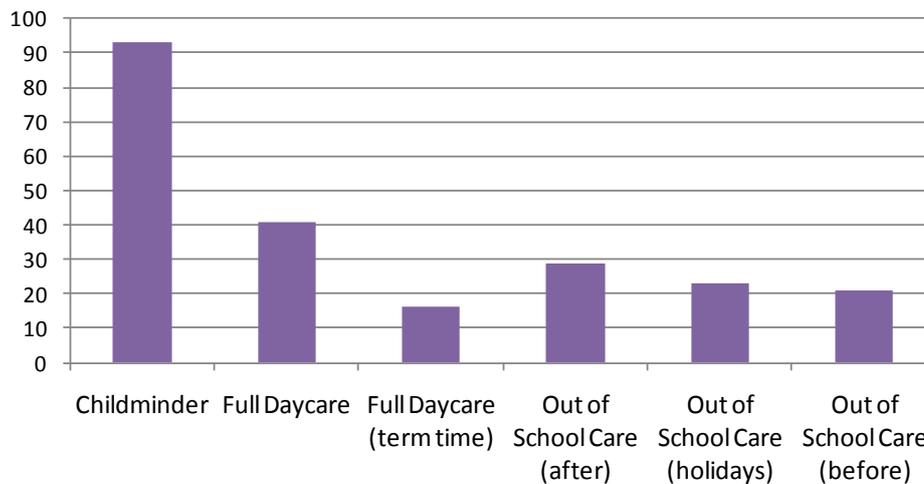
3. The Supply of Childcare

- 3.1 The Childcare Act (2006), defines childcare for which the Sufficiency Assessment must take account, as that for which the childcare element of the Working Tax Credit is payable.
- 3.2 In practice, this comprises full daycare, sessional daycare, crèches, out of school care and childminders registered with Ofsted under compulsory registration or settings on the voluntary Ofsted childcare register and unregistered childcare provided by schools. For the purposes of this assessment, childcare has also been subdivided by broad age groups.
- 3.3 The parent survey in 2010 found that a large amount of care that children receive outside their own homes is informal (provided by grandparents or other relatives or friends) and therefore falls outside of the scope of this Assessment, although it's use has an impact on the demand for formal services and therefore must be taken into account.

Number of Childcare Providers

- 3.4 In July 2010 there were 223 different types of childcare settings recorded by Blackpool Family Information Service, from which 159 organisations²⁰ were registered with Ofsted to provide childcare²¹. There were no registered Sessional Care childcare providers in Blackpool (which were traditionally pre-school playgroups, but are now registered as providing full daycare), however there were a number of Full Daycare settings that offer limited opening hours or operate term-time only. These are analysed separately in this report. There were no registered crèches in Blackpool.

Figure 14: Number of Childcare Settings in Blackpool



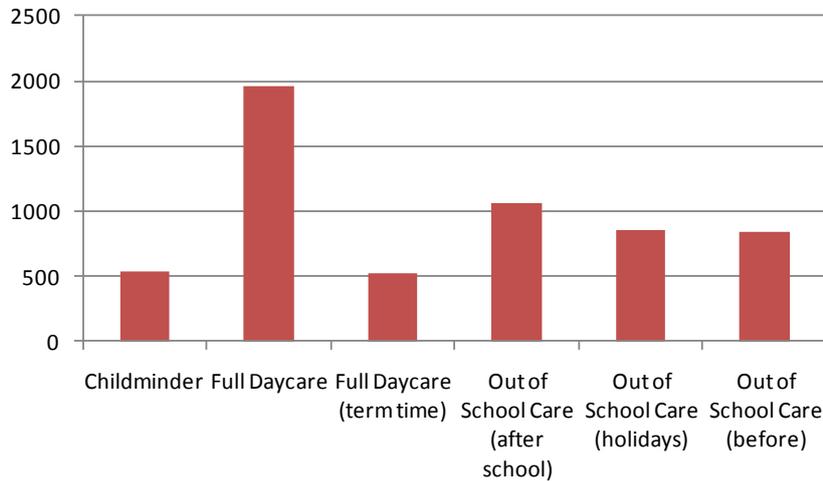
²⁰ Blackpool Family Information Service (May 2010) / Ofsted (June 2010)

²¹ Some organisations offer more than one type of childcare therefore the number of providers recorded by Ofsted is less than the number of different settings.

Number of Childcare Places

3.5 Together, the 223 settings are registered to offer 5,775 childcare places²². By far the largest number of childcare places were found in Full Daycare settings.

Figure 15: Number of childcare places by type 2007 to 2009



3.6 A more appropriate measure of childcare supply and change in childcare provision can be made by examining the number of childcare places that are available compared with the local population of children. This measure has been used throughout this assessment using the calculation: **Number of Childcare Places ÷ Child Population x 100**.

3.7 Amongst 24,269 children and young people aged 0 to 14 (and to 17 for disabled young people), Blackpool had nearly 24 childcare places for every 100 children in 2010. The amount of childcare in Blackpool has increased since 2007 when there were 19.5 places per 100 children²³.

3.8 Using Ofsted data, comparisons can be made between local authorities. Out of 23 local authorities in the North West, Blackpool is ranked 13th for the amount of childcare relative to the population of children (aged 0 to 14).

3.9 Compared with its statistical neighbours (using the Children's Services Statistical Neighbour Benchmarking Tool²⁴) it can be seen that Blackpool has a relatively high amount of childcare, coming third from the 10 closest local authorities in England.

²² Not including places in unregistered settings for which Tax Credits cannot be claimed and therefore are not included within the scope of the Assessment.

²³ Ofsted 2007

²⁴ National Foundation for Educational Research 2009

Figure 16: Registered Childcare Places per 100 Children by North West Local Authority²⁵

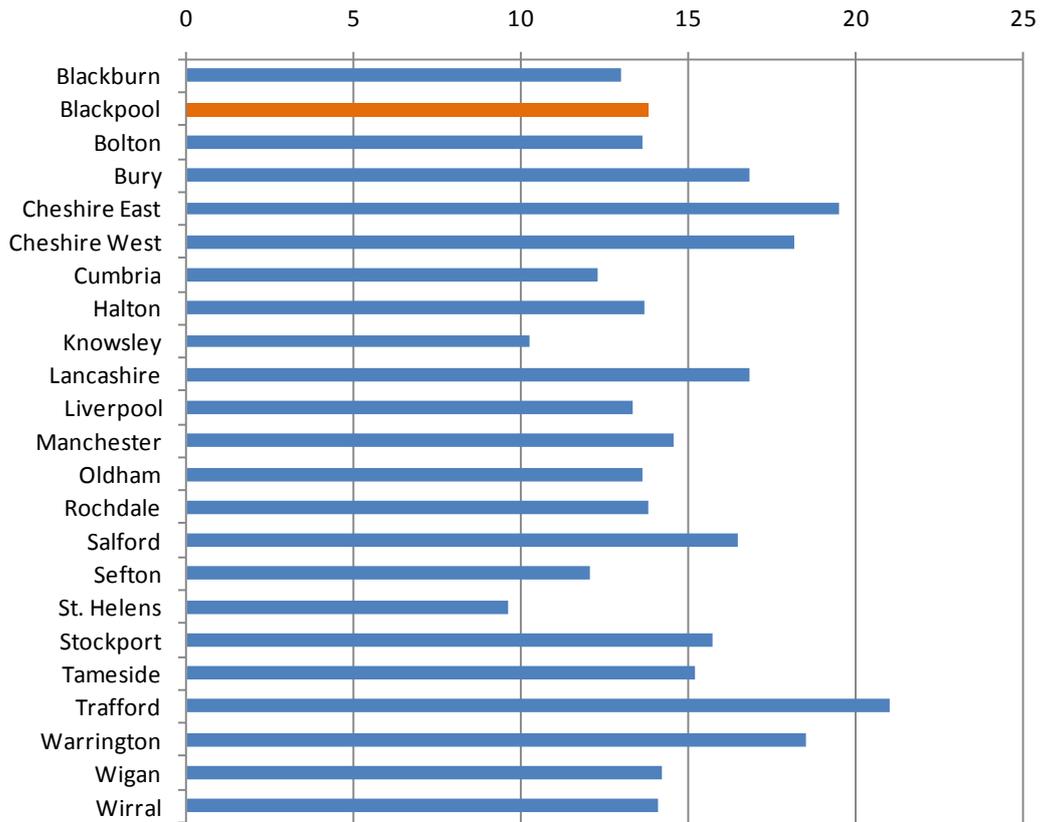
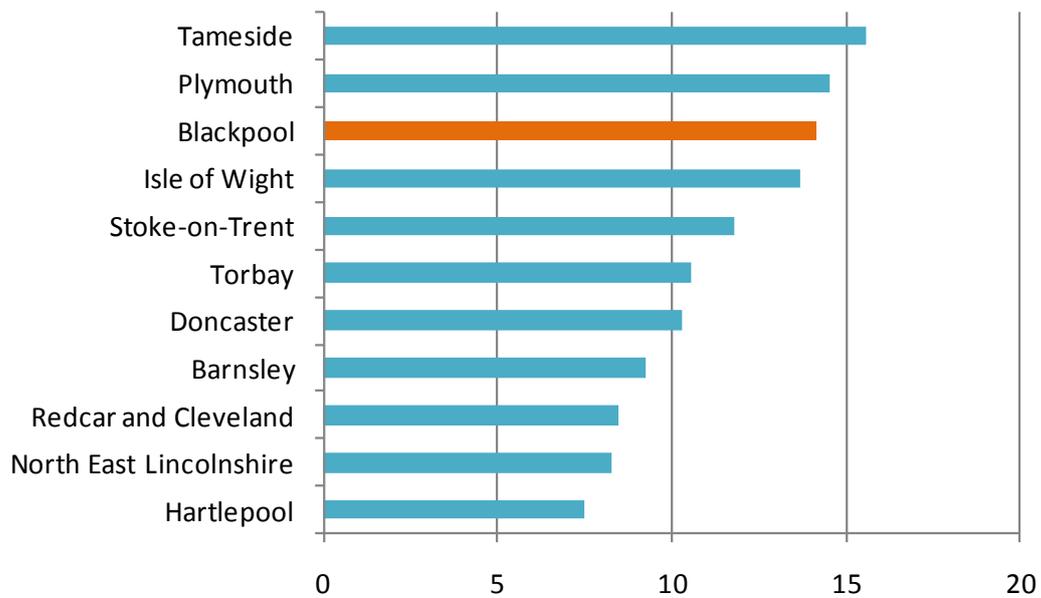


Figure 17: Registered Childcare Places per 100 Children by Statistical Neighbours²⁶



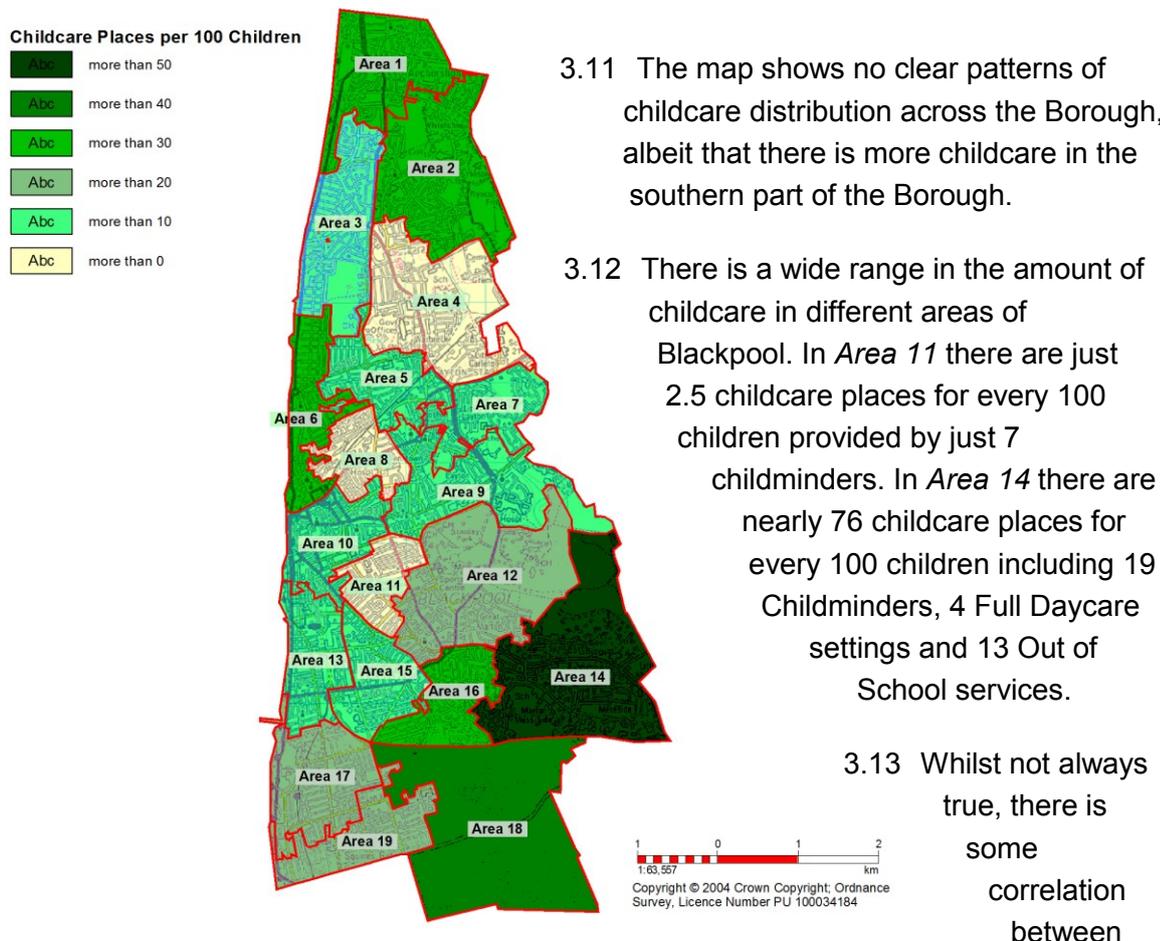
²⁵ Ofsted 2010 and ONS Annual Population Estimates 2009

²⁶ Ofsted 2010 and ONS 2009

Geographical Spread

3.10 Across Blackpool, there are varying levels of childcare provision as is shown on the following map.

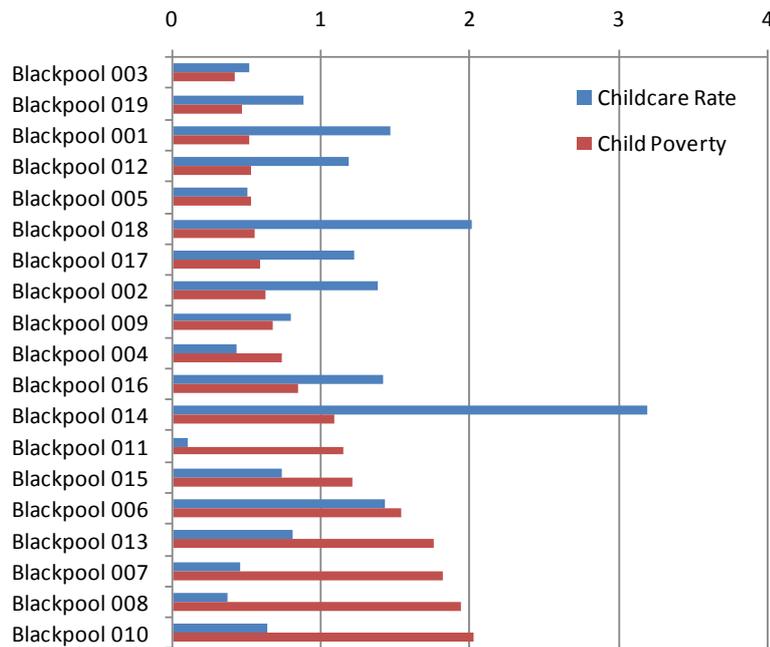
Figure 18: Distribution of Childcare Places against Resident Population of Children (2009)



overall levels of deprivation in Blackpool and the amount of childcare available in each Area as illustrated on the following chart.

3.14 *Areas 7, 8 and 10* which have the highest rates of child poverty, also have childcare levels that are amongst the lowest in Blackpool. There are exceptions however, with *Area 14* which has the highest childcare rate also having a relatively high level of child poverty. The inconsistencies may be explained by the extent of the Mid-Layer SOA borders bisecting differing communities, or factors such as childcare located in one community, but serving a different market - such as parents travelling to work through an Area rather than residing in it. This may be the case in *Area 14*, where the M55 enters the town.

Figure 19: Child Poverty and Childcare²⁷



Supply of Places by Age Range and Type

3.15 While the total stock of childcare places provides an indication of childcare supply, it is more useful to identify the amount of care by the type of care and the age-ranges catered for.

Early Years Childcare

3.16 The survey of parents in 2009 found that 64% of Blackpool families with a pre-school child (aged 0 to 4 years) used formal childcare, with day nurseries being the most popular choice. Extrapolated across the population, it can be estimated that up to 2,500 pre-school children are using Full Daycare settings²⁸ in Blackpool compared with just over 1,000 who use relatives or friends.

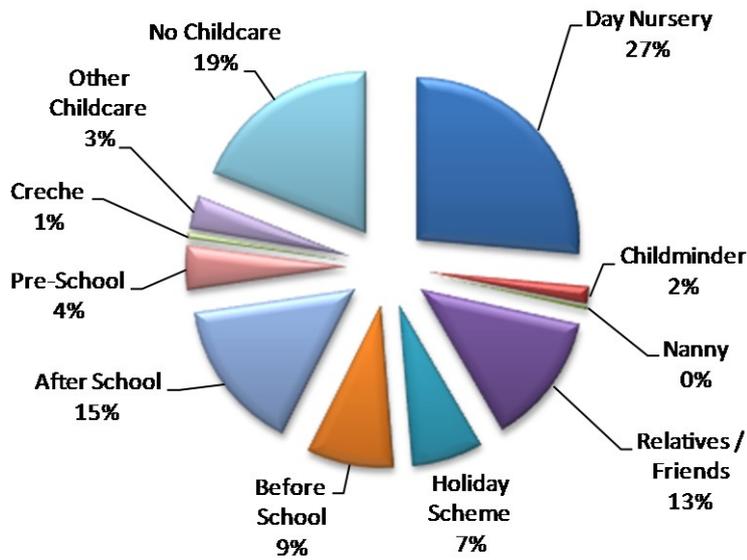
3.17 For younger children (aged 0 to 2 years)²⁹ who are not entitled to free early education, the proportion using formal care is surprisingly higher at 70% with 48% using day nurseries or pre-schools and fewer children being cared for informally or not using childcare at all.

²⁷ Child Poverty rates based on HMRC Tax Credit & Benefit data (2008) and Childcare Rates (2010) from the 2010 survey of childcare providers in Blackpool

²⁸ This will include parents taking up their free early years education entitlement in non-maintained settings.

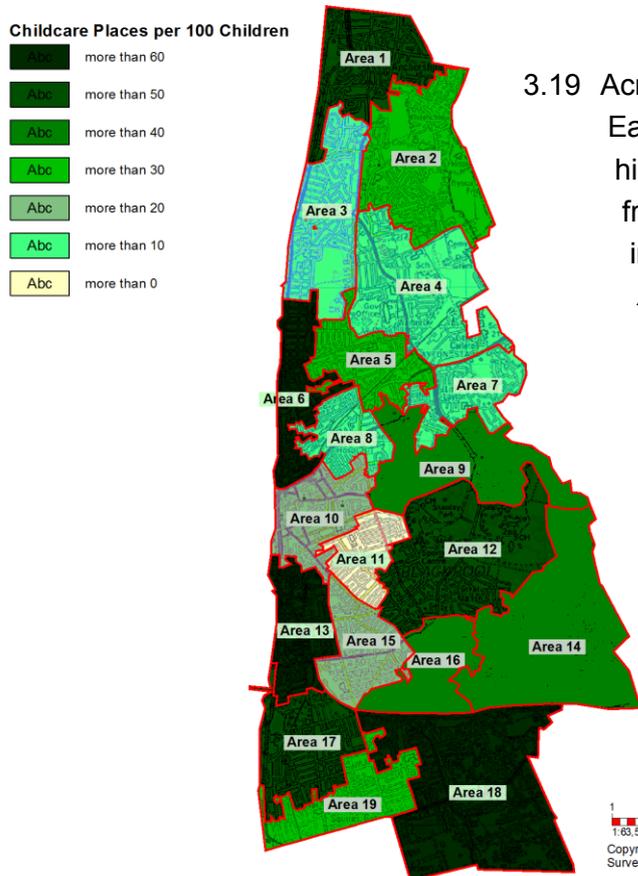
²⁹ Will include those 2 year olds accessing funded early education places.

Figure 20: Childcare use by parents with children under 5³⁰



3.18 In 2010, there were estimated to be 2,945 childcare places³¹ that could be available for children under 5 years. This means that there are 36 registered places for every 100 children in Blackpool or 1 place for every 2.7 children.

Figure 21: Number of Early Years Childcare Places per 100 Children aged 0 to 4



3.19 Across Blackpool, the amount of Early Years Childcare available is highly variable with rates ranging from just 6 places per 100 children in Area 11, to 73 places per 100 in Area 18 however, there is no clear pattern in levels of provision. The wide differences are mainly accounted for by the location of day nurseries that can offer up to 119 places in one setting. Because Blackpool is such a concentrated urban area, the low levels of Early Years Childcare in some areas may not

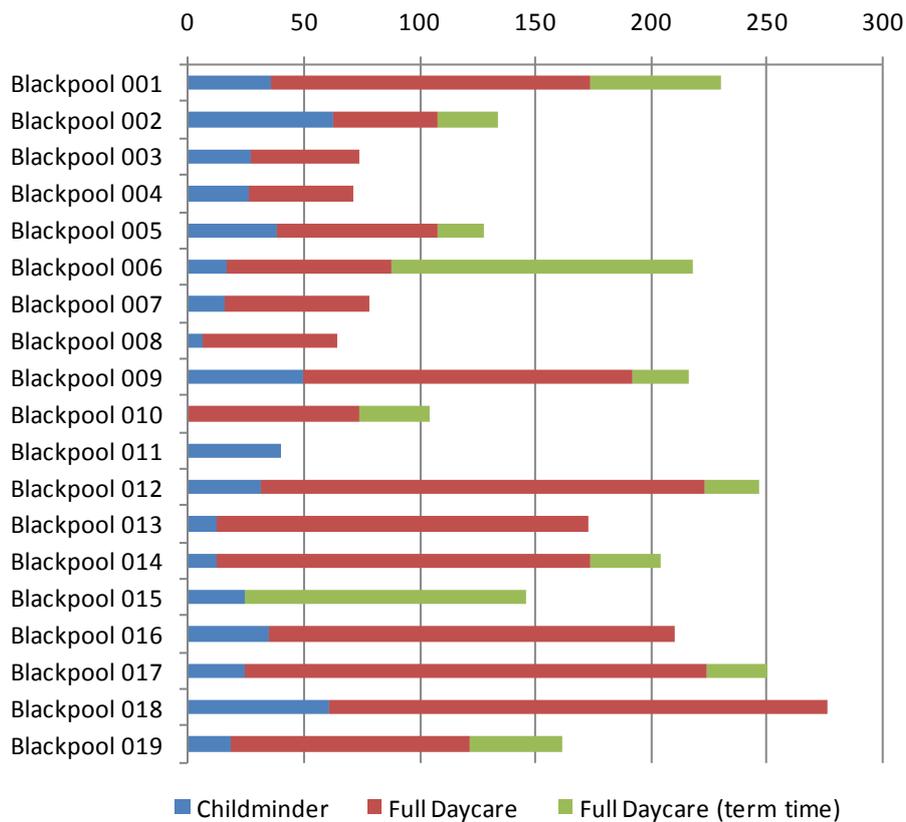
³⁰ Parent Survey 2009: n=1,389 children

³¹ The survey of childcare providers found that 85% of children cared for by childminders were aged 0 to 4 years. Therefore, 85% of childminder places have been allocated to the pre-school childcare total.

necessarily mean that childcare is inaccessible to parents in that area, as within a short distance there is always some provision available.

3.20 The type of childcare is important in providing parents not only with a choice of setting between home-based care, day nurseries and pre-schools, but often childminders provide the only option for parents working unusual or flexible hours. Only in Area 11 is there no Full Daycare provision, and only in Area 10 are there no registered childminders.

Figure 22: Number of Registered Daycare Places³²



School-Aged Childcare

3.21 Out of school care is defined as care that is provided before school, after school and during school holidays for children of school age. In most cases this includes children aged 4 and over.

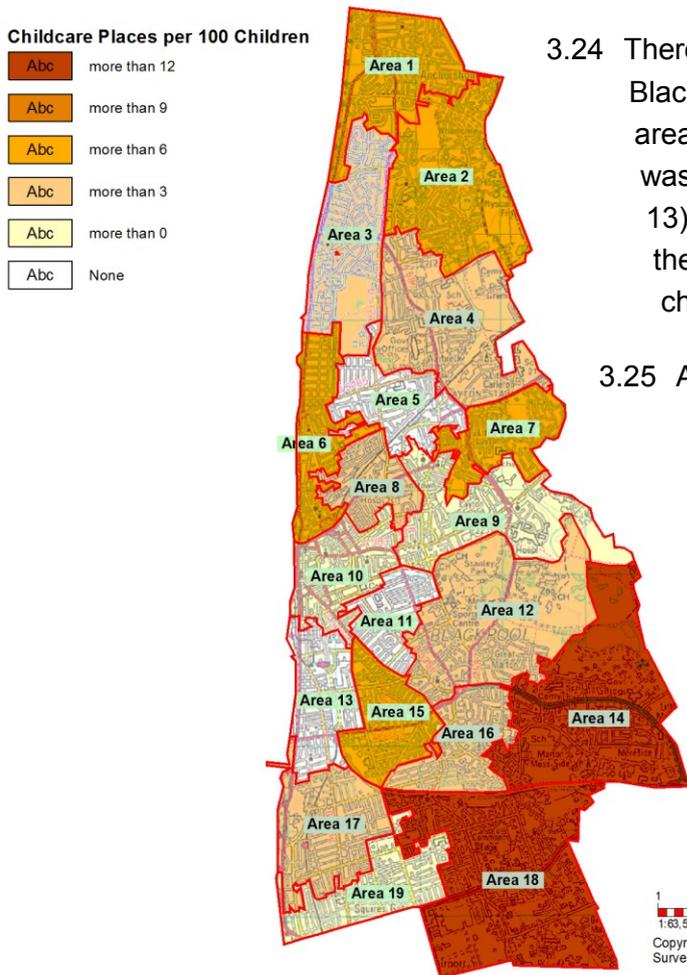
3.22 Alongside out of school clubs, childminders also provide care for children of school age. Consultation with childminders in June 2010 found that 15% of children registered with childminders were of school age.

³² Blackpool FIS 2010 (85% of childminder places)

Before & After School Care

3.23 In 2010, there were 1,056 *registered* after school places and 841 before school places recorded by Blackpool FIS along with an estimated 80 places provided by childminders. Compared with the population of children aged 0 to 14, there were 6.6 registered after school places for every 100 children aged 5 to 14 years; and 5.2 before school places and 5.3 holiday places.

Figure 23: After School Places per 100 Children aged 5 to 14



3.24 There were 29 after school clubs in Blackpool in 2010. While there were areas of the Borough where there was no provision (Areas 5, 11 and 13) there was some provision in these areas available with childminders.

3.25 Accessibility issues for after and before school care are different than for Pre-School Childcare in that it is more important that services are available in or around local schools and primary schools in particular. In 2010 there were 30 primary schools and 3 special schools in

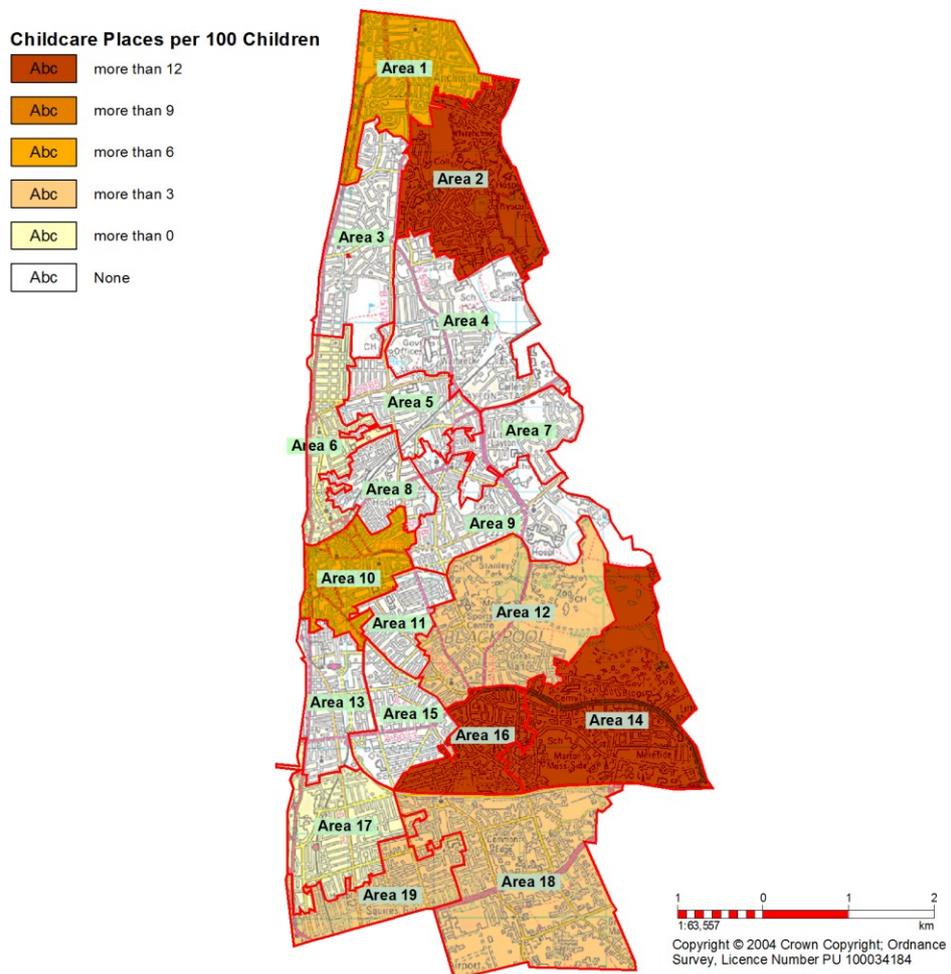
Blackpool being served by 29 after school clubs which given that some clubs serve more than one school, should mean that there is good coverage across the Borough.

3.26 There was less before school than after school care in 2010 with just 21 settings registered, however, there is additional provision provided by schools that is unregistered.

Holiday Care

- 3.27 There were 23 holiday care settings registered in 2010 with 853 places providing 5.3 places per 100 children or 1 place for every 19 children in Blackpool aged 0 to 14 years. There was also an amount of unregistered provision in the shape of open access playschemes and sports camps which may be being used by parents as childcare during school holidays.
- 3.28 There are many areas of Blackpool where there is no holiday provision, although childminders would be able to provide a limited amount care in all but one area of the Borough.

Figure 24: Holiday Childcare Places per 100 Children aged 5 to 14 years



Older Children

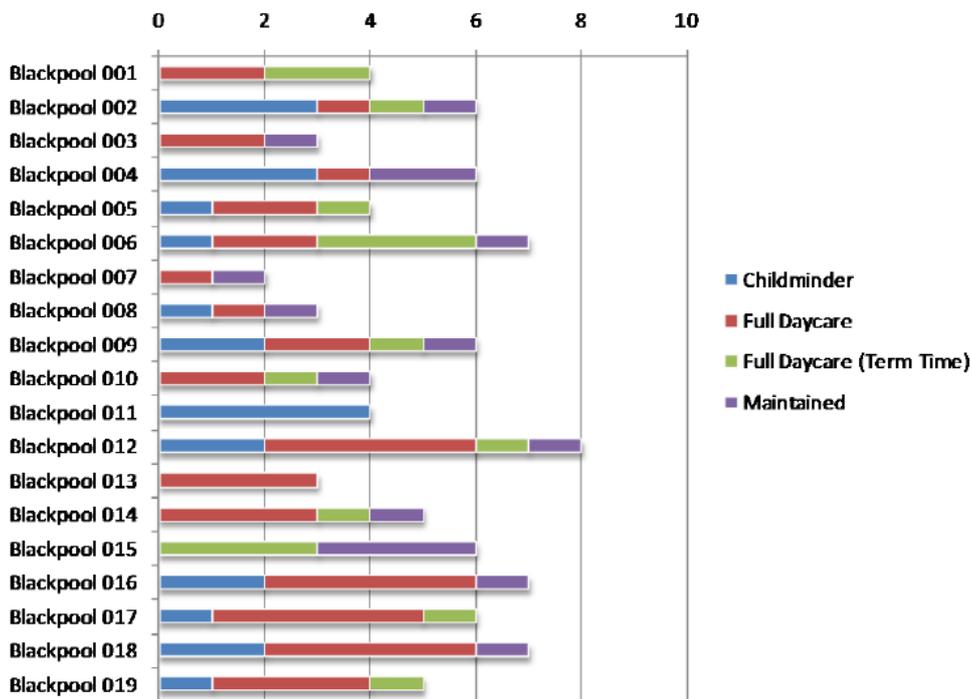
- 3.29 There does not seem to be any provision in Blackpool catering for children of secondary school age. Of the 19 out of school clubs in Blackpool that were interviewed for this Assessment, none of them catered for children over the age of 11 years.

Early Years Education

3.30 A mixture of statutory, voluntary, private and independent settings provides early years education for 3 and 4 year old children (and some 2 year olds) in Blackpool. In June 2010 there were 96 providers of early education recorded by Blackpool FIS. Of these, 16 were maintained schools; 23 were childminders; and 57 were daycare providers (41 day nurseries and 16 pre-schools offering term-time only provision).

3.31 Whilst there is some level of early years provision in all areas of the Borough, there is limited choice between the types of provision available in some areas

Figure 25: Early Years Education Providers (number of settings)³³



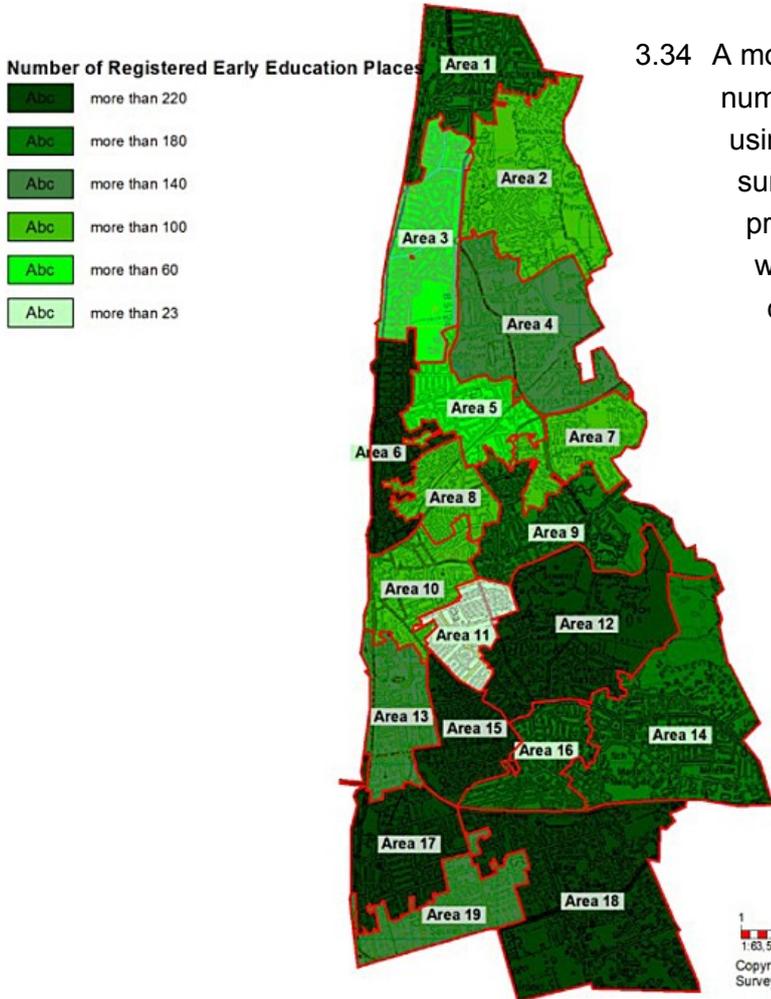
3.32 The number of potentially available places for children in early years settings is difficult to gauge as the number of places registered may not be representative of the number that are actually available for 3 and 4 year olds (as opposed to younger or older children). If all registered places were available in maintained and non-maintained settings, then there would be 3,269 places. However, as all settings can offer up to two sessions of early education per day, the number of children that could be catered for could be as many as 6,538.

3.33 By area, there are some large differences in the number of early education places available. In Area 8, there are just 32 early years places for every 100 children in the population aged 3 and 4 years of age while in Area 18 there

³³ Blackpool FIS 2010

are 127 places per 100 resident children. In general, there is less availability in and around the town centre but the spread of places suggests that a good deal of movement takes place across area boundaries.

Figure 26: Number of Registered Early Education Places



3.34 A more realistic assessment of the number of places can be made using the responses from the survey³⁴ of Blackpool childcare providers undertaken in 2010 where on average 46% of children with childminders, 47% of children in day nurseries and 65% of children in pre-schools were aged 3 and 4 years of age (and therefore are assumed to be receiving early education). If these proportions are applied to the available places, then the non-maintained sector is likely to be able to cater for

2,646 children aged 3 and 4 for their early education entitlement. In 2009, 977 children received their early education in Blackpool schools³⁵. Therefore it can be estimated that there are around 3,623 places that are regularly available for 3 and 4 year old children in Blackpool.

3.35 In 2009, 3,370 children took up their free entitlement to early education³⁶. The population was estimated to be 3,282 children aged 3 and 4 years of age suggesting almost all eligible children seem to be taking up their entitlement.

³⁴ Interviews with 129 childcare providers in June 2010. This included 52 childminders and 48 full-daycare settings.

³⁵ DFE Edubase 2010

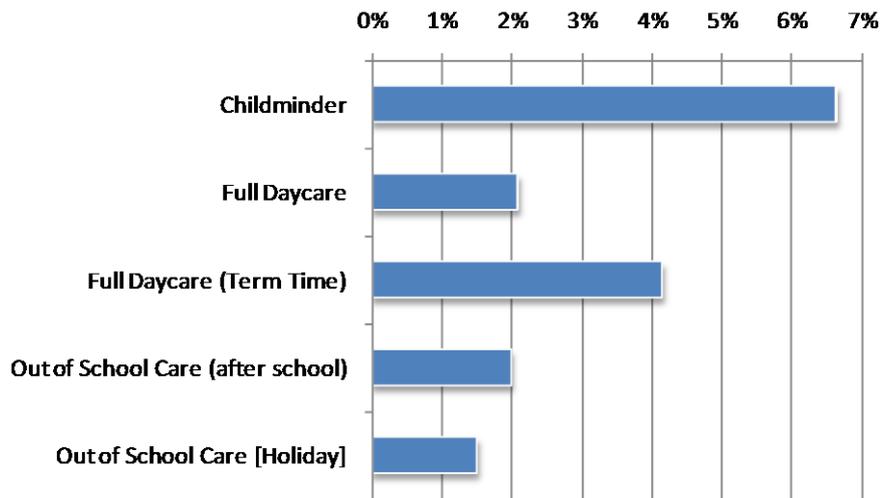
³⁶ DFE Edubase: School Statistics 2010

Childcare for Disabled Children

- 3.36 In Blackpool, Aiming High for Disabled Children works in conjunction with the council and children's centres to provide childcare and events for disabled children. There is an active Aiming High Parents Forum, which meets regularly and was attended as part of this consultation. This service aims to be parent led and produces a newsletter and web-based information about activities and services for disabled children within the council area. Aiming High's premise is that refusal of children to any type of childcare is unacceptable.
- 3.37 Other organisations work in partnership with Aiming High, such as Contact-a-Family which provides support and advice for families with disabled children and Pipstart, which is a programme of both specialist groups and short breaks (1.5 hours) within children's centres, and also support for children within mainstream settings staffed by both paid staff and volunteers. Pipstart services are gradually expanding to meet need. Barnardos also offer sessional care for children.
- 3.38 There is out of school care for children at Woodlands Special School and bookable 'short break' holiday care is available for disabled children at Children's Centres, although this is not usually enough to allow parents to work. Pipstart holiday care (2.5 hour sessions) is separated into age groups and allows siblings to attend as well. It currently provides only for over 8's, but the proposal for future provision is to also cater for under 8's. Occasional weekend respite care is available through the Direct Payment scheme.
- 3.39 The survey in 2010 asked a large sample of Blackpool childcare providers³⁷ how many disabled children used their services. Overall, providers reported that 5% of children using childcare in Blackpool were disabled. This compares with an estimated population of disabled children of 4%.
- 3.40 Childminders had the highest proportion of disabled children using their services with 7% of registered places. This included a number of disabled children under 2 years. By volume however, the largest number of disabled children were 3 and 4 year olds in Full Daycare settings although the proportion in day nurseries was lower than in term-time only pre-schools. Only 2% of children in both after school clubs and holiday settings were disabled.

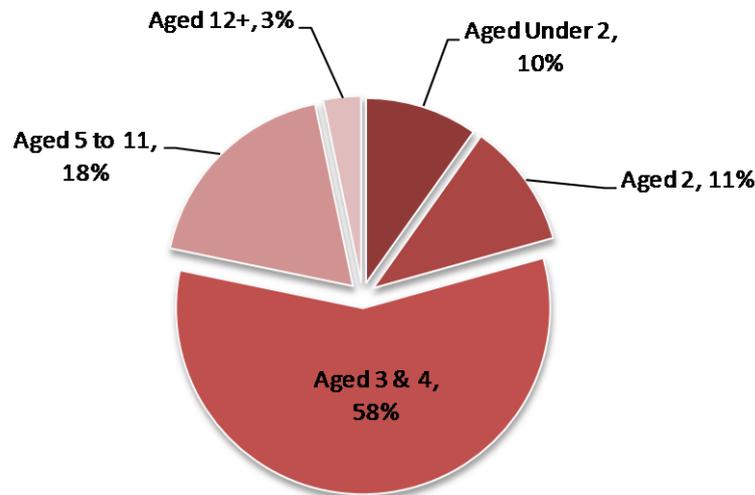
³⁷ From interviews with 129 childcare providers in Blackpool: 52 childminders, 48 full daycare providers, 18 after school clubs and 11 holiday settings.

Figure 27: Proportion of disabled children in childcare settings



3.41 By age-group, the largest proportion of disabled children using childcare were in the 3 to 4 years group – probably in receipt of free early years education. The number of both older and younger disabled children using childcare was found to be much lower.

Figure 28: Ages of disabled children using childcare in Blackpool (2010)



3.42 Data extrapolated from the survey of providers suggests that there were around 132 disabled children using childcare services in Blackpool in 2010. By type, Full Daycare (Term Time Only) services were most likely (38%) to have a disabled child using their services. 35% of out of school clubs have at least one disabled child, 34% of day nurseries and 11% of all childminders in Blackpool cared for a disabled child.

Childcare Costs

- 3.43 Childcare providers in Blackpool have a range of services for which they charge differing amounts e.g. by age-group in most day nurseries; and furthermore, there are a range of charging structures eg. hourly, daily weekly etc. To ascertain a broad perspective of fees, rates have been converted to a common unit and then taken averages across all settings.
- 3.44 The average hourly amount that parents paid for childcare in 2010 was £2.79, but average rates varied by type of provision and age range between £3.08 per hour for a place for a younger child with a childminder to £2.33 per hour for an after school club place. The highest cost for any childcare service was with a childminder who charged £6 per hour while the lowest was an out of school club charging just £1.50 per hour.

Figure 29: Childcare costs 2010³⁸

Provider Type	U2 yrs	2 yrs	3-4 yrs	5+ yrs	Average All Ages
Childminder	£3.08	£3.08	£3.08	£2.96	£3.05
Full Daycare	£2.98	£2.88	£2.81		£2.89
Full Daycare (Term Time)		£2.94	£2.95		£2.95
Out of School Care (after school)			£2.33	£2.35	£2.34
Out of School Care [Holiday]			£2.82	£2.66	£2.74
All Care	£3.04	£2.99	£2.91	£2.73	£2.79

- 3.45 While hourly rates provide a good comparison between types of provision, comparisons between Blackpool and regional and national rates are taken using average weekly charges. Average weekly fee levels for childcare in Blackpool are as follows:

Figure 30: Average childcare cost comparison³⁹

Weekly Rates	Average Blackpool Rates	Average Rates in North West	Average Rates in England
Childminders	£135.19	£130.50	£154.50
Full Daycare	£134.04	£141.00	£161.50
After School Clubs	£32.10	£37.00	£40.00
Holiday Care	£101.67	N/A	£93.00

³⁸ Survey of Blackpool childcare providers, June 2010

³⁹ Blackpool FIS January 2011 and Daycare Trust Childcare Costs Survey January 2010

3.46 In the 2010 survey, providers were asked if they planned to increase fees over the coming 12 months. 40% of the 129 providers that were spoken to said that they were going to raise their prices, with out of school clubs most likely to be planning increases (55%) and childminders least likely (31%). Fee increases over the coming 12 months are likely to be in the region of 8% with out of school clubs planning the highest rises of 9%.

Summary: Childcare Supply

- In 2010 there were 223 different childcare services in Blackpool including 93 childminders, 57 full daycare providers, 29 after school clubs and 23 holiday clubs.
- There were over 5,700 childcare places in Blackpool which amongst the population of children means that there was one childcare place for every four children. Compared with other similar local authorities, Blackpool has a relatively high supply of childcare.
- Across Blackpool, childcare is unevenly spread with some areas having much more than others. However, as Blackpool is such a concentrated urban area, the low levels of childcare in some areas may not necessarily mean that childcare is inaccessible to parents, as within a short distance there is usually some provision available.
- Although not always true, in most cases there is less childcare in the more deprived areas of the Borough.
- Over two-thirds of families with pre-school children use childcare in Blackpool, with day nurseries being the most commonly used type of setting.
- The amount of childcare for children in their early years is quite high with at least one childcare place for every 3 children. Given that each registered childcare place is on average, used by 1.5 children, around 4,500 children could be served by early years childcare places in Blackpool.
- Early years childcare provision is spread across the Borough with a varying density but with a choice of childminder or group-care (day nursery) provision in most areas.
- There is much less childcare for school-aged children (provided by out of school clubs and childminders) in Blackpool than childcare for younger children. For after school care, there is only one place for every 15 children aged 5 to 14 years. While it would seem that most primary schools in Blackpool are served by an out of school club, some may not have enough places to meet demand.
- Holiday care in Blackpool is not available in all areas and limited in the number of places on offer with just one place for every 19 children.
- There are plenty of places available for 3 and 4 year old children in Blackpool to receive their early education entitlement and take-up of free places seems to be universal.
- There are a number of specialist childcare and support services in Blackpool for disabled children and a significant number of disabled children taking up places in mainstream childcare settings – particularly in the early years.
- On average, childcare in Blackpool costs parents £3.04 per hour. For a full-time daycare place, the cost would be £135 for one child while an after school club would cost on average £32 per week. The cost of childcare is similar to other areas of the North West but below the average for England.

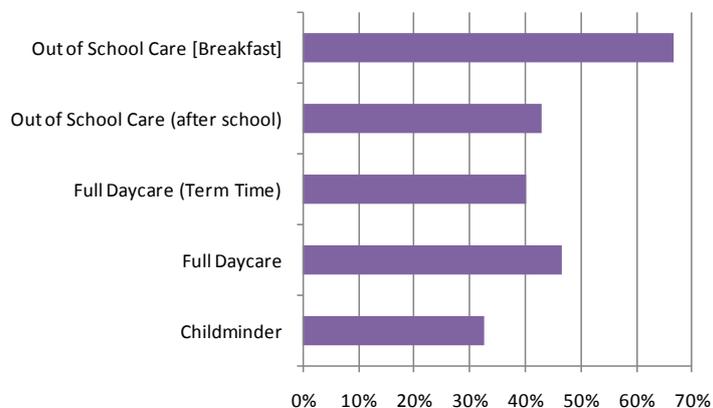
4. Childcare: Demand

- 4.1 To establish sufficiency, an assessment needs to be made of the demand for childcare by parents that will enable them to remain in, or enter, work. There are two complimentary methods of assessing unmet demand for childcare services.
- 4.2 Firstly, the proportion of vacancies available in settings can be a factor in indicating unmet demand. Where there are high levels of vacancies, there may be low demand. Alternatively, settings with less than 15% spare capacity are likely to find it difficult to take many more children. This would indicate the likelihood of unmet demand.
- 4.3 Secondly, consultation with parents and carers has highlighted particular issues and perceptions that will need to be considered in the final gap analysis between supply and demand.

Vacancy Analysis

- 4.4 Data collected from a 58% sample of Blackpool childcare providers⁴⁰ gives an indication as to the demand for childcare based on the proportion of vacant places in childcare settings. These are the number of empty full-time (or equivalent) childcare places set against the number of registered or recorded places.
- 4.5 Overall, 84% of childcare providers in Blackpool surveyed had some vacancies. However, only 41% of providers had a full-time vacancy⁴¹ with 43% having some part-time spare capacity. By type, the largest proportion of childcare settings with full-time vacancies were out of school care providers.

Figure 31: Proportion of Childcare Providers with at least one Full Time Vacancy

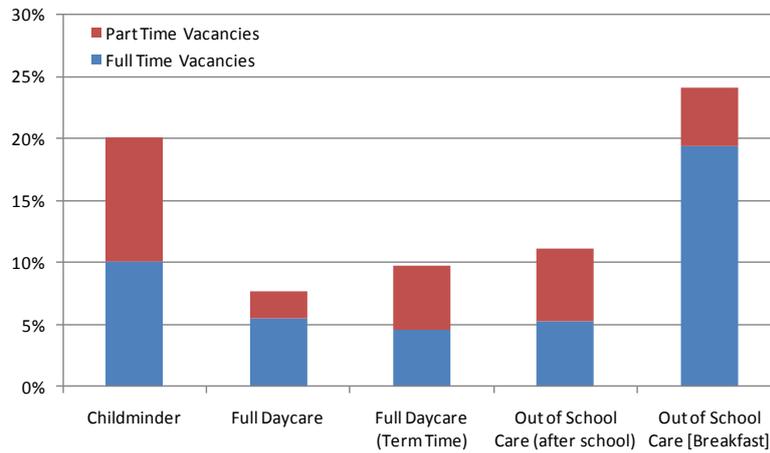


⁴⁰Survey of Blackpool Childcare Providers June 2010 (n = 129).

⁴¹ A full time place is taken to be a place available every day, all day during usual opening hours

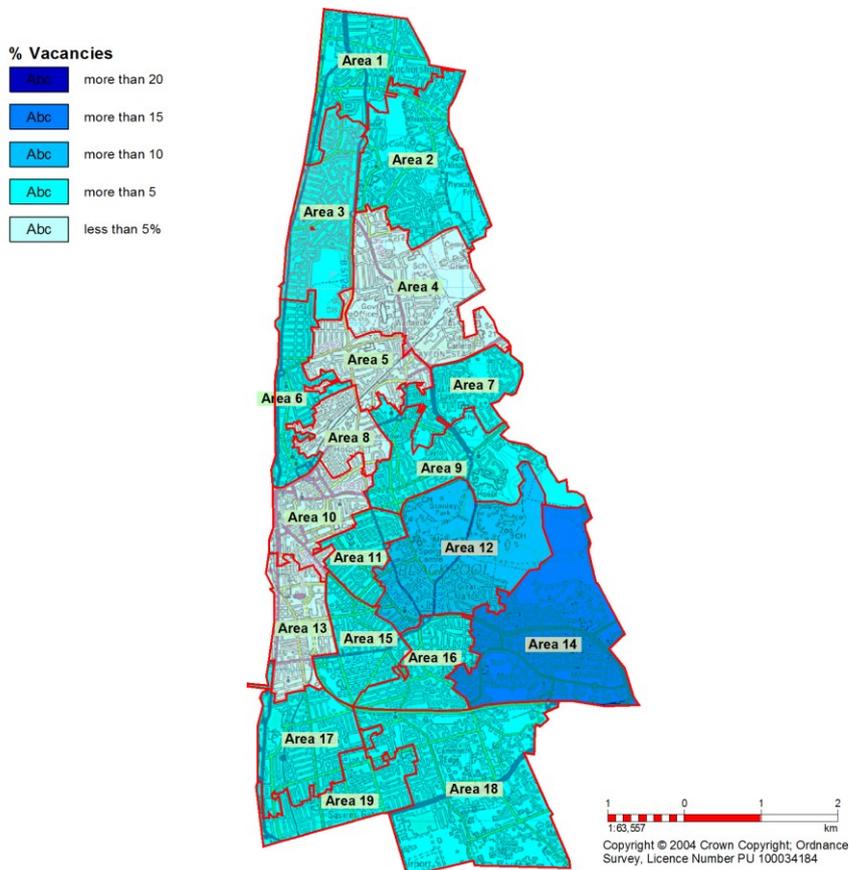
4.6 Overall, the survey of childcare settings in 2010 found that only 7% of childcare places were vacant on a full-time basis with a further 12% of all registered places in Blackpool were vacant part-time. By type, breakfast care settings had the highest proportion of empty places (24%), followed by childminders (20%).

Figure 32: Proportion of Registered Childcare Places Vacant (full-time and part-time)



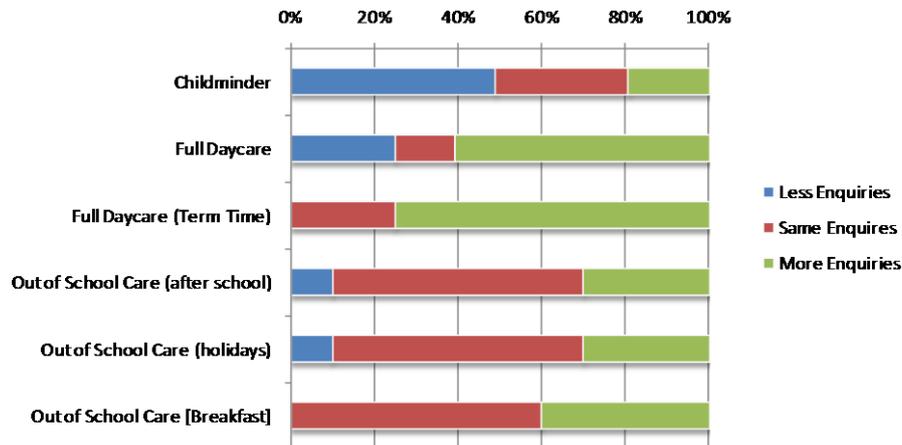
4.7 Across the Borough, vacancy rates ranged from 0.5% in Area 8 to 15% in Area 14 as set out on the following map.

Figure 33: Childcare vacancy rate map (all types) by Area



- 4.8 Should the sample rates be applied to all registered places, then there would have been 293 places vacant for pre-school children and 226 places available for children of school age.
- 4.9 Vacancies provide an indication as to levels of demand against supply at a particular point in time, but do not indicate trends in demand for childcare. To establish recent trends in demand, childcare providers were also asked whether the number of enquiries for places had increased, decreased or remained the same over the previous 12 months. Overall, the largest proportion of providers (37%) said that they had received more enquiries for childcare over the last year. 33% said levels had not changed while 30% said that demand was falling.

Figure 34: Changes in enquiries for childcare services



- 4.10 Childcare providers reported only a limited effect on their businesses from the general economic situation and increased unemployment in particular. The data collected suggests that the majority of settings are seeing steady or increasing demand for their services. In particular, day nurseries and out of school clubs seem very buoyant. Childminders however, seem to be suffering. While their vacancy rates do not show a significant lack of occupancy, confidence – as expressed by enquiries for their services - seems to be low. They were the providers most likely to say that there was too much childcare in the area, and a number said that they found it difficult to compete.
- 4.11 Interviews with childcare providers did not present any clear picture of demand for services in Blackpool. The introduction of funding for 2 year-olds along with the existing early years entitlement has clearly supported demand for pre-school childcare and early education. However, demand for younger children is unclear. Some providers said that there was a lack of provision for

babies, with one day nursery in Area 2 saying that they could fill places 10 times over. Another in Area 6 said that there was no demand for places for under 2's which is why they did not provide any.

The views of Parents and Carers

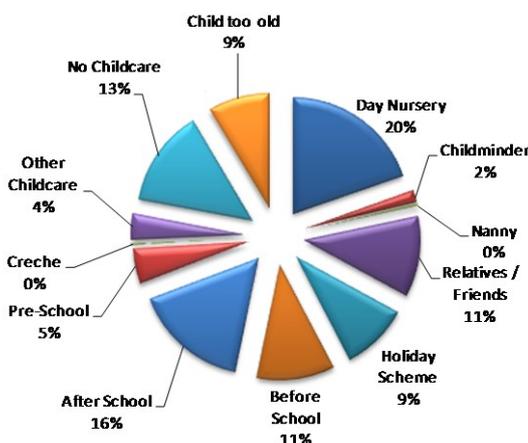
4.12 During June and July 2010, a survey was sent to parents through which changing demand for childcare by local families could be assessed. A total of 14,000 survey forms were printed and distributed via schools and childcare providers in Blackpool. 1,174 surveys were returned providing a response rate of 8.4%. Compared to the number of families in Blackpool, responses were equivalent to over 6% of all families with children aged 0 to 14 years across the Borough.

4.13 In addition, Face-to-face consultation took place with parents and carers in 21 different settings. Locations were chosen to ensure that parents in each of the six target areas (see below) were engaged. Further consideration was given to areas with high levels of deprivation; and rural areas. A structured format was used in the consultations designed to elicit information about perceptions of local childcare and barriers to childcare use. In total, 91 parents were interviewed in person with a further 28 interviewed by telephone after they had completed a postal survey.

Current Childcare Use

4.14 Survey responses showed that over three-quarters of parents in Blackpool with children aged 0 to 14 years used some form of childcare. Of these, 11% were using informal care arrangements with relatives or friends. It was evident from the survey, that parents commonly use a combination of childcare provision – including informal care.

Figure 35: Volume of childcare use – all ages⁴²

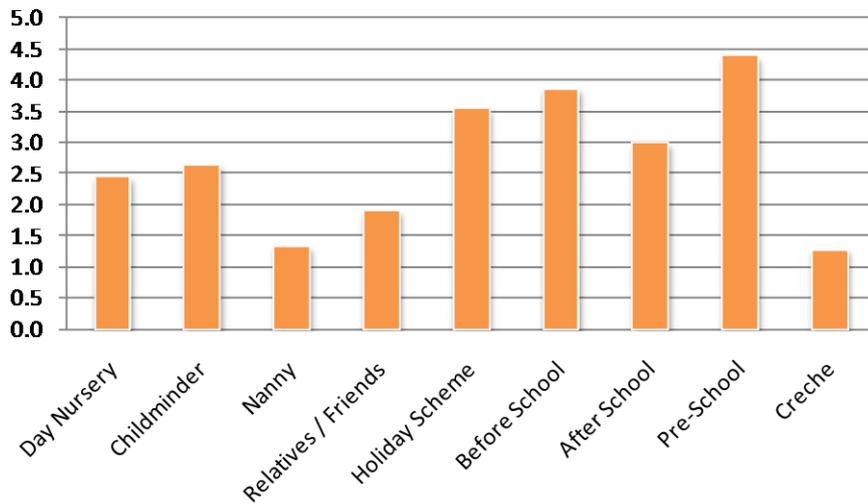


4.15 On average, families using childcare do so for an average of 3 days each week. Users of pre-schools attend most frequently (probably related to the free early education entitlement), averaging 4.4 days per week. Those using breakfast clubs do so for an average of 4 days each week, while

⁴² Part

families using holiday schemes do so for 3.5 days per week.

Figure 36: Childcare use: Average days per week⁴³



4.16 Taking into account opening hours, children with Blackpool childminders probably spend the most time in childcare, averaging 26 hours per week, followed by those in day nurseries at 24.5 hours.

4.17 Based on the number of children registered with Blackpool settings set against the registered number of places, it can be estimated that each registered childcare place in Blackpool is used by 1.6 children. This suggests that in 2010 some 8,000 children and young people were in childcare, representing around a third of all children resident in the Borough aged 0 to 14 years. The data set out below also indicates the ratios of children to registered places for each type of setting. For example, each registered after-school childcare place is used by two children, while each term-time-only daycare place is used by 1.5 children.

Figure 37: Ratio of Users to Registered Childcare Places

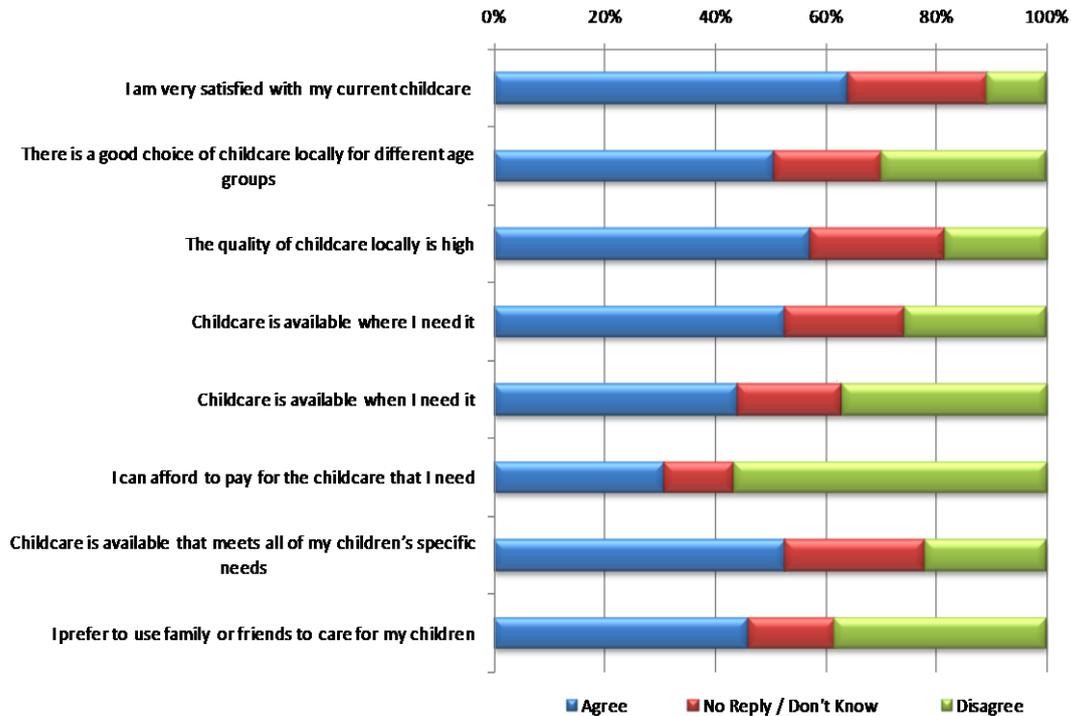
Provider Type	All Registered Places	Ratio	Total Number of Children Using Services
Childminder	536	1.1	611
Full Daycare	1961	1.5	2906
Full Daycare (Term Time)	528	1.5	792
Out of School Care (after school)	1056	2.0	2072
Out of School Care [Breakfast]	841	2.0	1663
All Care	4922	1.6	8044

⁴³ Ibid

Barriers to Childcare Use

4.18 Barriers to childcare use fall under a number of common themes: accessibility; availability; affordability; lack of information; and a lack of services catering for specific needs.

Figure 38: Parents' Perceptions of Childcare⁴⁴



4.19 65% of Blackpool parents said that they were satisfied with their current childcare arrangements. The most satisfied were parents using childminders, before and after school care and day nurseries. Least satisfied were parents using relatives or friends or other forms of care. This suggests that while parents may be using informal care on grounds of cost, it may not be their preferred option.

My pattern of working is erratic so I cannot find childcare that can accommodate my needs so I unfortunately have to rely on my disabled parents to help out.

Parent in Area 12 (Tydesley Ward)

Open earlier mornings and later nights and cheaper rates so I can afford them rather than asking my parents for help all the time.

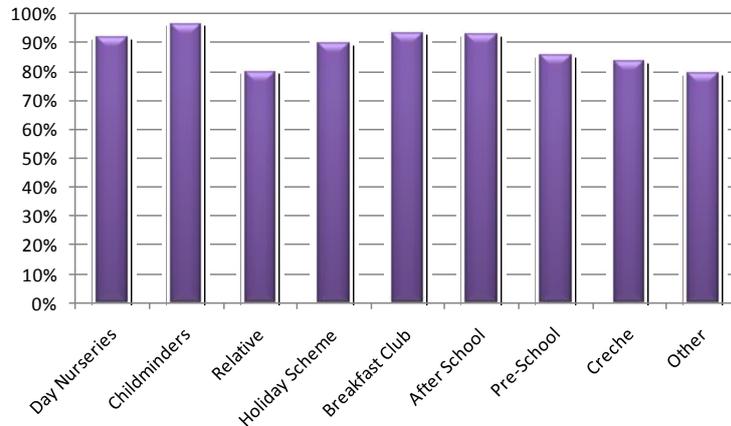
Parent in Area 18 (Stanley Ward)

I am able to work part-time but only because my parents look after my son when I am at work. I looked into child care costs and it would not be worth me working they are too expensive

Parent in Fylde

⁴⁴ From 1,174 responses to parent surveys June 2010

Figure 39: Satisfaction with current childcare services by type (n=1,174)



Choice

4.20 51% of parents surveyed in Blackpool said that they thought that there was a good choice of childcare locally. However, 30% said that choice was not good. Around 10% of comments were about a lack of holiday care for school aged children (there were very few comments about a lack of choice in pre-school childcare). Many working parent seem to struggle to find adequate care during the holidays:

It's the school holidays that are difficult so more childcare for holidays, not just sports clubs for older children. Also cheaper childcare as it gets expensive for 2 children we manage as I can work flexible hours and my husband works at home two days a week but most people are not so fortunate.

Parent in Area 8 (Claremont Ward)

Holiday childcare provision is not always available at our 5 year old's school. It's hard to plan ahead when it's so uncertain and we both work.

Parent in Area 12 (Tydesley Ward)

I would like to see holiday childcare much more locally and to organise daily events to local parks, woodland, free museums. Daily activities that don't cost more than a few pounds and involve introducing children to their local surroundings, while we have to work.

Parent in Area 5 (Warbreck Ward)

4.21 Other parents want more choice of activities and playschemes for children during the summer holidays.

There should be more options for children 10 and above. I think holiday clubs are a great idea but never have enough spaces and are very costly.

Parent in Area 8 (Claremont Ward)

More holiday playschemes for children between the ages 5-15 also more after school clubs so children have somewhere supervised to go as I do not allow my children out on the streets

Parent in Area 12 (Tydesley Ward)

More holiday clubs available. I really struggle in the holidays to find a place for my daughter who is 4 almost 5yrs old.

Parent in Area 17 (Waterloo Ward)

Accessibility

- 4.22 While there is childcare available in all areas of Blackpool, as is clear from the analysis of supply, it is not uniform across the area.

I would like my child to be able to attend after school club but spaces are unavailable. I use a combination of family and friends which is mainly good but rather unreliable. I work out of town so must leave work at 2pm if I need to do school pick up.

Parent in Area 5 (Warbreck Ward)

I am finding it difficult to find a childcare provider that will collect my daughter from school. We need after school club facilities locally.

Parent in Area 5 (Warbreck Ward)

- 4.23 Overall, there was a link between parents' perceptions of accessibility and the actual supply of childcare in Blackpool. For example, difficulties in accessing childcare were most strongly expressed in *Area 13* where almost a half of parents said that childcare wasn't available where they needed it. This is unsurprising given that there is no registered school-age childcare in this area. Similarly, *Area 8*, where 35% of parents said that childcare was not available has the second lowest rate of childcare supply in relation to its population in Blackpool. There were exceptions however, such as in *Area 4*, where there is very little childcare (only 10 places per 100 children), yet only 13% of parents said that there was a problem accessing childcare. This is likely to be as a result of parents using an abundance of childcare in neighbouring areas.

- 4.24 There are also some cases where supply may not meeting demand, such as in *Area 14* where despite having the highest rate of childcare supply, over a quarter of parents still said that there was not enough. Comments highlighted some other instances of a lack of places in existing childcare services across the Borough.

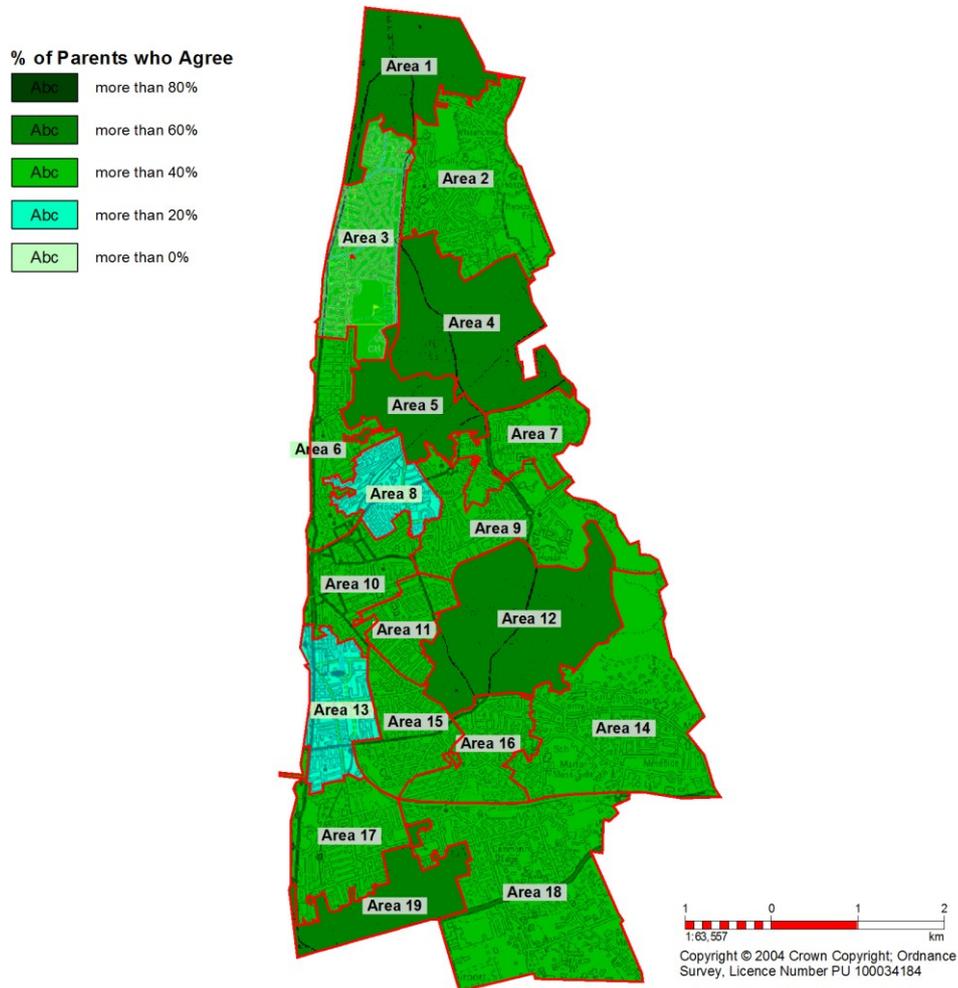
After school clubs should have more staff. I want to go back to college or work but there is no room for my 3 to go to after school club.

Parent in Area 15 (Hawes Side Ward)

I look after my grandchild due to the lack of places in Surestart centres for 2 year olds

Parent in Area 15 (Victoria Ward)

Figure 40: Satisfaction with accessibility of local Childcare⁴⁵



4.25 Interviews with parents and Children’s Centre workers in a number of locations found a lack of pre-school childcare provision in some areas:

- Talbot & Brunswick CC has 50 place nursery for 0-5 year olds which is full and could fill another 25 places easily, if it had the provision.
- Baines CC has 56 place nursery which is heavily over-subscribed. They are using criteria to select children for the 3 year old places. Could easily fill another 20 places.
- In Grange Park there is a lack of childcare provision for 0-2 year olds. “Surestart nursery is full. It is a fab nursery but it is not big enough” said one parent.

⁴⁵ Parent Survey 2009: n=1,996

4.26 For school-aged childcare, parents and other stakeholders interviewed highlighted some gaps:

- Lack of sufficient OSC places at some schools (such as Roseacre).
- Grange Park area – “*There is no holiday provision for the under 8s locally (open access), and not enough activity based care for this group, such as sports sessions.*”
- Not enough holiday care for children under 13 in Grange Park. A mother of two children aged 9 and 11 years said that ‘*it is difficult to manage childcare during the holidays. There is the Boundary holiday scheme for 4 weeks of the holidays (6 weeks would be better). There also used to be PAYP (Positive Activities for Young People) open access schemes during the holidays but this has been cut this year, due to lack of funding.*’
- In general, parents said that there is not enough local holiday care for working parents. From Claremont, Beacon is the nearest which children cannot get to on their own.
- At Claremont Children’s Centre, one parent suggested that it would be preferable to have holiday care in schools, so that children can mix with their usual friendship groups.

4.27 Comments from a number of parents suggest that there is unmet demand for some childcare for children of secondary school age in Blackpool.

I would like to see more childcare or something similar for older children as a lot of parents don’t like to leave their older children on their own.

Parent in Area 7 (Park Ward)

Due to my situation my son is 11 and goes to high school this September 2010 and as I am now trying to set up a business on my own I feel the need to look for holiday/after school clubs for this age group.

Parent in Area 12 (Marton Ward)

Would like something more for the children between 10-12 years that caters more for the older children in the area.

Parent in Area 5 (Warbreck Ward)

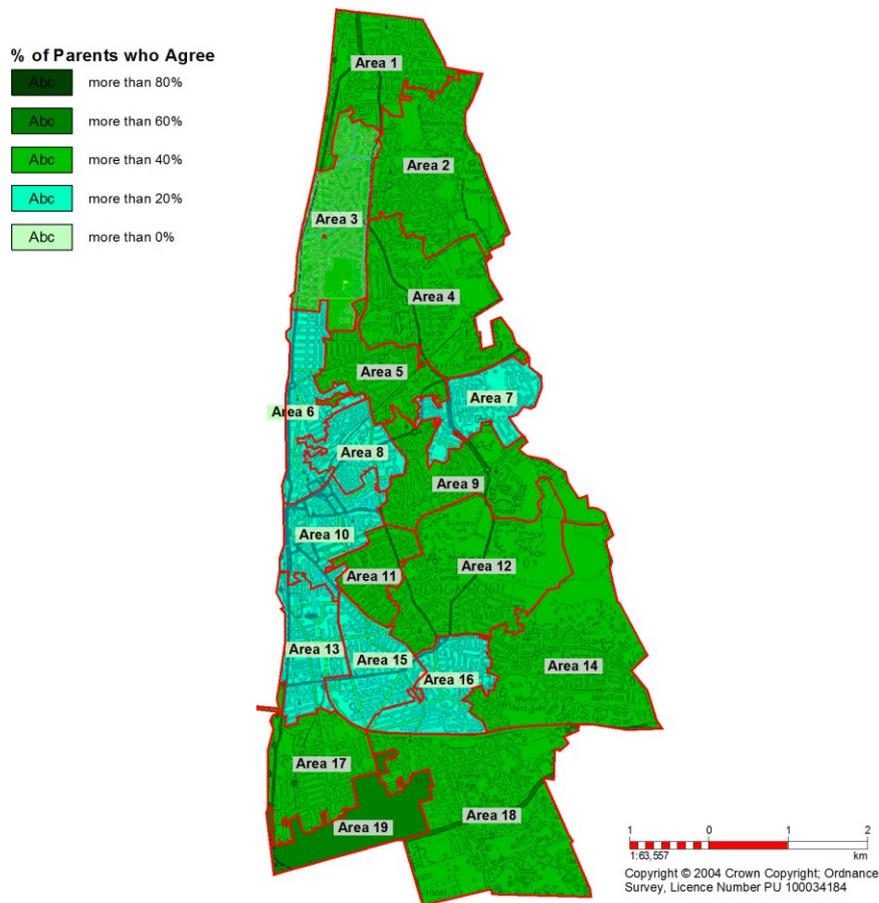
More for senior school children who are not old enough to be left alone but are too old for traditional out of school clubs.

Parent in Area 5 (Warbreck Ward)

Availability

4.28 Overall, 37% of Blackpool parents said that childcare was not available when they needed it, with higher levels of dissatisfaction found in and around Blackpool Town Centre.

Figure 41: Satisfaction with availability of local childcare⁴⁶



4.29 In 10% of families that responded to the survey at least one parent worked shifts or unusual hours. In 2% of families, both parents worked shifts or unusual hours.

4.30 Parents working shifts said that they found it difficult not only to find childcare that fits with non-standard working hours, but also face difficulties in accessing childcare that was flexible to changing shift patterns week-on-week.

Previously due to shift work I have had to rely on family as local services are not available to meet our needs.

Parent in Area 2 (Ingthorpe Ward)

There is no childcare than I can use - I work 12hr shifts and different days every week.

Parent in Area 12 (Marton Ward)

My pattern of working is erratic so I cannot find childcare that can accommodate my needs so I unfortunately have to rely on disabled parents to help out. When I have to travel to meetings I am sometimes not back until 11pm and have to leave at 5am.

Parent in Area 12 (Tydesley Ward)

⁴⁶ Parent Survey 2010: n=1,074

I would like their opening hours to extend to open earlier and close later due to shift work pattern. Although I am a student nurse when I am on placements I do shifts.

Parent in Area 5 (Warbreck Ward)

My childcare issues would be solved with more flexible breakfast club and after school club, as my husband works shifts only need two sessions per week but this would be different days each week.

Parent in Area 2 (Ingthorpe Ward)

As my work days are flexible dependant on needs of the service I need childcare to be the same. I don't know far in advance when I will need care.

Parent in Wyre

Places for 2 year olds and below are few and expensive, no catering for flexible working (shift) patterns.

Parent in Area 15 (Victoria Ward)

- 4.31 There is some demand for childcare at weekends. 1.1% of parents commenting said that they would like to see additional childcare available at weekends. Across Blackpool this could be extrapolated to estimate demand for over 250 weekend childcare places.

[I would like] affordable weekend childcare for parents that work weekends

Parent in Area 12 (Marton Ward)

Introduce weekend schemes at weekday prices

Parent in Area 1 (Bloomfield Ward)

- 4.32 As well as a lack of childcare that caters for unusual working hours, some parents said that the limited opening hours of childcare services didn't meet their needs. In particular, parents said that opening hours in out of school and holiday clubs were not meeting their needs. Some parents also find it difficult to arrange care for children of different ages in one setting.

My child's holiday club is only open 3 weeks in the summer holiday leaving me struggling for childcare for two weeks

Parent in Area 12 (Marton Ward)

We would like more opening hours (eg. work starts at 8.30 and morning club starts at the same time or shuts at 5.30 and work at 6pm)

Parent in Area 12 (Marton Ward)

My child's school has a 2 week holiday scheme for the summer holidays an increase to 3 or 4 weeks would help to cover the 6 week holiday.

Parent in Area 8 (Claremont Ward)

With school holidays being at different times at different schools the holiday schemes are not available when you need them. Holiday schemes are too expensive and there is not enough choice.

Parent in Area 16 (Hawes Side Ward)

[I would like] the pre-school open the same hours as nurseries so children can prepare for school in an appropriate setting but are not restricted to 9-3 (without the option of breakfast/after school clubs)

Parent in Area 1 (Anchorsholme Ward)

Most childcare is set hours that does not work for me as my children are different ages I need a placement that can give me the hours I need not that suits the childcarer.

Parent in Area 16 (Hawes Side Ward)

The holiday club should be open at 7.45 as per the breakfast club as parents are still needing to do the same working hours. Also feel that lunch should be provided.

Parent in Area 16 (Clifton Ward)

There is only a choice of one nursery locally that opens the time I would need it so that enables me to get to uni/work on time at 7.30am.

Parent in Area 12 (Tydesley Ward)

- 4.33 There were some comments made by a number of parents about the availability of free early education and childcare places for 2 year olds in Blackpool.

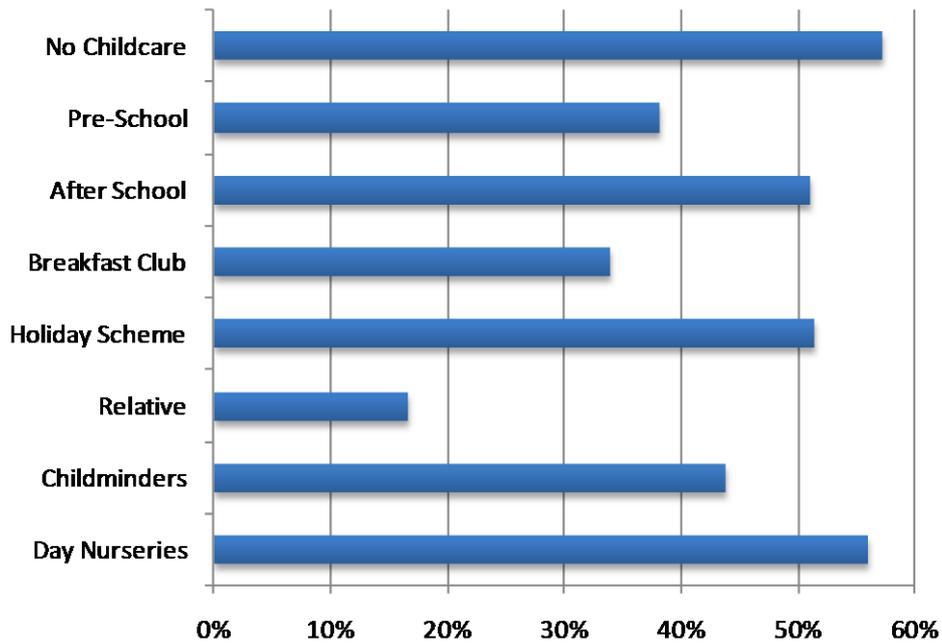
I would like to see the 2 year old grant available for all. My son is 2 and we pay for him to go to nursery 2 days per week, as we could afford it when my husband was working as well. Unfortunately my husband lost his job in November, but we did not think it fair to take our son out of nursery because of this as he really enjoys it and we have seen his skills improve more and more as a result of this. Even though he is 3 in September, we cannot get the 3 year old grant until January. It costs £72 per month out of our limited budget, but he enjoys it and is doing very well.

Parent in Area 8 (Claremont Ward)

Affordability

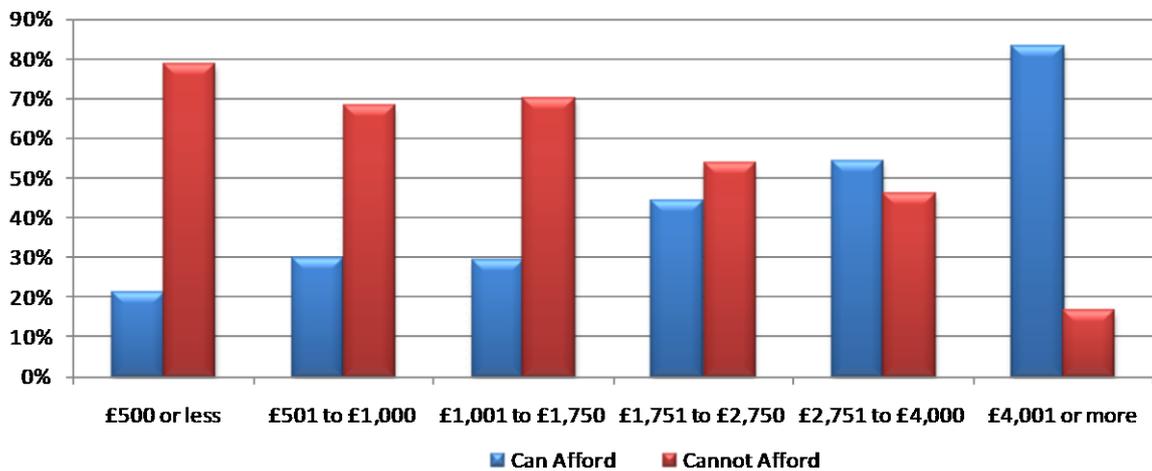
- 4.34 The majority of parents surveyed in 2010 (57%) said that they could not afford to pay for the childcare that they needed. The overwhelming majority of comments received from parents about childcare in the Parent Survey were regarding affordability, and it was the most significant topic in face-to-face discussions with parents.
- 4.35 Those parents using informal care were least likely to say that they could not afford childcare, while parents who were not using any childcare were most likely to say that they could not afford to pay for it (57%).

Figure 42: Parents who say they cannot afford childcare (by childcare use)⁴⁷



4.36 In general, the more expensive the childcare is - or is perceived to be – the less affordable parents find it. Furthermore, there is unsurprisingly a direct relationship between family incomes and perceptions of affordability, where those earning least find childcare most unaffordable.

Figure 43: Affordability of childcare (by family income)



4.37 Parents with low incomes, or low earning potential are discouraged from using childcare by the perception that their salary would only just cover their childcare costs. For working parents using childcare this is often a reality.

4.38 In interviews, parents working part-time - even in skilled jobs (such as a dental nurse) - using childcare had very little money left over after paying

⁴⁷ Parent Survey 2010: n=1,074

fees for just one child. In these types of jobs, parents often think of themselves as 'retaining' their jobs, rather than making any money from them. Others see it as 'just not worth it'. One semi-skilled worker (clerical in the NHS) said that childcare costs mean that she earns just £10 per week after deducting fees⁴⁸.

4.39 Those working in unskilled jobs (such as bar work or waitressing) cannot afford childcare for one child, and definitely not more than one.

"My little girl has come on so much since being in nursery, but I can't afford it. The government should help more."

Parent Interviewed at St Cuthbert's CC

It's a struggle especially in school holidays when you have to pay for 2 children in childcare. I dread the summer holidays as I end up paying more out in childcare fees than I can earn.

Parent in Area 4 (Greenlands Ward)

Childcare is too expensive. I have had to drop hours at work to pick up my children from school. This causes me hardship as if I worked full time any extra money I would earn would purely go on childcare so have no option than to work part time

Parent in Fylde

Regulating the cost of nursery. The cost as nursery fees can vary from £25-35. In my local nursery it is £33 and as a student on a very low income I do get some help towards this however I am still left to pay £8 per child per day which with 2 children over a month it is £250 over 1/4 of my monthly money. This is far too expensive for me to afford however this is the only nursery that I am able to get to so I have to pay.

Parent in Area 11 (Tydesley Ward)

At one time I had three children who needed after school and holiday cover and I could not afford to pay this so I had to give up work

Parent in Area 13 (Bloomfield Ward)

More for your money -most childcare placements are far too expensive-put me off having anymore children! I can't afford not to work but I can't afford to work!

Parent in Area 1 (Anchorsholme Ward)

More help with costs for lone parents. I would be better off financially if I did not work because of all the benefits I'd get. But I want to work.

Parent in Area 1 (Anchorsholme Ward)

4.40 For parents who are not working, many are clearly put off by the marginal benefits of working when set against childcare costs. While 'better-off' calculations of the kind organised by Job Centres will more often than not result in parents relying on benefits having a higher income – even when taking into account childcare costs – many parents said that the incentive was not sufficient to take up work. While some parents may be basing their opinion on their experiences, it is clear that many have clear perceptions that may not be accurate.

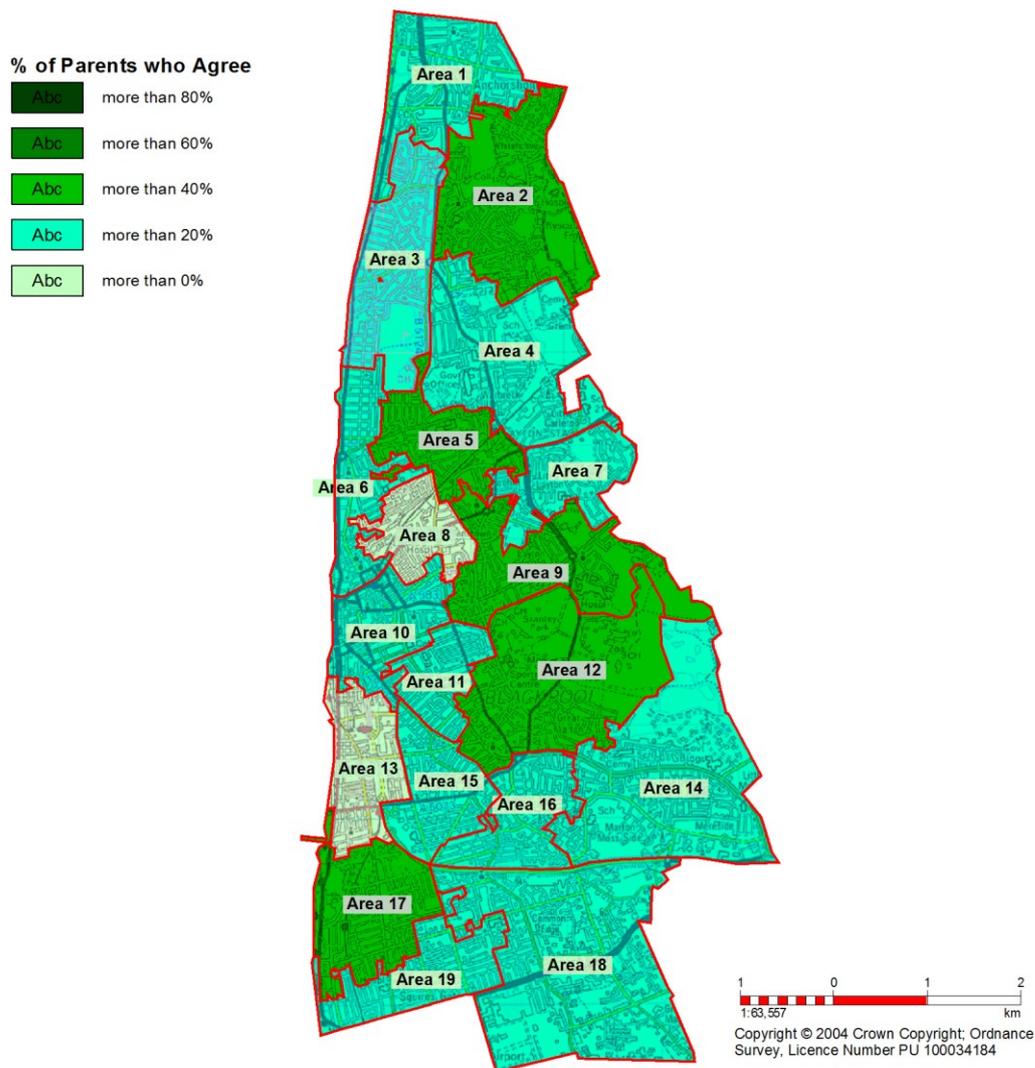
⁴⁸ Examples in Section 5 show that for a woman working 20 hours per week, on an average salary in Blackpool, with two pre-school children, childcare would take up 83% of her salary (before tax credits).

I would like to see childcare become more affordable, at the moment it seems that especially single parents are better off giving up work and going onto benefits because the childcare costs eat up so much of their wages, even with vouchers from the government.

Parent in Area 4 (Ingthorpe Ward)

4.41 Of those parents who were claiming the childcare element of the Working Tax Credit, 52% said that they found childcare affordable, compared with only 43% of parents who were not claiming or in receipt. This suggests that for those claiming the tax credit for childcare, it makes a significant difference. However, examination of the family incomes of parents responding to the survey suggests that many parents are not claiming their entitlement to support. With affordability the single greatest barrier to childcare use, strategies to engage parents in using more childcare will clearly require increases to tax-credit take-up.

Figure 44: Affordability of childcare by area



- 4.42 Across Blackpool, there is some correlation between parents' perceptions of affordability and levels of child poverty. For example, in Area 9, where 50% of parents said that they could afford childcare, poverty only affects 19% of children. In Area 10 on the other hand, only 22% of families said that they could afford childcare, which reflects the 58% child poverty rate.
- 4.43 As well as the level of fees charged by childcare providers, a number of parents say that inflexible charging practices make childcare unaffordable.

I would like to not be charged on the days my son does not attend nursery for illness or one holiday a year

Parent in Area 15 (Victoria Ward)

I usually work 11am -2pm and because of set hours in holiday club I have to pay for the whole day therefore it costs me more to go to work than I earn

Parent in Area 1 (Anchorsholme Ward)

- 4.44 A significant number of parents in Blackpool voiced strong opinions about the levels of support that they believe are given to parents receiving benefits, while those that work receive no support.

Help for people that work for a change, we both work so hard but yet can't afford holiday playschemes.

Parent in Area 7 (Park Ward)

That the people who don't work seem to get more funding for their children than people that work and pay for them.

Parent in Area 15 (Victoria Ward)

I would like to see more support to parents who work full time don't claim anything instead of support to those who don't work.

Parent in Area 11 (Tydesley Ward)

I would make it just as accessible to working parents who are not in receipt of state benefits. Unemployed mothers benefit from free childcare and lots of other services which are free for them and not for working parents. We should be rewarded for working and not the other way around!

Parent in Area 13 (Bloomfield Ward)

More financial help - it seems that the parents that go to work lose out as the majority of wages go on childcare

Parent in Area 1 (Anchorsholme Ward)

Information

4.45 Only a small number of parents said that a lack of information was a barrier to accessing childcare. Those that did were generally new to the area or new to parenthood. There were however, a number of specific comments made.

More advertisement of childcare provision in the school holidays, as my daughters school does not run holiday clubs for all holidays, so it would be helpful to know what else is available.

Parent in Area 15 (Victoria Ward)

More choice in school holiday club activities for girls not enough information on childcare -where do we find this?

Parent in Area 12 (Marton Ward)

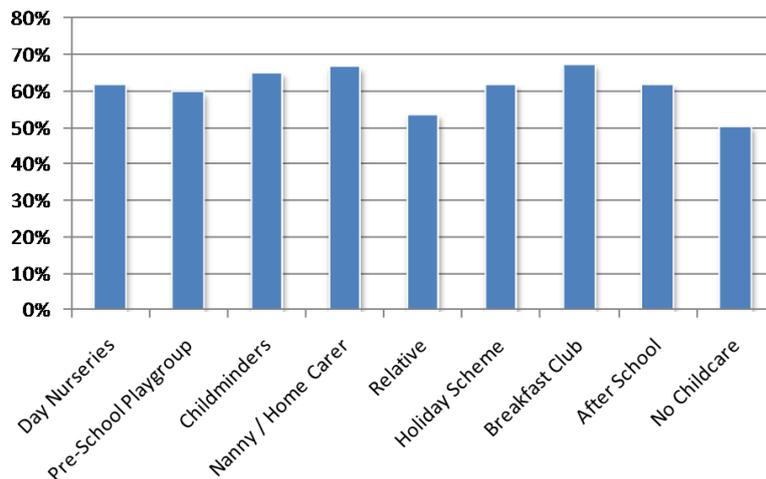
4.46 Parents interviewed said that information about childcare is difficult to access for first time parents. Parents said that they were dependent on information given by health professionals, such as their health visitor, and that this was inconsistently given. Most parents found out about childcare opportunities by word of mouth, and several said that they had thought that 'Surestart' centres were only for the use of unemployed families. Few were aware of information about childcare being available on the internet.

4.47 One mother said that Blackpool Council sent out almost too much information when she first had the 2 year old, but what she really needs now is information about going on to nursery school at age 3.

Quality

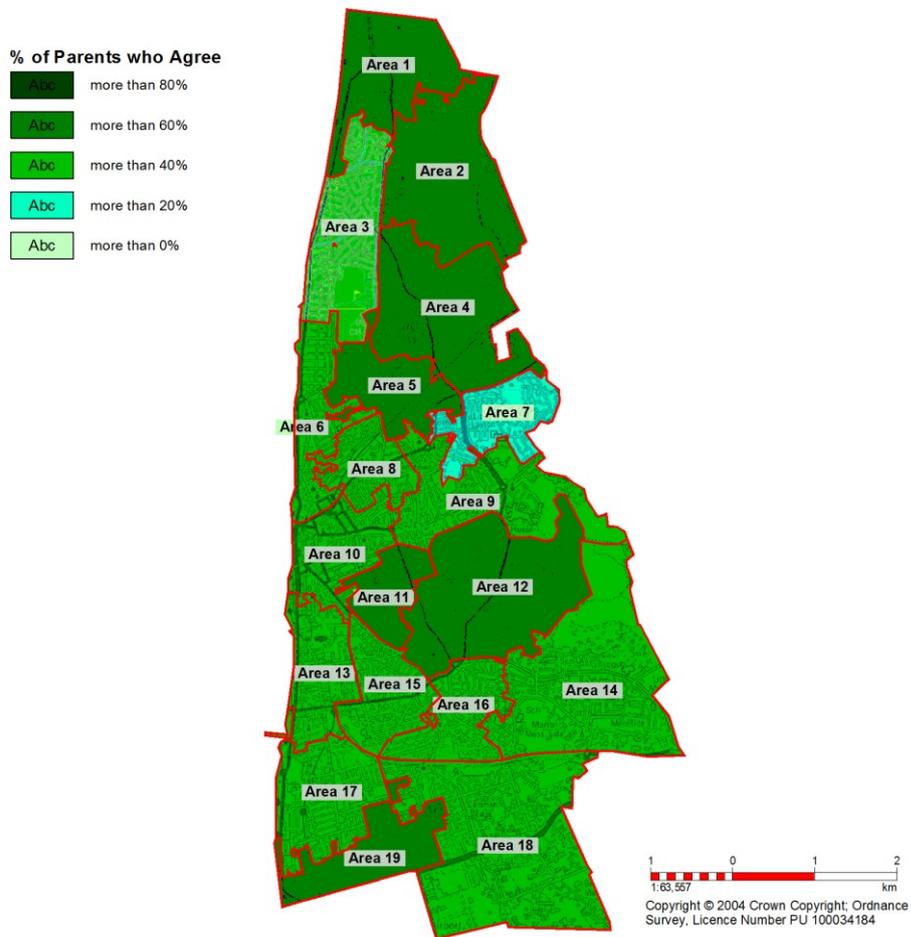
4.48 While the Childcare Sufficiency Assessment is not about any measurements of quality, the quality of services – and parents' perceptions of quality – is an important factor in their use of childcare. The lack of provision of a quality that is acceptable to parents can be as big a barrier as the price or the accessibility of childcare.

Figure 45: Parents Perception of Quality of Childcare by Type Used



- 4.49 In 2010, 57% of parents surveyed said that the quality of childcare was high in Blackpool. Those using formal childcare services thought that the quality of childcare was higher than those who used informal care or no childcare at all.
- 4.50 The differences in perceptions of quality by area are likely to be due to the level of formal childcare use across the areas ie. where parents use formal childcare they are more likely to perceive the quality as being high. This correlates with information from interviews with parents in the more deprived areas where use of formal care is lower.

Figure 46: Perceptions of quality of childcare by area



Disabled children

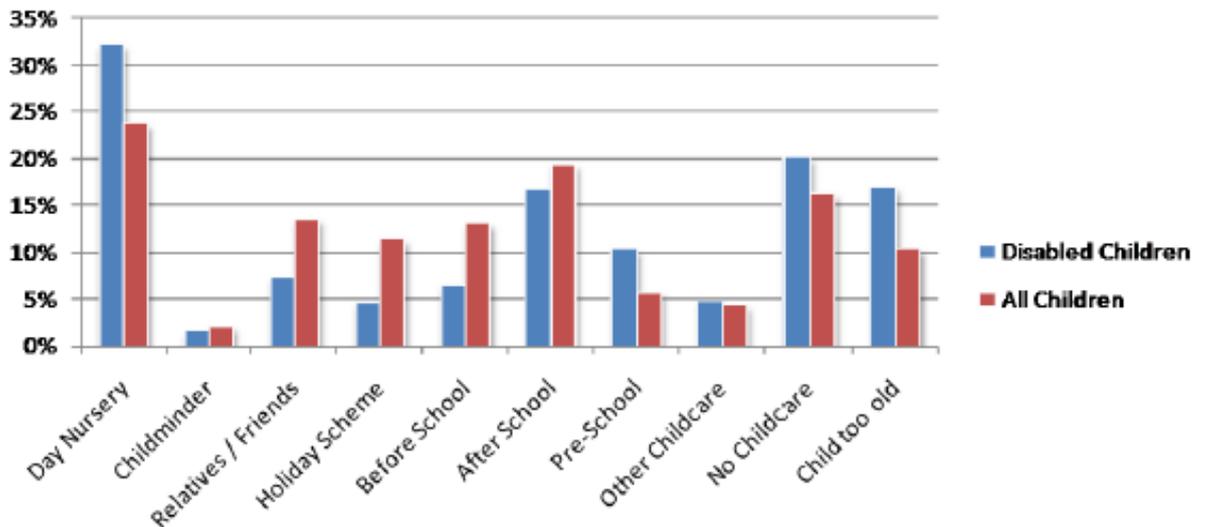
- 4.51 Parents of 124 disabled children took part in the Parent Survey and responses suggest that use of childcare services by disabled children is slightly lower (72%) than amongst the general population (75%).
- 4.52 Use of childcare by older disabled children was very limited – with just 4% of disabled children over the age of 11 using formal childcare. Although this

mirrors the situation in the general population, childcare for this age-group is something that parents of disabled children said was needed.

4.53 Extrapolation of the data – taking into account use of childcare by disabled children of different ages - would suggest that out of an estimated 978⁴⁹ disabled children living in Blackpool, 704 disabled children were using formal childcare in 2010. This is in line with the proportion of disabled children using childcare services as reported by providers.

4.54 While the proportion of disabled children using formal childcare was similar to the population as a whole, use of informal childcare with friends and relatives by disabled children was lower with just 7% of disabled children being cared for by family. This is likely to be related to parents’ reluctance to rely on relatives to care for children with sometimes complex disabilities.

Figure 47: Childcare use by disabled children and all children⁵⁰



4.55 Parents of disabled children using childcare were more likely to be using it to provide respite or to enable children to socialise. The proportion of mothers with disabled children responding to the Parent Survey who worked was just 55%, compared with 75% for all mothers.

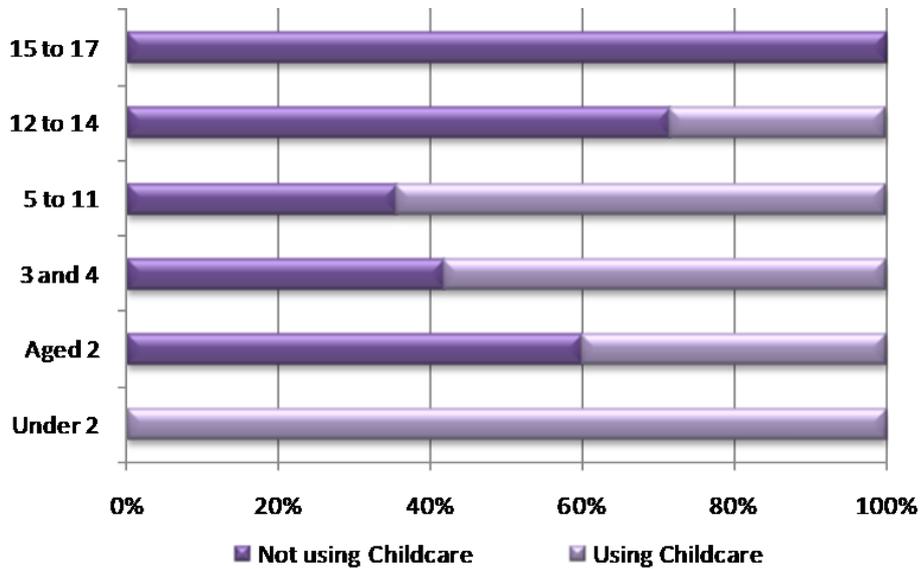
I am a single parent looking after my only son who has special needs. I am able to work part-time but only because my parents look after my son when I am at work. I looked into child care costs and it would not be worth me working they are too expensive

Parent of a disabled child

⁴⁹ Estimated as 4% of the population

⁵⁰ Parent Survey 2010

Figure 48: Use of formal childcare by disabled children by age-group



4.56 By age, it is clear that childcare use by disabled children was much higher in the younger age-groups. All of the disabled children aged under 2 years were using formal childcare compared with none of the 15 to 17 year olds that were surveyed. This is in part undoubtedly due to the general lack of childcare supply for all children in this age-group, and as commented upon by a number of parents, any specialist childcare services for older disabled children.

Interviews with Parents of Disabled Children

4.57 During May 2010, parents with disabled children were interviewed at a number of Children's Centres and at the Aiming High Steering Group meeting at the City Learning Centre.

4.58 Parents of disabled children (with all disabilities) said that they wanted to use childcare for one of two reasons, usually both: they need childcare before and after school, at primary and secondary levels, in order to work (this is especially true for children of lone parents). Secondly, parents want to use childcare so that their child is not isolated, can socialise in a safe environment, gain independence and have fun away from the family home.

4.59 Working parents said that they need particular support when they have a child whose disability emerges at a later stage of development. They need staged support since they cannot take on all the information they need at first and may be attending multiple hospital appointments at the same time.

- 4.60 Day nursery care was cited as not necessarily appropriate to children with some disabilities. An example was given of a child who could not walk being kept with the babies in a nursery. The care was separated by developmental stages rather than the social age of the child. It was felt that the care environment needs to change in order to accommodate children with different needs. Similarly, one parent had experienced sessional childcare for disabled children where the environment was unsuitable (barricading of doors with sports equipment), as well as a real lack of suitable and varied activities.
- 4.61 Parents feel that there is not enough training and support in mainstream settings of all types. Childcare workers in day nurseries need more generic disability training because there is a real lack of knowledge about caring for children with different conditions. One parent said that her child could not attend a mainstream nursery because workers were not trained to deal with anaphylactic shock.

Consistency in the people that do the childcare as I have an autistic son he needs this.

Parent in Area 5 (Bloomfield Ward)

I would like more places catering for children with needs with a 1 to 1 carer that allows the child to spend time and interact with others. My daughter has speech difficulties and I feel she would be left out from activities with others due to this.

Parent in Area 15 (Hawes Side Ward)

- 4.62 Some parents said that out of school clubs were inaccessible to them as they claimed they do not have the funds to provide additional care for disabled children.

Before and after school care and holiday play schemes for children with additional needs to enable parents to work – this is currently unavailable

Parent in Area 17 (Waterloo Ward)

- 4.63 Parents hold the view that the level of paid childcare available to a family depends on individual social workers and their perception of that family's needs. Parents often perceive the Direct Payment scheme (which can be used to pay for childcare) as being unfairly administrated, since referral is made on the assessment of social workers.
- 4.64 One parent with a Down's Syndrome child said she was determined to use childcare for her child and "fight for the support" the child needed within a particular setting. She said: *"Every setting I have used panics about support. They make a huge issue of it and on a few occasions it has been refused."*
- 4.65 Another parent with a child with profound autism, no language and challenging behaviour, said that for her child there was *"no appropriate*

support in place". She said there was a lack of "suitable activities - limited often by his condition and interests".

- 4.66 One specialist parent and toddler group for disabled children was visited but no parents attended. The leader of the group said that parents had requested this kind of activity, but that really they wanted to use childcare where their child could be left, preferably with siblings, to either give them time to carry out tasks related to running the family home, or to give time to other children within the family setting.

I would like to see consistent child care that caters for both my child of 7 and my daughter with additional needs throughout the school holidays-and that is reasonably price and if possible 9-5pm!

Parent in Area 12 (Tydesley Ward)

BME Groups

Polish Families

- 4.67 Among the minority groups in Blackpool the most prevalent settled within the Blackpool Borough Council are Europeans. A significant and increasing part of Blackpool's seasonal workforce comes from former EU Accession states, especially Poland. Polish nationals are believed to be the major number (56.6%). 8 Polish families living in Blackpool area were asked to take a part in the research.
- 4.68 In general, the Polish parents do have a positive opinion about the childcare providers in Blackpool area. They are keen to use different types of settings available, offering a wide range of activities and provide safe and stimulating learning environment for children. Majority of them wish to prevent isolation or communication barriers, therefore want their children to mix with their peers, providing the environmental and cultural context alongside.
- 4.69 The challenges could be seen as far as the financial aspects are being considered. However many parents are ready to "pay a little bit extra" to maintain a good quality of service and provide the use of different facilities.
- 4.70 Another issue can be seen while achieving easier and simpler ways of communication and information flow between the families and settings. As it is quite clear that certain settings are more experienced and relaxed with having to deal with different family backgrounds, parents recommend them among themselves. In consequences, certain places are more popular than others.
- 4.71 However, it is necessary to mention here, that diversity and community cohesion issues play a very significant part within the education and socialisation process. In many settings one can observe some positive

changes, welcoming atmosphere, signage and environment for all children, despite their background or nationality. And this goes along with the parents' satisfaction levels, which are relatively high among the Polish parents.

Gypsy Families

- 4.72 In general, the Gypsy/Roma/Traveller parents have a positive opinion about the childcare providers in the Blackpool area that they use. This is mainly pre-schools and they express confidence in these settings as places of quality and safety.
- 4.73 They have little or no knowledge of childminders as being qualified, regulated and inspected providers of childcare on a par with other types of settings. They would see the use of childminders as a failure on their part as a parent (mother) and also of their family and community network. They see no reason to leave their child with a stranger in whom they would have no trust.
- 4.74 There is also less need for early childcare. This is due to the expectation that mothers do not take up work when they are raising the children and therefore would have no need for care outside the community, relying instead on family and friends.
- 4.75 The most significant feature of the family's perception of childcare is that pre-schools offer early learning with the free entitlement but there is little understanding or perhaps desire to take this up with other types of settings.

Grandparents & Other Carers

- 4.76 The survey of parents undertaken in June 2010 received 1167 responses. Of these, nearly 6% were from people other than children's parents, but who identified themselves as primary carers. The majority were grandparents but there were a number of other relatives and some Foster Carers. This is a larger than anticipated number for whom there may be specific issues regarding childcare, and support to pay for childcare.

I have had the residence order for my oldest two grandchildren for almost 12 years and I have had one for Joseph for almost 9 years and I have had little help or support.

Grandparent in Area 8 (Brunswick Ward)

I look after my two grandchildren due to the death of my daughter. I have two teenagers as well. I think that school clubs should be a better rate.

Grandparent in Area 15 (Victoria Ward)

- 4.77 On the other hand, some other grandparents said that because they did not work, they did not require childcare.

The Views of Blackpool Employers

- 4.78 A sample of employers was taken across the Borough with consideration given to both the size of businesses sampled and the employment sector. Of the employers contacted, 18 were interviewed by telephone and four employers who had issues with childcare were interviewed in detail as case studies.
- 4.79 The majority of employers reported that staff recruitment and retention is generally not an issue in Blackpool and does not seem to be affected by any shortage of childcare provision. Many employers have recognized that providing flexible working options and above-statutory leave benefits attracts and keeps employees. In many cases this reduces the demand for childcare.

“I don’t hear of any issues with children. That might be because the maturing ladies in our call centre all have grown up children now. And the younger agency staff wouldn’t raise it. It’s probably also because, although we can’t do completely flexi hours, we do try to be flexible with staff. For instance, there was a burst water pipe in school last week, so parents who couldn’t bring in family took special leave. Overall we try to be family friendly.”

National Savings & Investments

Childcare for staff doesn’t present an issue. A lot of the women in office based jobs work part-time, so that helps. On the shopfloor side, with men, mainly their partners are the carers. And where a problem arises and they can’t make it into work, we have a built in cover each shift to cover sickness, childcare issues, etc. - employees claim Emergency Childcare Leave. I know though that finding care in the holidays can be an issue for them. It could be good to receive information from the Council about childcare in the area.”

Warburtons Ltd

- 4.80 Rather than providing childcare themselves, most of the employers interviewed said that the flexibility that they were able to offer many of their staff was of greater benefit. Some employers offer childcare vouchers and see this as a significant benefit to assisting employees on middle incomes to afford childcare.

“We don’t hear of any issues related to childcare, not even in the holidays. The company runs a childcare voucher scheme, but I don’t know what the take up is on that as it’s run out of Payroll. We are also flexible on shifts, and staff can request the special day shift 8am to 4pm. But mainly, staff seem happy to stick to their regular shift patterns, and we don’t hear anything about childcare.”

Tangerine Confectionery Ltd

- 4.81 School holiday care was highlighted by some employers as an issue, and very few had heard of the Family Information Service.

“The only issue is in the holidays. Staff can’t find childcare. They come to me for information about holiday clubs and other childcare, but I don’t have any. It’s hard to get hold of. I didn’t know of the council’s Family Information Services, but it would be very, very useful to know about so I can pass on information to staff. I’d welcome contact with them.”

Supreme Products/ SPS EU Ltd

4.82 Blackpool Fylde and Wyre NHS Trust, who employ 4,600 staff in the area, identified a number of important issues for them – mainly around flexibility:

The inflexibility of childcare provision is a problem. This seems to apply especially for younger children who haven’t reached school age. And it’s only going to get worse as doctors and nurses are pushed towards working a 7-day week. Good childminders are in short supply anyway, so it’s unlikely they’ll be pushed to work weekends too. The shifts will be planned a month in advance, so that would give more time to make arrangements with childminders, but weekends will be an issue. I don’t have any answers for staff on this.

There seems to be a lack of availability at pre-school age. Plenty of places in nurseries, and the trust runs subsidised nurseries and holiday playschemes, but we do signpost a lot of people to the Blackpool Family Information Services for preschools. We work quite closely with Service and they’re good.

Lack of flexibility in nurseries. The nurseries can’t seem to be flexible on the days and times. Parents have to commit to regular sessions and varying these causes problems.

Affordability is always an issue. But the Trust runs a childcare voucher scheme as well as a salary sacrifice scheme, as well as subsidising on-site private nurseries, and 10 holiday play schemes in the Lancashire area.

We find there’s an issue with holiday clubs – although Lancashire sets term dates, some schools in the Blackpool area don’t follow the dates. Because they’re not in sync, for some parents the holiday clubs aren’t open when they need them. It also seems odd that some holiday schemes close for bank holidays, which of course doesn’t work for shift staff.

Inset days cause parents a problem. They can’t organise one-off care days because of inflexibility with childminders, and there’s no holiday club to cover, so mostly they have to take annual holiday to cover them.

Blackpool Fylde and Wyre NHS Trust

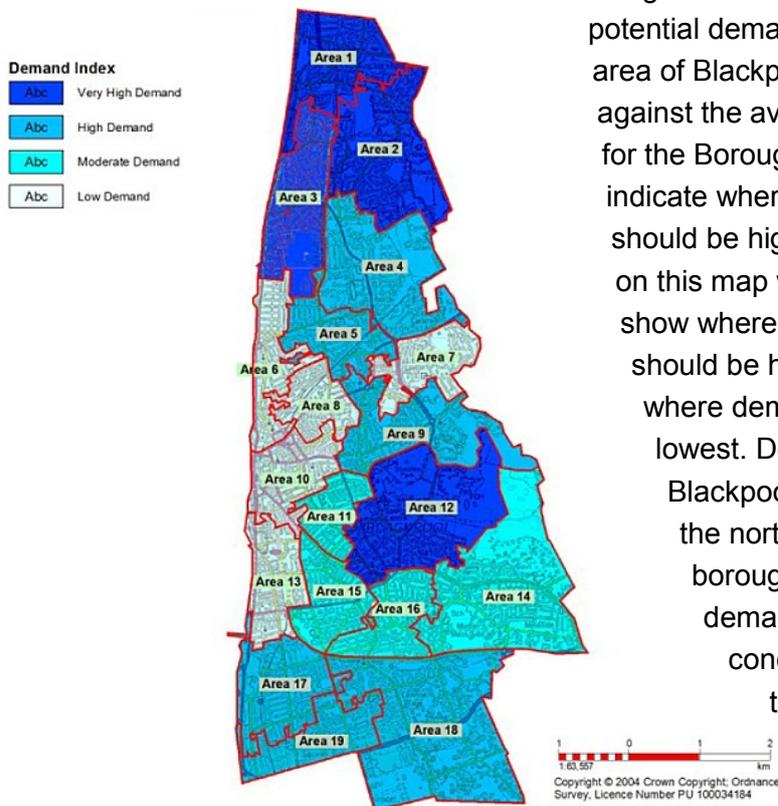
4.83 A full list of employers contacted with their comments is attached as Appendix 4.

Statistical Evidence Analysis

4.84 In bringing together a number of updated socio-economic statistics as set out in Sections 2 to 3 of this report, a picture of current childcare demand in each area of Blackpool can be built up. The analysis is based on a number of data sets from which the following assumptions regarding childcare demand have been made:

Data Set	Assumption
Proportion of children in the population	High proportion of children = High demand for childcare
Household Incomes	High incomes = High demand for childcare
Children in Lone Parent Households where parent is working	High proportion of Working Lone Parent Households = High demand for childcare
Households with children where adults work	High proportion of Working Households = High demand for childcare
Proportion of children in households claiming WTC	High take-up = High demand for childcare
Occupancy of existing childcare provision	High occupancy = High demand for childcare
Parents satisfaction with local childcare provision	High satisfaction = High demand for childcare

Figure 49: Childcare Demand Index Map 2010



4.85 Using these indicators, a picture of potential demand for childcare in each area of Blackpool can be built up. Set against the averages for each data set for the Borough, an index score will indicate where demand for childcare should be high or low. This is shown on this map where the darker areas show where demand for childcare should be highest and lighter colours where demand is likely to be lowest. Demand for childcare in Blackpool is likely to be highest in the northern Areas of the borough and in Area 12. Low demand is likely to be found concentrated around the town centre and Area 7. A full set of this data is included in *Appendix 1*.

Summary: Demand for Childcare

- The number of vacancies in childcare settings provides an indication of the demand for childcare services. In Blackpool, while most childcare settings have some spare capacity, the number of full-time vacancies is very low with just 7% of places vacant on a full-time basis. This suggests that demand for childcare is strong in most parts of the Borough. Evidence is corroborated by the majority of childcare providers who said that they were receiving more enquiries for their services. However, not all types of childcare are as buoyant, with many childminders saying that they have been receiving fewer enquiries.
- A large survey and interviews with parents found that over three-quarters parents in Blackpool used some form of childcare and commonly use a combination of childcare provision – including informal care with relatives and friends. 65% of parents are satisfied with their current childcare arrangements. Those that are dissatisfied are concerned with affordability, accessibility, and availability.
- A third of parents in Blackpool said that there wasn't a good choice of childcare available to them, in particular a shortage of affordable and accessible holiday care
- While there is childcare available in all areas of Blackpool, it is not uniform across the Borough. There are some cases where supply may not be meeting demand. Despite having high rates of childcare supply, parents in some areas still said that there was not enough and in others, parents said there were gaps in specific types of provision.
- A large number of parents (37%) said that there was a problem with the availability of childcare at the times they needed it. The large numbers of shift workers in Blackpool have particular issues, as do parents who work at weekends. Even parents who work 'regular' hours said that finding childcare open early enough or late enough and during school holidays was often difficult.
- Most parents in Blackpool say that they struggle to pay for childcare, with those on the lowest incomes finding childcare least affordable. It seems that the cost – or perceived cost – of childcare can be a significant barrier to work for some parents.
- The Childcare element of the Working Tax Credit clearly assists parents in making childcare more affordable, but not all eligible parents take it up.
- Information about childcare is not always getting to the parents who need it, particularly first-time parents. Information can also be inconsistent depending on who is giving it.

- The quality of services – and parents’ perceptions of quality – is an important factor in their use of childcare and in Blackpool 57% of parents said the quality was high, particularly of formal childcare services.
- Use of childcare services by disabled children is slightly lower than amongst the general population. Parents of disabled children are also much less likely to use informal care with relatives. Use of childcare by older disabled children was found to be very limited childcare even though parents of disabled children said it was needed.
- Parents of disabled children are less likely to work with childcare being a considerable barrier to them gaining employment.
- Some care for disabled children provided by childcare providers may not be appropriate for the child’s developmental or social age while a lack of trained or specialist staff deters some families from using childcare for disabled children.
- Polish families, which form the largest minority group in Blackpool seem to have few unique problems with childcare and actively use services to ensure that children socialise and attain language skills. Gypsy and Roma families on the other hand, do not use early years childcare services as care is focused within the family or wider community.
- With an estimated 6% of children in Blackpool living with non-parent carers, the needs of grandparents with caring responsibilities in particular, require specific attention.
- The majority of employers in Blackpool said that staff recruitment and retention is generally not an issue in Blackpool and does not seem to be affected by any shortage of childcare provision. Many employers have recognised that providing flexible working options enables parents to balance work, childcare and family life. Others do have some issues with a lack of flexibility in existing childcare provision, in particular for NHS staff on rotating shift patterns.

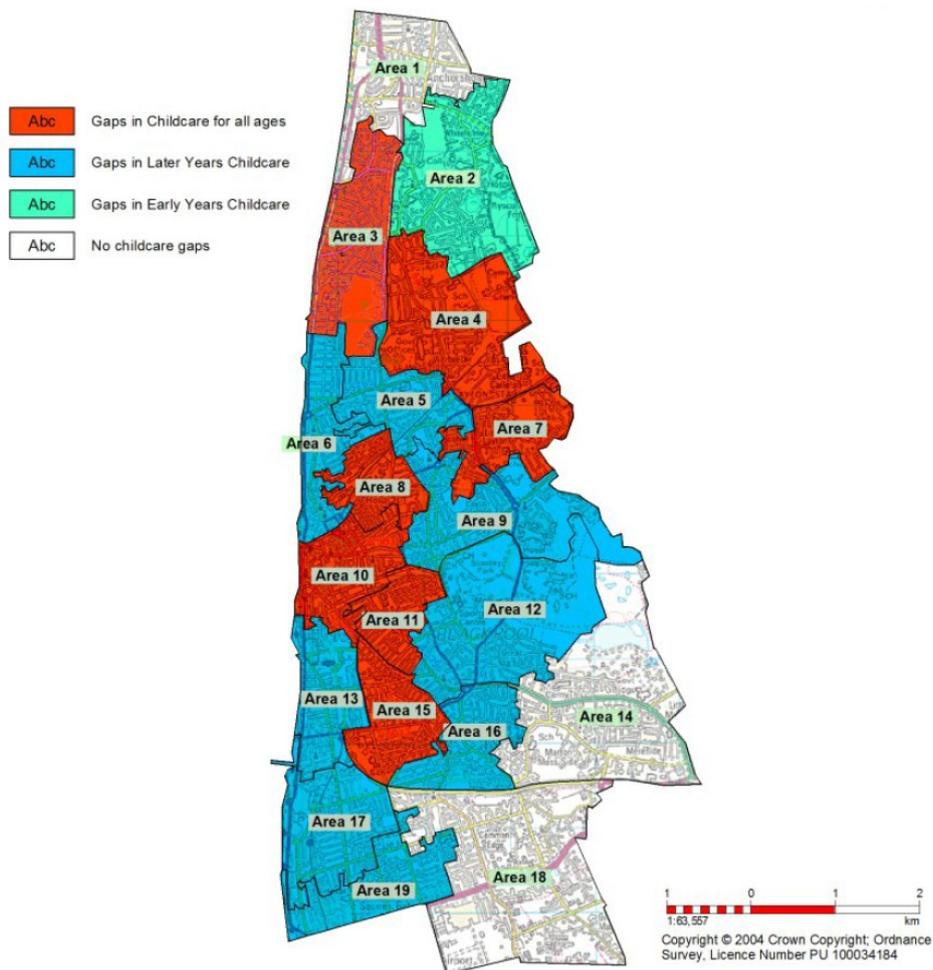
5. Market Analysis: Conclusions

5.1 The evidence presented in this report highlights a number of issues regarding the supply of childcare and the demand for childcare places.

Geographical Gaps

5.2 Relating the supply of childcare to demand is a complex calculation that involves many variables. The most obvious method of identifying childcare gaps geographically is to examine current levels of provision in different areas and plan to 'bridge the gap' between the current level of provision and the Blackpool average. This would result in gaps in childcare being identified in the following areas:

Figure 50: Childcare Gaps by area



5.3 In total, this would require 710 new daycare places (with day nurseries, pre-schools or childminders) to be created along with 331 term-time out of school places and 466 holiday scheme places. The total number of new places in each area are set out below:

Figure 51: Theoretical Childcare gaps based on average levels of provision⁵¹

Area	Additional Early Years Places	Additional After School Places	Additional Holiday Places
Blackpool 001	0	0	0
Blackpool 002	13	0	0
Blackpool 003	54	14	37
Blackpool 004	101	20	49
Blackpool 005	0	50	40
Blackpool 006	0	0	14
Blackpool 007	77	0	46
Blackpool 008	152	25	49
Blackpool 009	0	32	52
Blackpool 010	61	25	0
Blackpool 011	178	65	52
Blackpool 012	0	14	2
Blackpool 013	0	41	33
Blackpool 014	0	0	0
Blackpool 015	73	0	55
Blackpool 016	0	5	0
Blackpool 017	0	6	32
Blackpool 018	0	0	0
Blackpool 019	0	34	4

- 5.4 Filling the gaps identified above through developing new childcare places would result in a minimum level of provision being available in all areas of Blackpool and there is some evidence from the levels of vacancies in current settings and in consultation with parents, that there is demand in some of the areas for childcare services to fill these gaps. However, the analysis fails to take into account the social and economic conditions which would make much of the additional care unsustainable.
- 5.5 To identify areas of Blackpool where childcare is both needed and would be sustainable, the gaps in current provision need to be placed within the context of the Demand Index as set out in *Section 4* and in *Appendix 1*.
- 5.6 The following table combines a range of data to summarise the local childcare supply and demand situation in each area of Blackpool. While this may provide some guidance in developing strategy, further local context will need to be sought prior to any new development of childcare places.

⁵¹ Calculations based on number of childcare places per 100 children in the local population against the Blackpool average for the care type.

Figure 52: Supply & Demand Analysis by Area⁵²

Area	Early Years Care Supply Level	Out of School Care Supply Level	Demand Level
Blackpool 001	high	high	high
Blackpool 002	low	high	high
Blackpool 003	low	low	high
Blackpool 004	low	low	high
Blackpool 005	high	low	high
Blackpool 006	high	low	low
Blackpool 007	low	low	low
Blackpool 008	low	low	low
Blackpool 009	high	low	high
Blackpool 010	low	low	low
Blackpool 011	low	low	low
Blackpool 012	high	low	high
Blackpool 013	high	low	low
Blackpool 014	high	high	low
Blackpool 015	low	low	low
Blackpool 016	high	low	low
Blackpool 017	high	low	high
Blackpool 018	high	high	high
Blackpool 019	high	low	high

- Areas with **low** supply and **high** demand are those where development of more childcare is needed and should be sustainable (eg. *Areas 3 and 4*)
- Areas with **low** supply and **low** demand are those where it is unlikely that the market will develop childcare places (eg. *Areas 7, 8, 10 and 11*). To increase childcare supply intervention in the market is likely to be required to stimulate demand.
- Areas with **high** supply and **high** demand are those where the market is most likely to be functioning and market forces will meet supply with little further intervention (eg. *Areas 1 and 18*).
- Area with **high** supply and **low** demand are likely to have a sufficiency of childcare. It is possible that there could be an over-supply in these areas (eg. *Area 14*).

⁵² A full set of the data used to calculate demand is included in *Appendix 1*.

Income Gaps

- 5.7 Compared with other areas in the North West, childcare in Blackpool can be more expensive, yet wages and family incomes are lower. This is reflected in the proportion of parents who find childcare to be unaffordable. In addition, with nearly a third of children living in workless families, the price of childcare is likely to be a significant barrier to parents looking to move into work or training.
- 5.8 For many families in Blackpool childcare development has had little impact. These are parents whose purchasing power is limited either because they do not work, their work is low-paid and part-time, or because they work longer hours, the childcare element of the WTC is insufficient to meet their childcare needs, or because they do not access the tax credit system. Where these parents are using formal provision, it tends to be care that is subsidised, sessional or ad hoc care.
- 5.9 However, if given the right support and information, some parents on low incomes would be able to pay for childcare. However, there is a strong perception in Blackpool that work 'isn't worth it' if childcare has to be paid for.
- 5.10 Given the data collected on average childcare costs set against information regarding average wages⁵³ a number of examples can be constructed that illustrate the affordability of childcare in Blackpool.

Example 1: An average Blackpool family with two pre-school children

For an average Blackpool family, with one parent working full-time and the other working part-time (average net weekly income of £572.15 plus £138.42 in Tax Credits) with two pre-school children in part-time daycare (£144.48) would be spending 20% of their family income on childcare.

If they did not claim tax credits, childcare would take up 20% of their income.

For the partner working part-time, the childcare costs represent 83% of salary.

Example 2: A lone parent with one pre-school child

For a female lone parent working full time will take home on average £346.30 per week plus £182.15 in tax credits. Childcare will cost on average £144.48 per week representing 27% of her income.

If she did not claim tax credits, childcare would take up 42% of her income.

⁵³ ONS annual survey of hours and earnings - resident analysis (2009)

Example 3: A low-income two-parent family with two school-aged children

For a family, with one parent working full-time and the other working part-time (both earning minimum wage) with a weekly income of £355.80 and tax credits of £171.25 with two school-aged children using part-time out of school and holiday care costing on average £46 a week would spend 10% of their family income on childcare.

If they did not claim tax credits, childcare would take up 13% of their income.

For the partner working part-time, the childcare costs represent 40% of salary.

Example 4: A low-paid lone parent with one school-aged child

For a female lone parent working full time earning on minimum wage of £237.20 per week plus £173.26 tax credit. Out of school care will cost on average £35 per week during term-time and £136 during holidays representing 11% of her income.

If she did not claim tax credits, childcare would take up 20% of her income.

- 5.11 It is clear that the proportion of family income spent on childcare is far greater when children require early-years care; and as a proportion of family income, it is greater for lone parents than couples.
- 5.12 Whether or not childcare is affordable will depend on a range of other factors – including housing⁵⁴ and other household costs – and individual perceptions of what people find affordable.
- 5.13 To enable more parents to use childcare in Blackpool, strategies are needed that tackle both affordability for parents on low incomes and to provide information and increase the confidence of parents who feel that ‘*work doesn’t pay*’. This may also need to include support to cover registration fees and deposits that can make access to childcare difficult for those moving into work.

Specific Needs Gaps

- 5.14 Use of childcare by disabled children in Blackpool is relatively high, yet the reasons for parents using childcare can be different with many wanting to provide opportunities for their children to socialise and provide them with respite. Because fewer parents of disabled children are working (and therefore not eligible for childcare tax credit support) affordability is more of an issue for this group of families.
- 5.15 Parents of disabled children also find it more difficult to get information about services that are available for their children and in some cases, they find that

⁵⁴ Average mortgage costs in the UK would take up 20% of average net family incomes in Blackpool. Council of Mortgage Lenders (2009)

mainstream provision is not available to them or is inappropriate. Support is needed for both parents and childcare providers to bridge this gap.

- 5.16 With a significant number of children being cared for by grandparents in Blackpool, the specific needs of this group need to be addressed. This includes support to claim tax credit support and targeting childcare information.

Time Gaps

- 5.17 The majority of childcare available in Blackpool operates within fairly 'standard' hours, which in some cases is not meeting the needs of parents working hours. This is particularly the case for higher-than-average number of parents working shifts or unusual hours in Blackpool. Demand could be met by childminders who with some support and encouragement could be able to cater for flexible working. Information is important here, in providing parents with the links to childminders who are willing to operate outside of normal hours.
- 5.18 In some cases, childcare is not even meeting the needs of parents working 'normal' hours. This is particularly the case for parents who commute, where an extra 30 minutes of childcare at the beginning or end of the day could make a big difference. It would be helpful for childcare providers to review their hours in consultation with their customers.

Age Gaps

0 to 2 year olds

- 5.19 Blackpool has a relatively high amount of pre-school childcare that caters for children aged 0 to 2 years of age, however low vacancy rates suggest that there may be unmet demand that could justify further expansion. The introduction of some free early education for 2 year olds has increased demand in some less affluent areas, particularly for places in Children's Centre provision.

3 and 4 year olds

- 5.20 Childcare for 3 and 4 year olds in Blackpool is widely available with adequate provision to provide families with their free entitlement to early education. With all sessional care provision having converted to full daycare, there is also a great deal of flexibility on offer for parents to use their free-entitlement to support working hours.

5 to 11 year olds

5.21 While it would seem that most schools in Blackpool have access to after school care, there would seem to be instances where there is insufficient capacity. However, the greatest unmet need would seem to be for holiday care for school aged children across many areas of the Borough.

12 to 17 year olds

5.22 As parents increasingly rely on good quality out of school childcare for their children in primary schools. Many working parents are unhappy about children being left to go home alone at the end of the school day. There does not seem to be any provision in Blackpool catering for this age-group.

5.23 With very few places advertising for children over 16, childcare for disabled young people aged 15 to 17 is likely to be very limited. However, it is possible that should an older disabled young person require a place in an out of school club, they could be accommodated with the appropriate support. However, parents have concerns over the appropriateness of placing disabled young people with younger non-disabled children.

Appendix 1: Childcare Demand Index Data

Area	Children in the overall population	Families not living in poverty	Children in working Lone Parent households	Children living in working households	Children in households claiming WTC and high earners	Employment Deprivation (Index)	Childcare Occupancy Rate (FT)	Demand Index
Blackpool 001	16%	85%	22%	84%	54%	88%	95%	8.1
Blackpool 002	15%	82%	24%	80%	48%	94%	94%	8.0
Blackpool 003	14%	88%	20%	85%	52%	87%	94%	7.9
Blackpool 004	17%	79%	23%	76%	39%	76%	99%	7.5
Blackpool 005	17%	85%	21%	79%	48%	76%	98%	7.8
Blackpool 006	14%	56%	18%	60%	25%	58%	90%	5.8
Blackpool 007	22%	48%	18%	49%	14%	41%	93%	5.5
Blackpool 008	21%	44%	17%	47%	13%	73%	99%	5.8
Blackpool 009	18%	81%	25%	76%	43%	85%	92%	7.8
Blackpool 010	16%	42%	18%	51%	21%	59%	98%	5.5
Blackpool 011	20%	67%	21%	61%	24%	61%	93%	6.5
Blackpool 012	17%	85%	24%	83%	51%	76%	88%	8.0
Blackpool 013	15%	49%	16%	55%	14%	68%	97%	5.5
Blackpool 014	17%	69%	21%	61%	24%	72%	85%	6.4
Blackpool 015	20%	65%	22%	64%	23%	68%	94%	6.7
Blackpool 016	19%	76%	25%	68%	26%	63%	90%	6.9
Blackpool 017	16%	83%	21%	81%	49%	72%	93%	7.7
Blackpool 018	15%	84%	22%	82%	48%	82%	91%	7.8
Blackpool 019	16%	87%	20%	83%	51%	67%	91%	7.6

Each data column will provide an indication as to the likely demand for childcare services in each area of Blackpool. Taking the cumulative percentage for each data set, a Demand Index score will provide an indication as to where demand for childcare services is likely to be high or low. The average Demand Index for Blackpool is 7.0. Therefore those areas with a score of greater than 7.0 are likely to experience higher demand and be able to sustain higher levels of market-led childcare. This Index is used in *Figures 49* and *52* in the main body of the report.

Sources:

Child Population Density: Registrar General Mid Year Estimates 2008, National Statistics

ONS annual survey of hours and earnings - resident analysis (2009)

Children in Working Lone Parent Families: Inland Revenue Child Tax Credit Statistics Finalised 2008 awards. Small area analysis at Lower Layer Super Output Area and Data Zone level August 2009

Children in Working Households: Inland Revenue (2008)

Children in households claiming Working Tax Credit: Inland Revenue (2008)

Childcare Occupancy: Survey of childcare providers (2010)

Parental Demand for Childcare: Parent Survey 2010

Sufficiency Index: Sum of the 7 socio-economic indicators. An index benchmark of 7.0 has been used to indicate areas where childcare is more likely to be sustainable.

Appendix 2: Population Data

Estimated population of children & young people aged 0 to 14. Extrapolated from ONS Population estimates 2001 to 2008.

Area	Aged under 1 year	Aged 1 year	Aged 2 years	Aged 3 years	Aged 4 years	Aged 5 years	Aged 6 years	Aged 7 years	Aged 8 years	Aged 9 years	Aged 10 years	Aged 11 years	Aged 12 years	Aged 13 years	Aged 14 years	All Children 0 to 14
Blackpool 001	61	63	88	79	97	82	82	73	69	89	108	84	99	96	96	1,266
Blackpool 002	71	79	84	60	88	61	93	71	72	80	90	84	93	95	86	1,207
Blackpool 003	61	57	80	61	87	54	56	62	73	70	83	73	72	85	70	1,044
Blackpool 004	66	106	107	78	111	82	88	87	86	88	95	93	102	89	95	1,373
Blackpool 005	49	68	66	67	70	60	66	63	71	71	84	80	84	87	81	1,067
Blackpool 006	60	75	43	65	69	51	48	49	63	50	57	61	53	70	54	868
Blackpool 007	82	94	75	88	87	56	92	90	73	94	105	95	80	101	81	1,293
Blackpool 008	120	123	105	127	124	85	98	95	87	97	109	81	98	90	77	1,516
Blackpool 009	96	99	109	95	109	93	92	84	83	102	94	108	103	95	106	1,468
Blackpool 010	95	87	90	99	89	82	75	73	72	72	77	76	66	70	71	1,194
Blackpool 011	96	104	134	128	128	89	105	92	98	96	94	93	105	95	110	1,567
Blackpool 012	92	90	65	101	95	81	72	80	87	97	90	111	101	111	105	1,378
Blackpool 013	54	52	52	54	58	46	37	49	61	55	79	67	79	59	85	887
Blackpool 014	73	70	79	89	94	70	80	63	92	70	95	90	83	72	77	1,197
Blackpool 015	96	136	111	121	137	108	115	92	100	114	93	100	99	100	108	1,630
Blackpool 016	78	83	90	103	100	80	74	74	78	86	95	89	101	94	86	1,311
Blackpool 017	65	99	88	96	96	78	82	106	91	82	108	101	108	114	101	1,415
Blackpool 018	57	76	71	81	81	67	73	78	64	83	93	83	82	96	76	1,161
Blackpool 019	79	84	75	87	96	68	54	75	72	71	107	86	99	94	87	1,234
Blackpool Total	1,451	1,645	1,612	1,679	1,816	1,393	1,482	1,456	1,492	1,567	1,756	1,655	1,707	1,713	1,652	24,076

Appendix 3: Comments from Parent Surveys

Accessibility

After school clubs should be free and have more staff. I want to go back to college or work but can't afford or no room for my 3 to go to after school club.

(Hawes Side Ward)

That every occupation has a childcare facility because a lot more mothers are going to work.

(Anchorsholme Ward)

I am finding it difficult to find a childcare provider that will collect my daughter from school. Her school is just over the border in Blackpool and we live the other side of St Anne's

(Heyhouses Ward)

More availability, more outdoor activities/trips.

(Victoria Ward)

More childminders to be local than outside of town especially if the parent has children that go to school in that town

(Park Ward)

Holiday club Moor Park School

(Greenlands Ward)

The childcare was very adequate when I needed it. My friend and I share the before & after school care now.

(Squires Gate Ward)

Would be convenient if own school provided summer club

(Park Ward)

Need after school club facilities

(Warbreck Ward)

There is very good Claremont Children Centre near Claremont school. They do great job would be nice to have some more children centres for children and parents.

(Brunswick Ward)

Better public transport to a lot of childcare places

(Claremont Ward)

More places for children under 2.

(Greenlands Ward)

A lot of clubs or active events near to where we live

(Victoria Ward)

More spaces

(Greenlands Ward)

Availability more Subsidies discounts for parents working

(Victoria Ward)

Place nearby that doesn't cost much where my child can go.

(Victoria Ward)

How about a yellow bus similar to USA pick/up drop off. We'd be willing to contribute to the cost.

(Ingthorpe Ward)

I would like to see cheaper childcare made available for parents who work and contribute to the local economy and struggle during school holidays

(Marton Ward)

More holiday clubs in the South Shore area

(Victoria Ward)

Holiday club, after school etc to be made available at the last minute

(Claremont Ward)

Affordability

Childcare to be cheaper, if I put my child full time I would work just to pay that.

Less costly childcare so it is actually worth going to work!

(Tyldesley Ward)

I think childcare should be free from the age of 2

(Hawes Side Ward)

Cheaper childcare when needed or be able to pay family and friends for childcare.

(Highfield Ward)

Prices to come down a bit.

(Highfield Ward)

If I had to pay for it then cheaper as I do think that all nurseries are overpriced.

(Clifton Ward)

More affordable

(Victoria Ward)

More affordable childcare I think it is very overpriced.

(Clifton Ward)

Wider variety of activities for older children. More affordable childcare. Flexible childcare (hours required/paid for) not sessional pay.

(Bloomfield Ward)

More assistance with the cost for working families. More outdoor activities and space available for the kids.

(Hawes Side Ward)

Government grant to include part payment of any holidays

(Hawes Side Ward)

More help towards childcare costs

(Cleveleys Park Ward)

Better price holiday and after school care

(Marton Ward)

For it to be cheaper so we can afford it and to do more for the children than football or PC games

(Jubilee Ward)

Reduction in Pre-School Fees and the grant available for the FULL school year when your child turns 3

(Anchorsholme Ward)

I would like to see more support to parents who work full time doesn't claim anything instead of support to those who don't work.

(Tyldesley Ward)

Affordable babysitting service for families like myself who have no family who live locally

(Brunswick Ward)

I am happy with the school holiday care I use but find the cost for two children makes it not always viable to use as what I earn barely covers the cost. I would like more affordable possibly subsidised childcare.

(Victoria Ward)

Free places for children under three

(Victoria Ward)

More financial support for working parents that are not entitled to WFT credits

(Stanley Ward)

I would make it just as accessible to working parents who are not in receipt of state benefits. Unemployed mothers benefit from free childcare and lots of other services which are free for them and not for working parents. We should be rewarded for working

(Bloomfield Ward)

More for your money -most childcare placements are far too expensive-put me off having anymore children can't afford not to work, can't afford to work!

(Anchorsholme Ward)

I am lucky that I have parents who help out otherwise I would struggle

(Highfield Ward)

I would like to see childcare become more affordable, at the moment it seems that especially single parents are better off giving up work and going onto benefits because the childcare costs eat up so much of their wages, even with vouchers from the government.

(Ingthorpe Ward)

Lower costs

(Anchorsholme Ward)

Costs

(Bourne Ward)

Affordable activity clubs and holiday clubs not just in the very deprived areas and aimed at deprived families on benefit

(Ingthorpe Ward)

Costs reduced at one time I had three children who needed after school and holiday cover and I could not afford to pay this so I had to give up work

(Bloomfield Ward)

Lower charges especially for more than two children*(Bloomfield Ward)*

Childcare costs made cheaper as it is very expensive for my child care that is of good quality, hence the reason my little boy can only go to nursery for two days a week.

(Hawes Side Ward)

More affordable childcare to enable more people (mother) to go to work. More childcare for under 2's on a half day basis

(Stanley Ward)

Cheaper (subsidised) child care more flexibility more choice

(Cleveleys Park Ward)

More affordable childcare. School clubs are ok but what about the holidays

(Brunswick Ward)

More help with costs for lone parents. I would be better off financially if I did not work because of all the benefits I'd get. But I want to work

(Anchorsholme Ward)

I would like to see grandparents /relatives receive payment for childcare

(Anchorsholme Ward)

I usually work 11am -2pm and because of set hours in holiday club I have to pay for the whole day therefore it costs me more to go to work

(Anchorsholme Ward)

I feel the school clubs are too expensive. I look after my two grandchildren due to the death of my daughter. I have two teenagers as well. I think that school clubs should be a better rate.

(Victoria Ward)

More help for working parents i.e. help with affording childcare

(Victoria Ward)

I would like to not be charged on the days my son does not attend nursery for illness or one holiday a year

(Victoria Ward)

Cheaper holiday clubs

(Victoria Ward)

Made more affordable especially in school holidays

(Hawes Side Ward)

More affordable holiday clubs and not just football clubs!

(Brunswick Ward)

State help with the cost of after school & holiday clubs.

(Talbot Ward)

If wages were put up I could afford childcare I would go back to work.

(Brunswick Ward)

Free before and after school care or subsidised.

(Claremont Ward)

I would like to see more help for low income families such as mine; it is such a struggle to pay the large fees with only one wage coming in.

(Claremont Ward)

Costs less so parents can work through holidays

(Tyldesley Ward)

Better timings, less expensive

(Talbot Ward)

It's too expensive when you have more than one child.

(Warbreck Ward)

Regulating the cost of nurseries. The cost as nursery fees can vary from £25-35. In my local nursery it is £33 and as a student on a very low income I do get some help towards this however I am still left to pay £8 per child per day which with 2 children over a month it is £250 over 1/4 of my monthly money. This is far too expensive for me to afford however this is the only nursery that I am able to get to so I have to pay.

(Tyldesley Ward)

The right price as this enables the person who is working is worthwhile at the end of the day.

(Greenlands Ward)

Affordable childcare

(Warbreck Ward)

Out of school activities such as swimming, judo and drama classes can be very expensive. Some kind of scheme to encourage the providers of these classes to offer a discount for local residents would be a good idea.

(Talbot Ward)

Would like to see more support to parents who work full time instead of support to those who don't work.

(Tyldesley Ward)

To be made cheaper. I currently pay £35 / child /day for nursery but feel this could be cheaper.

(Talbot Ward)

Cheaper more affordable

(Victoria Ward)

I would like to see lower childcare costs for people on low wages/income

(Victoria Ward)

Too expensive if we had another child

(Bourne Ward)

Cheaper more affordable

(Victoria Ward)

Cheaper childcare of all ages

(Victoria Ward)

I would like to see the 2 year old grant available for all. My son is 2 and we pay for him to go to nursery 2 days per week, as we could afford it when my husband was working as well. Unfortunately my husband lost his job in November.

(Claremont Ward)

I am fortunate that I have my family to help out with my children, and I have cut my hours to be able to take half of the responsibility. I found when my family where unable to have my children I relied on the child tax credits to help fund the nursery fee

(Brunswick Ward)

Totally disagree with childcare costs it's a joke especially being alone parent.

(Highfield Ward)

More affordable

(Clifton Ward)

Free childcare for two years olds

(Cleveleys Park Ward)

Help for people that work for a change, we both work so hard but yet can't afford holiday playschemes.

(Park Ward)

Grandparents to be recognised financially as caregivers/more free after school places for working parents.

(Victoria Ward)

Morning sessions finish too early. I finish work at 12.45pm in Bispham and childcare finishes at 12.30 it is an extra £3 for 1hr.

(Highfield Ward)

Discount for twins or generally more than one child. Costs are escalating to make it impossible to work and make money.

(Greenlands Ward)

Mainly affordability - it's a struggle esp. in school holidays when you have to pay for 2 children in childcare. I dread to summer hols

as I end up paying more out in childcare fees than I can earn.

(Greenlands Ward)

Make it cheaper!!

(Norbreck Ward)

Cheaper child care Childcare only needed at half term and parents look after my children

(Norbreck Ward)

Cheaper childcare at pre-school age

(Marton Ward)

Cheaper prices

(Stanley Ward)

Cheaper childcare and free childcare from ages 2 years over

(Bispham Ward)

Childcare cost is too high and difficult to get a job to cover high costs of childcare

(Jubilee Ward)

Cost less and be more flexible i.e. odd days are sometimes required

(Marton Ward)

More free childcare for children of school age

(Stanley Ward)

Me and my partner look after our son as I am retired and my partner as an illness bipolar we don't get any money support

(Park Ward)

More financial support for 'working' families.

(Layton Ward)

Higher quality local day nurseries offering care between 7am and 7pm for an affordable price. Free/discounted nursery provision for Blackpool Council employees to enable parents to return to work.

(St Leonards Ward)

Cheaper child care especially holiday clubs

(Victoria Ward)

I would like a discount or lower prices for people on some benefits or more than one child.

(Hawes Side Ward)

Obviously some sessions are free at preschool, but nurseries - longer days, teach children rather than just play but is unaffordable for most families

(Victoria Ward)

Reduced rates

(Ingthorpe Ward)

Cheaper rates

(Highfield Ward)

Cheaper childcare with more flexible hours

(Highfield Ward)

Tax credits/benefits to pay for relatives who are your child minder, I pay my mother but get no help.

(Ingthorpe Ward)

More help from the government with child care fees. I have always been more than satisfied with my child's child minder

(Ingthorpe Ward)

That the people who don't work seem to get more funding for their children than us people that work and pay for them.

(Victoria Ward)

Cheaper local childcare for people not entitled to CTC (Childcare element)

(Waterloo Ward)

Easier to claim childcare costs on housing benefit for school holidays only. As a single parent I have limited options

(Anchorsholme Ward)

Not as expensive

(Squires Gate Ward)

More financial help it seems that the parents that go to work lose out as the majority of wages go on childcare

(Anchorsholme Ward)

I would like special rates for mums with more than one child, may be a couple of days for those who have an illness and on benefits. Thank you

(Hawes Side Ward)

Availability

Those children under the age of 3 have sufficient childcare at the times I need it.

(Hawes Side Ward)

Available cheaper if working 10-16 hrs per week

(Bispham Ward)

More flexible hours to allow for lone parents to continue working

(Norbreck Ward)

Different hours and weekends -till 7pm

(Marton Ward)

I have found it hard to find a nursery where both my young children can be together

(Tyldesley Ward)

Opening/closing hours more in line with full time parents

(Marton Ward)

After school club extending until 6pm

(Norbreck Ward)

I would like the nursery I use to open longer hours like other children centre nurseries

(Hawes Side Ward)

To start earlier from 7am not many places currently offer this.

(Ingthorpe Ward)

Breakfast clubs start too late

(Stanley Ward)

More flexibility in times and to be more affordable

(Brunswick Ward)

Options of Childcare facilities from 7am - 7pm and also at weekends.

(Norbreck Ward)

Pre-school open the same hours as nurseries so children can prepare for school in an appropriate setting but are not restricted to 9-3 (without the option of breakfast/afterschool clubs)

(Anchorsholme Ward)

Most childcare is set hours that does not work for me as my children are different ages I need a placement that can give me the hours I need not that suits the childcarer. I strongly think childcare should be free.

(Hawes Side Ward)

Childcare for inset days

(Squires Gate Ward)

Different hours are not 9-5 anymore! Better security. Flexibility

(Warbreck Ward)

Affordable weekend childcare for parents that work weekends

(Marton Ward)

Longer hours of care

(Layton Ward)

I have found it hard to find a nursery for both my young children together

(Tyldesley Ward)

More flexibility to allow occasional use

(Heyhouses Ward)

Different hours -till 7pm and weekends

(Marton Ward)

As my work days are flexible dependant on needs of the service I need childcare to be the same. I don't know far in advance when I will need care

(Victoria Ward)

Longer hours to early evening 7pm example.

(Claremont Ward)

Due to having two week break May/June I have to take annual leave. I have no NHS childcare. Other schools have two weeks in Easter and in service days I need to use annual leave no child care

(Park Ward)

Difficult to get childcare if working evenings.

(Stanley Ward)

Available cheaper if working 10-16 hours per week.

(Bispham Ward)

Earlier/later day provision

(Greenlands Ward)

There is only a choice of one nursery locally that opens the time I would need it to that enables me to get to uni/work on time 7.30am.

(Tyldesley Ward)

My Childs holiday club is only open 3 weeks in the summer holiday leaving me struggling for childcare for two weeks.

(Marton Ward)

Better times

(Victoria Ward)

Longer hours. After school care finishes at 5.30pm. I struggle to leave work in time and am sometimes late.

(Norbreck Ward)

Open earlier mornings and later nights and cheaper rates so I can afford them rather than asking my parents for help all the time.

(Stanley Ward)

My child's school has a 2 week holiday scheme for the summer holidays an increase to 3 or 4 weeks would help to cover the 6 week holiday.

(Claremont Ward)

Opening hours (7.30am - 6.00pm) / not enough choice in the Fylde local to school / not open enough weeks in the year to cover holidays / more playschemes, not widely advertised only get to hear of them as have family in the NHS!

(Marton Ward)

Lower fees and we would like more opening hours (e.g. work starts at 8.30 and morning club starts at the same time or shuts at 5.30 and work at 6pm)

*(Marton Ward)*The school holiday clubs are expensive and should offer children more outside activities, you should be able to have an option of hourly care rather than pay for whole days or half days. There needs to be more options for childcare outside of the normal 9-5 working hours.

(Stanley Ward)

It would be easier to plan childcare if school holidays were the same. My youngest child goes to a school that is a feeder school for her sister's high school and have different holidays! Also notification of school closure for polling day a few days prior

(Warbreck Ward)

Introduce weekend schemes at weekday price

(Bloomfield Ward)

Flexible attendance, not set days

(Norbreck Ward)

My youngest attending school nursery would like to continue with child care there during school holidays especially summer holidays

(Park Ward)

Extend hours to 6pm

(Greenlands Ward)

If all school took same holidays I wouldn't have any problems. I work in one school children attend another, sometimes different holidays.

(Anchorsholme Ward)

More school holiday clubs

(Hawes Side Ward)

More kids clubs at the weekend for under 7's

(Hawes Side Ward)

I have found that there isn't childcare available through the school for people who work early mornings breakfast club starts at 8 and also holiday clubs start around ten at the school which is no good either.

(Talbot Ward)

Longer hours after school clubs and schemes

(Anchorsholme Ward)

More term time availability. No fees in holidays if don't need nursery places

(Anchorsholme Ward)

The holiday club should be open at 7.45 as per the breakfast club as parents are still needing to do the same working hours. Also feel that lunch should be provided.

(Clifton Ward)

Later hours till 8 or 9pm

(Ingthorpe Ward)

More help and places for after/before school groups so I can get a job without worrying about hours

(Greenlands Ward)

More flexibility in hours/sessions rather than same hrs/days each week

(Waterloo Ward)

Open later weekends

(Clifton Ward)

With school holidays being at different times at different schools the holiday schemes are not available when you need them. Holiday schemes are too expensive and there is not enough choice.

(Hawes Side Ward)

Child care only needed in half term and my parents have my children cheaper childcare

(Norbreck Ward)

Childcare to be available over the weekend

(Jubilee Ward)

A government ran childcare who will have children all day in the holidays with no

requirements to come get your child half way through the day.

(Clifton Ward)

That school holiday clubs were the same as school hours

(Claremont Ward)

Increased flexibility for childcare in the event of unplanned circumstances

(Victoria Ward)

Should be flexible to fit around shift workers

(Jubilee Ward)

Once my daughter starts school in September I would like to see the after school club be available until 6pm like the nursery provision I have now.

(Tyldesley Ward)

Later picking up times

(Highfield Ward)

We should be able to leave them when required or when ever needed but a lot don't do that!

(Bloomfield Ward)

Childcare to be available during all school holidays

(Brunswick Ward)

Sometimes difficult to get to collect before 5.30 would be good to have the option to extend times as and when necessary

(Anchorsholme Ward)

Later childcare availability

(Tyldesley Ward)

I need to be able to find a job that fits in with my child's school hours. Both my parents still work full time and are unable to help and with all the school holidays and no playschemes available I have been unemployed for over a year.

(Hawes Side Ward)

More holiday activities for school age children

(Tyldesley Ward)

Hours that suit needs. Employment that actually does understand single parents and their need for care.

(Park Ward)

Later childcare availability

(Tyldesley Ward)

More flexible hours Cheaper

(Clifton Ward)

Childcare should be available on bank holidays

(Tyldesley Ward)

More flexible on the time emergency child care e.g. my son had a knee injury and I had to take time off. Childcare on inset days

(Bloomfield Ward)

Flexibility for early/late places in unforeseen circumstances, as these places are usually full

(Greenlands Ward)

Longer hours at after school and nursery

(Warbreck Ward)

Earlier opening hours more advertisements of who is available

(Tyldesley Ward)

Choice

More places for after school care

(Bloomfield Ward)

It's the school holidays that are difficult so more childcare for holidays, not just sports clubs for older children. Also cheaper childcare as it gets expensive for 2 children we manage as I can work flexible hours and my husband works at home two days a week but most people are not so fortunate.

(Claremont Ward)

I would like my child to be able to attend after school club but spaces are unavailable. I use a combination of family and friends which is mainly good but rather unreliable. I work out of town so must leave work at 2pm if I need to do school pick up.

(Warbreck Ward)

Holiday childcare provision is not always available at our 5 year old's school. It's hard to plan ahead when it's so uncertain and we both work.

(Tyldesley Ward)

I would like to see holiday childcare much more locally and to organise daily events to local parks, woodland, free museums. Daily activities that don't cost more than a few pounds and involve introducing children to their local surroundings

(Warbreck Ward)

More childcare in school holidays that is affordable and that entertains the children

(Tyldesley Ward)

Holiday clubs - more activities.

(Stanley Ward)

I would like to see more activities going on in holidays

(Clifton Ward)

There should be more options for children 10 and above. I think holiday clubs are a great idea but never have enough spaces and are very costly.

(Claremont Ward)

Would like the option of before school club

(Anchorsholme Ward)

More after school clubs e.g. music/language classes/sports wider choice

(Hawes Side Ward)

There is to be no play scheme for 5-8 year olds on Grange park during the summer holidays

(Park Ward)

I found trying to find place for both my children with them being different ages is hard plus my older child seem to get bullied a lot when with people he doesn't know which is hard.

(Stanley Ward)

More childcare for school children age, doing a varied of activities during school holidays

(Claremont Ward)

STARS scheme or similar available every holiday

(Marton Ward)

Holiday clubs, more activities.

(Stanley Ward)

More choice, not all boys want to play football all day at a summer school. More information for the parents on the standard of staff and qualifications

(Clifton Ward)

Holidays and age after 5years there is no childcare only childminders

(Stanley Ward)

Would like the option of before school care

(Anchorsholme Ward)

More holiday activities for younger children to take part in.

(Ingthorpe Ward)

Swimming clubs -junior More parks more cycle routes

(Victoria Ward)

Affordable holiday clubs and activity clubs that are not just in deprived areas

(Norbreck Ward)

Swimming clubs -junior more parks more cycle routes

(Victoria Ward)

More choice for youngest child age 5 as I have to drop my eldest off at sports club then youngest at school club whilst I was working.

(Squires Gate Ward)

Homework facility at after school club

(Norbreck Ward)

Have more choices available in my local area. At present there is only one where my child goes to so can be quite demanding. Also would like child minders to be more flexible in the time of drop and pick up.

(Anchorsholme Ward)

More holiday time clubs

(Bloomfield Ward)

More holiday clubs available. I really struggle in the holidays to find a place for my daughter who is 4 almost 5yrs old.

(Waterloo Ward)

More holiday playschemes for children between the ages 5-15 also more after school clubs so children have somewhere supervised to go as I do not allow my children out on the streets

(Tyldesley Ward)

I would like to have more holidays clubs not just sports camps and for all school age.

(Victoria Ward)

School holiday cover for single parent

(Greenlands Ward)

More summer school variety of opportunity

(Anchorsholme Ward)

Information

Directory of local childcare ...by post code

(Hawes Side Ward)

More advertisement of childcare provision in the school holidays, as my daughters school does not run holiday clubs for all holidays, so it would be helpful to know what else is available.

(Victoria Ward)

When looking for local childcare I approached the local Sure Start nursery centre, it took 3 phone calls and left messages, one missed appointment (by the centre!), two physical trips to the centre, and then I finally got an application form, which I completed

(Hawes Side Ward)

I have recently started p/t work and will be looking into school holiday playschemes. I do not know what childcare is available yet so unable to comment on the above

(Bloomfield Ward)

More choice in school holiday club activities for girls not enough information on childcare - where do we find this?

(Marton Ward)

More information posted locally about childcare in the area

(Ingthorpe Ward)

The days out or trips maybe Sure Start or a community place could do this for parents that can't afford these things or more info if they are available.

(Tyldesley Ward)

Having recently moved to Blackpool and have not yet found employment and know little about local childcare

(Talbot Ward)

More info about holiday clubs

(Park Ward)

More information about services available

(Victoria Ward)

Older Children

Would like something more for the children between 10-12 years that caters more for the older children in the area.

(Warbreck Ward)

Cheaper after school club especially if you have more than one child better sports clubs

in summer holidays for older children plus Easter and Christmas

(Park Ward)

There doesn't appear much for older children other than homework clubs

(Layton Ward)

More clubs for all ages more holiday clubs for primary and high school

(Brunswick Ward)

More local facilities for 11-14 year olds

(Warbreck Ward)

More for senior school children who are not old enough to be left alone but are too old for traditional out of school clubs

(Warbreck Ward)

More facilities for 11-16 yr olds that are not expensive

(Victoria Ward)

Due to my situation my son is 11 and goes to high school this September 2010 and as I am now trying to set up a business on my own I feel the need to look for holiday/after school clubs for this age group??

(Marton Ward)

After school care for children over the age of 14 is very hard to get. My child does not like staying at home alone and I have to rely on friends to help 3 days a week for after school care.

(Brunswick Ward)

I would like to see more childcare or something similar for older children as a lot of parents don't like to leave their older children on their own.

(Park Ward)

More affordable childcare and more youth schemes for all ages

(Bloomfield Ward)

More after school clubs e.g. football/computers my son's school has none at Claremont beacon. They have no school clubs or anything only reading on 3 mornings a week

(Talbot Ward)

Quality

More outings to parks more pictures sent home

(Brunswick Ward)

More safety

(Brunswick Ward)

More feedback from nursery re children and also info given to parents about issues that have been raised by Ofsted and what the nursery environment should be aiming for.

(Waterloo Ward)

Improved nursery assistant to child ratio.

More outdoor activities for nursery children & after-school club.

(Hawes Side Ward)

For the buildings to be permanent for example Sure Start Clifton is a portacabin which we're told is just a temporary measure however five years on its still being used. Which is unfair on the children and Staff as there is not alot of room, the staff have done well to cope in that building. Otherwise I am satisfied with the childcare on offer, I understand why it is expensive but luckily I qualified for the childcare element in Tax credits.

(Clifton Ward)

I found nursery childcare outside my local area as I found the quality of nurseries in the local area poor.

(Tyldesley Ward)

More good child minders. Mine is stopping to start a degree. I want another child minder but am struggling to find any of a good level of care that are available. All good ones are taken. I've been let down from appointments made-childminder cancelled twice

(Marton Ward)

None. These days to my knowledge the childcare that I am aware of at the moment is excellent and I truly believe that children are well cared for.

(Talbot Ward)

None I am very happy with the childcare my son gets

(Claremont Ward)

Better or more thorough ways of checking carer's background

(Ingthorpe Ward)

A little more one to one attention and the keyworkers to actually be there all day instead of 1/2 half a day leaving the children confused.

(Norbreck Ward)

Time spent constructively not watching TV or playing computer games. Cheaper care during holiday periods.

(Ingthorpe Ward)

More sports facilities

(Marton Ward)

None I am happy with my provider however when I visited other nurseries to make my choice the quality varies.

(Talbot Ward)

Until my children are old enough to speak I distrust that they are given individual help with their needs and so prefer family to care for them.

(Hawes Side Ward)

Part sessions free for 2yr old children for a better social interaction

(Anchorsholme Ward)

Lots of football holiday clubs which are open to girls. However I sent my daughter once and she hated it.

(Greenlands Ward)

More sports facilities

(Marton Ward)

More workers for looking after children on a one to one basis. Teaching more reading and writing ready for school age.

(Hawes Side Ward)

At certain pre-school clubs aunties should spend more time thinking about children and less time drinking!

(Warbreck Ward)

I used Anchorsholme All Saints pre-school for my daughter. It was excellent I would not fault anything about it. My younger children will be going there too.

(Norbreck Ward)

Nurseries with a better/higher level of care better qualified/trained staff in childcare settings

(Hawes Side Ward)

Personally none as I am quite satisfied with the level of care my children receive.

(Victoria Ward)

More choice for 11year girls during school holidays i.e. art and crafts

(Tyldesley Ward)

Nothing all the nurseries are very good around my area

(Stanley Ward)

In this day and age single parents have to take whatever job they can to bring their children up right which doesn't always mean Monday to Friday 9-5.

(Highfield Ward)

I would like earlier start times and later finish times to be available. I don't need this everyday but I can find myself in difficulty sometimes due to work hours

(Warbreck Ward)

My childcare issues would be solved with more flexible breakfast club after school club, as my husband works shifts only need two sessions per week but this would be different days each week.

(Ingthorpe Ward)

Shift Work

Flexibility for shift workers

(Bispham Ward)

More free hours for those who work. More extended/varied hours for those who shifts and unusual hours.

(Warbreck Ward)

None really not looked yet as I work 12hr shifts -not found any suitable as I work different days every week.

(Marton Ward)

Places for 2 year olds and below are few and expensive, no catering for flexible working (shift) patterns. Mixing childminders and nursery care is the only way and proves expensive although some childcare tax credit pays for 80% and I look after my grandchild

(Victoria Ward)

Late hours for people working shifts more scrutiny over CRB and references

(Norcross Ward)

Not applicable to us now. However previously due to shift work have had to rely on family as local services not available to meet our needs.

(Victoria Ward)

My pattern of working are erratic so I cannot find childcare that can accommodate my

needs so I unfortunately have to rely on disabled parents to help out. When I have to travel to meetings I am sometimes not back until 11am and have to leave at 5am.

(Tyldesley Ward)

I would like their opening hours to extend to open earlier and close later due to shift work pattern. Although I am a student nurse when I am on placements I do shifts.

(Warbreck Ward)

Flexible days-current childcare facilities have to be pre-set days-because I work flexible days/shifts this is not always convenient.

(Ingthorpe Ward)

Specific Needs

Improved provision in fact actual provision for children with special needs, perhaps an after school group at least a couple of nights a week and in school holidays

(Stanley Ward)

I care for my mother in law and my partner has an anxiety disorder so to be able to afford to put my youngest in childcare just to ease things would be great

(Talbot Ward)

More holidays activities for children with special needs during holidays

(Tyldesley Ward)

I am a single parent looking after my only son who has special needs. I am able to work part-time but only because my parents look after my son when I am at work. I looked into child care costs and it would not be worth me working they are too expensive

(Clifton Ward)

Specific services if disabled children

(Marton Ward)

More inclusive childcare that meets the needs of all children irrespective of need

(Cleveleys Park Ward)

Provision for special needs with complex disabilities, equipment, provisions trained staff and more of them.

(Warbreck Ward)

More full inclusion. Holiday provision with transport

(Talbot Ward)

Consistency in the people that do the childcare as I have an autistic son he needs this.

(Bloomfield Ward)

Before and after school care and holiday play schemes for children with additional needs to enable parents to work -currently unavailable

(Waterloo Ward)

Specific services for disabled children

(Marton Ward)

To include children with complex needs who need 1to1 care who cannot access mainstream at all times

(Bloomfield Ward)

My child has special needs-available support resources are inadequate. His place has been juggled to fit support workers. I am paying for nursery which is unfair as it's my only form of respite!

(Greenlands Ward)

There is not enough respite places in Lancashire and area for 12-18years

(St Johns Ward)

More inclusion holiday provision with transport

(Talbot Ward)

Breakfast & afterschool club for children with special needs & holiday clubs for children with special needs.

(Waterloo Ward)

Specialist child care for teenagers with special needs

(Clifton Ward)

I would prefer my youngest who has Aspergers to be cared by a family friend or family member during the holidays if still able to qualify for childcare element of tax credits.

(Talbot Ward)

Full inclusion. Holiday transport for things

(Talbot Ward)

I would like to see consistent child care that caters for both my able child of 7 and my daughter with additional needs throughout the school holidays-and that is reasonably price and if possible 9-5pm!

(Tyldesley Ward)

Be more child care for children with disabilities as has I have no help with my son now he is coming up to 10 age

(Park Ward)

More places catering for children with needs with a 1 to 1 carer that allows the child to spend time and interact with others. My daughter has speech difficulties and I feel she would be left out from activities with others due to this.

(Hawes Side Ward)

Other Issues

My daughter is only 4 months old and I'm on maternity leave so am not using any childcare. Also my older children were looked after in London where they grew up, so I have no comments on the provision of local care

(Brunswick Ward)

We care for our children by working different days so one of us is at home

(Bispham Ward)

More extension activities music etc

(Tyldesley Ward)

Until my children are old enough to speak I distrust that they are given individual help with their needs and so prefer family to care for them.

(Hawes Side Ward)

Don't use it!

(Bloomfield Ward)

3-4 year olds should have grants to pay for sessions 9am till 3pm mon-fri. Or maybe a few more hours added to the grants for single parents.

(Hawes Side Ward)

I feel that all cases of childcare needs should be looked at individually

(Brunswick Ward)

n/a I work from home

(Bloomfield Ward)

Generally all round more help available

(Anchorsholme Ward)

I prefer to leave my children with family

(Hawes Side Ward)

Neither of us works so we do not require childcare

(Brunswick Ward)

I work term time. Don't need childcare

(Norbreck Ward)

The grants given to children turning three should be given on their third birthday rather than the first full term afterwards. To assist parents with childcare costs.

(Waterloo Ward)

I cannot really comment because I have never needed childcare for any of my 4 children either I am there for the children of family have helped when I have been working.

(Victoria Ward)

Those children whose birthday are sept oct nov that just miss out on school should be given more than there 16hour grant time for nursery as these children tend to get bored quicker.

(Clifton Ward)

N/A as my childcare has always been with grandparents

(Hawes Side Ward)

Never looked into it

(Anchorsholme Ward)

Not necessarily a childcare issue but some sort of service to ensure the safety of my child going and leaving school i.e. road safety and stranger danger. A possible walking patrol especially for those leaving primary school and moving into high school.

(Stanley Ward)

Allowance for grandparents looking after children as most grandparents will now still be working when retired due to increase in pension age and lose income from employment when looking after their grandparents.

(Victoria Ward)

My work hours fit around the children

(Park Ward)

I have had the residence order for my oldest two grandchildren for almost 12 years and I have had one for [my child] for almost 9yrs I have had little help.

(Brunswick Ward)

Acknowledgement and support for those who use relatives e.g.: grandparents. There are lots of us!

(Bispham Ward)

I work around school hours so I am home with my child

(Brunswick Ward)

I think everything is ok

(Claremont Ward)

None of these apply to me as I am not working when I did work my daughter stayed with my mum but now my mum is ill it's very difficult for me at the moment.

(Claremont Ward)

More places you can go to work and childcare is incorporated

(Claremont Ward)

Neither of us work we do not require childcare

(Brunswick Ward)

My daughter has never been cared for by anyone else "only myself" I wouldn't have it any other way!

(Hawes Side Ward)

Because I don't really use it as I have the support of my parents , luckily. therefore I don't feel that I can give you any input in this area.

(Claremont Ward)

My son is not with his partner and lives with his son at my house (his parent) while my son works I look after the child my son takes over when he gets in from work.

(Victoria Ward)

Cheaper school holiday clubs-that run for sensible hours for working parents- I work 8am until 5.30pm- always a struggle and expensive!

(Claremont Ward)

To all be made one price with decent running times. I have to travel 12 miles to get to a playscheme running from 8am-5.30pm for half the price of local.

(Marton Ward)

Appendix 4: Interviews with Employers

Employers interviewed July 2010

1) Employers with employees who had issues around childcare provision

Company	Address	Workforce	Contact interviewed	Comments
Supreme Products/ SPS EU Ltd Manufacture and design of promotional products	Neptune House, Sycamore Trading Estate, Squires Gate Lane, Blackpool FY4 3RL	The workforce has grown to 220 with men and women split 50:50 across all areas of the business.	Sarah Knight, HR Manager, 01253 340400, sarah.knight@spseu.com	"The only issue is in the holidays. Staff can't find childcare. They come to me for information about holiday clubs and other childcare, but I don't have any. It's hard to get hold of. I don't know of the council's Family Information Services, but it would be very very useful to know about so I can pass on information to staff. I'd welcome contact with them."
AFFORDABLE WINDOW SYSTEMS LIMITED Manufacture of PVC and aluminium doors and windows	Aldon Road, Poulton Industrial Estate, FY6 8DU	195 staff in total, with 120 (includes drivers) based out of the production facility at Marton, and a further 75 office based at 2 sites in Poulton.	Danielle Thornton-Hoop, HR Assistant, 01253 766555, danielle@a-w-s.co.uk	See comments on separate sheet
Blackpool Fylde and Wyre NHS Trust (Based at Blackpool Hospital)		See attached notes	Victoria Cropper, Child and Family Care Team 01253 651158 (direct)	See attached notes
Napthen Solicitors	41 Springfield Road Blackpool FY1 1PZ	20 staff in the Blackpool office	Contact: Yasmin Dragan, Secretary, 07932 629219 (happy to be contacted again) Tel 01253 754899	The business doesn't experience any issues with childcare provision, but see attached notes from one employee
Nightingales Care Ltd Nursing home and domiciliary care for the elderly	355a Norbreck Road, Thornton Cleveleys, FY5 1BP	150 staff in the business, most of the carers being women. Of the 43 domiciliary carers, 6 are women with young children.	Liz Sherlock, Domiciliary Care Manager 01253 820442	"There isn't a lack of childcare provision, but the cost of it does present staffing issues in holiday periods." See attached notes.

2) Employers who said childcare provision did not present issues for them

Company	Address	Workforce	Contact interviewed	Comments
Blackpool International Airport http://www.blackpoolinternational.com	Squires Gate Lane Blackpool FY4 2QY	The airport employs around 200 people, although this number fluctuates seasonally, with highest recruitment levels in the holiday season March to October. There is a lot of shift working, with a high proportion of employees working part-time (20 hours/week) shifts in the airport's working day (4am to 10pm). Younger women, some with children, tend to work at check-in and in ops, with mostly men on the ramps and older staff (including women) working in security. Generally, the airport requests that staff do not take more than 2 weeks leave through the holiday season. But they do always try to accommodate staff requests for flexible working. The airport doesn't operate a childcare voucher scheme and HR doesn't receive requests for help with Child Tax Credits.	Contact: Leslie Wood, HR Officer 01253 472503 Not aware of childcare information available from Blackpool Family Information Services, but the HR Officer is happy to be listed as a contact.	"I know only one case where a working mum, in ops, requested flexible working to accommodate childcare. Otherwise, no issues around childcare provision in the area have been reported. And I haven't been in this job long enough yet to know if there will be issues with summer childcare and staffing. In any case, I think the shift-based nature of the work generally filters out applicants who would have issues managing childcare. "The airport is currently experiencing difficulty recruiting staff for the summer season, but that is probably more down to no-one wanting to apply for temporary positions working unsociable hours on minimum wage."
Burton Foods Ltd www.burtonfoods.com	PO Box 39 Devonshire Road Blackpool FY3 7AN	The site at Devonshire Road employees 479 working mainly on production shifts Monday to Friday, with both night shifts and day shifts. The workforce is 35% female with some working part-time. The other Blackpool site at Unit 1-2, Calder Court, Shorebury Point, Amy Johnson Way, Blackpool, FY4 2RH is for admin and operations	Hinton Chetwood, HR Adviser 01253 394133 Not aware of childcare information from the local council, but doesn't see the need to receive info.	"There are no issues with childcare that we've heard about. It might be that staff would be more likely to see their Trade Union rep if they had any immediate issues. But we're not aware of any. And we don't have any issues recruiting staff, in fact we're oversubscribed with more applications than jobs."
Glasdon Manufacturing Limited http://www.glasdon.com Manufacturers of plastic street furniture, litter bins and fittings.	Poulton Business Park Poulton-le-Fylde Lancashire FY6 8JW Preston New Road Blackpool FY4 4UL	The company employs a workforce of 400 across 3 local sites – 2 manufacturing and one admin HQ. On the manufacturing side, the workforce is mostly male, while in office and admin, it is predominantly female. Everyone works regular core hours Monday to Friday, 8.30am to 5pm. A minority work part-time hours. The company doesn't run a voucher scheme or get	Sandra O'Neill, HR Manager, 01235 695931 Aware the council keeps a list of childcare providers on its website. Would be happy to pass on info to staff.	"We don't hear anything negative on childcare availability from staff across any sites. If there were any issues or shortage in provision, I think we'd hear about them. I live in Wyre, where holiday and after school clubs are not so well provided for. But I think it's generally acknowledged that in Blackpool, there is good provision."

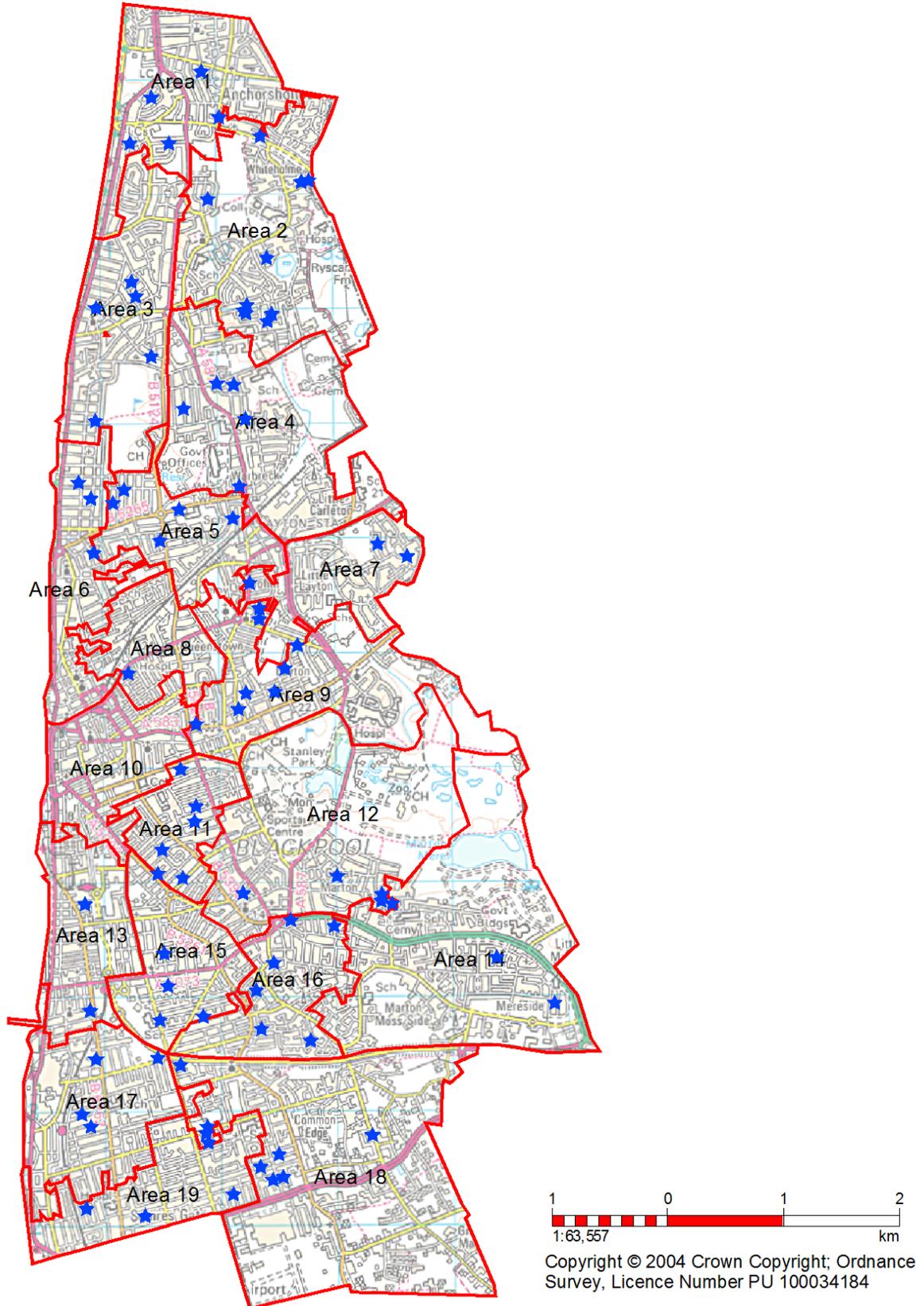
	Poulton Ind Est Poulton le Fylde FY6 8JW	queries re Tax Credits.		
Funny Girls (& 5 other productions) Entertainment productions	5 Dickson Road Blackpool FY1 2AX	There are 200 staff employed across the company's 6 productions at different venues. In support staff (cleaning, venue staff, bars etc) it's roughly 50:50 men to women. Hours work around show times, so are generally unsociable.	Pat Champion, Bookings & Office Clerk, 0844 2472665	"I only know of 2 staff with children, and they work short shifts within school hours. Otherwise most staff are gay, or older, and childcare just wouldn't be an issue."
Haven Holidays	Marton Mere Holiday Village, Mythop Road, Blackpool, FY4 4XN	The company employs about 400 at the height of the season – across all ages, both men and women. They works different hours and shifts according to the different areas of the business.	Susan Dowl, 01253 767544, Accountant (manages day to day ops)	"We never come across any issues with childcare. Even in the holiday season. And we don't have any problems recruiting staff even in the peak holiday season – they come from the Job Centre and many of them are returning workers anyway. I've never even heard anyone mention childcare as an issue in this area."
JOHN HUDDLESTON ENGINEERING GB LIMITED Precision engineering and manufacturing for space and aircraft industries	Amy Johnson Way, Blackpool, FY4 2RP	JHE employs around 109 staff, although only 6 or 7 of them are women. Most employees are older, with older children, and also, more recently young apprentices who still haven't families. The staff tend to work day or night shifts on a permanent basis (although a rolling shift might have to introduced in the future to meet production). The company can't offer flexitime, because the shifts work to fixed times around the running times of the precision engineering machines. Staff work Mondays to Fridays, but not weekends. The company doesn't run a childcare voucher scheme or get any enquiries about Child Tax Credits	Ian Gibson, Operations Director, 01253 345466 Not aware of information available from Blackpool Council, but this wouldn't be relevant anyway	"With a high percentage of men in the workforce, we wouldn't expect childcare to show as an issue anyway. But in any case, our workforce is mainly either older, with grown-up children, or younger apprentices. For those who do have families, I suppose they're using holiday to cover their children in the school holidays. Also, the fact that staff are permanently on either day or night shifts probably means they're better able to arrange cover. Either way, childcare never presents itself as an issue for us in our staffing or recruitment."
Blackpool Transport Mainly bus services in the Blackpool area	Rigby Road, Blackpool, FY1 5DD	671 employees, of which 97 are female and only 33 work part-time. Although there are some female bus drivers, women mostly work as cleaners and in the office. Bus drivers and cleaners work shifts, 7 days a week. Many staff are from "out of town" – immigrants who are not aware of local resources and childcare availability. No childcare voucher scheme or enquires re Child Tax Credits	Julie Davies, HR Officer 01253 473001 Julie.davies@blackpooltransport.com HR Officer was not aware of childcare information available from Blackpool Council, but would welcome having information or to be able to signpost staff to alternative childcare options, especially during holidays and especially for staff who are new to the area."	"Beyond the usual problem of staff let down because childcare arrangements fall through, and therefore not turning up for a shift, there isn't an issue that we know of with childcare provision. The shift managers would know more about the details, but it's a common problem for the business that bus drivers, male too, just don't appear for their shift. If this happens persistently with a member of staff, often digging deeper it's mostly down to childcare – a family member has let the member of staff down. It happens more during the school holidays, of course – we don't hear of any issues around school drop-off/ pick up time. The managers know to build in a certain number of "no-shows" due to sickness/ childcare so it doesn't cause a problem running day to day services. For the employee, the days get marked down as in-lieu days or holiday. It would definitely help to be able to signpost

				staff to information about alternative childcare and holiday schemes – especially those that don't know the area."
AGC Chemicals Europe Ltd Manufacture and sale of fluoropolymers	Hillhouse International Site, Fleetwood Road North, Thornton Cleveleys FY5 4QD	The company employs 155 staff, of whom only 30 are women, and those are all Monday to Friday office-based, not in the plant. The workforce is generally older, and more skilled, which is reflected in higher wages the company offers. Though the women in the company tend to be in their 20s to 30s, only 2 of them work part-time however, and there is one job-share. In the plant, the workforce is 100% men, and the shifts (12 hours on 12 hours off for a stretch, then 19 days off) are not family-friendly. The company offers the Busy Bees childcare vouchers, but wouldn't expect it's workers to qualify for Child Tax Credits because of their high wages.	Ann Harkin, HR Manager, 01253 861800 Should she need them, the HR Manager knows to contact the council for info on childcare, and she's also likely to carry out an internet search to find listings of providers.	"First I should say that our workforce's average age is 50, so childcare is unlikely to be such an issue here. That said, as we recruit new staff across the company, the age is getting younger, and our female staff especially are of the age to have families. I have to say though that because we pay higher wages to our skilled workforce, I still don't come across any childcare problems. Childcare costs are always an issue, but our workforce can afford the nursery fees, and many rely on family too. I used to work in HR in the food industry, where wages are lower. The perception of childcare is very different when you have money!"
Blackpool Football Club	Seasiders Way, Blackpool, FY1 6JJ	Taking away players and team staff from the 108 workforce, there are only 30 "normal" staff split 50:50 men:women. Although in their 20s and 30s, none of the staff have children	Dawn Butterworth, PA to the Chairman 0871 622 1953	"Not something we'd know about as none of the staff have young or school age children."
National Savings & Investments (One of a number of call centres for NS&I around the UK)	Mythop Road, Blackpool FY3 9YP	There are about 400 permanent staff in Blackpool, split 50:50 between back office admin and the call centre. Most call centre staff are female, and have worked for NS&I for a long time, so have grown up children. The younger staff tend to be agency staff.	Norman Agnew, Call Centre Team Leader 0500 007007 (There is a Blackpool HR Partner, on leave til mid August)	"I don't hear off any issues with children. That might be because the maturing ladies in our call centre all have grown up children now. And the younger agency staff wouldn't raise it. It's probably also because, although we can't do completely flexi hours, we do try to be flexible with staff. For instance, there was a burst water pipe in school last week, so parents who couldn't bring in family took special leave. Overall we try to be family friendly."
Warburtons Ltd Bread and baked products	Manufacturing: Brinwell Road, FY4 4QU Distribution: Squires Gate Business Park, Amy Johnson Way, FY4 2RP	There are 87 staff (14 office based, 3 of those part time) in manufacturing, and 58 (5 part-time office based) in the distribution depot. Apart from the office based staff, who are mostly women, the workforce is predominantly male. They work 12 hour shifts. The company runs the Cooperative Childcare Voucher scheme, but there isn't good take up – only with the office-based, salaried staff and managers.	Natalie Caunce, HR Assistant, 01253 792135	"Childcare for staff doesn't present an issue. A lot of the women in office based jobs work part-time, so that helps. On the shopfloor side, with men, mainly their partners are the carers. And where a problem arises and they can't make it into work, we have a built in cover each shift to cover sickness, childcare issues, etc. - employees claim Emergency Childcare Leave. I know though that finding care in the holidays can be an issue for them. It could be good to receive information from the Council about childcare in the area."
Choice Hotels Group Viking, Cliffs and	The Cliffs Hotel Queens Promenade	The Choice Hotels Group operates 3 hotels in the Blackpool area. Staff are split pretty much 50:50	Sandra Smith – Claremont Hotel Manager	"If there were any issues with childcare affecting our staff, we'd definitely hear about it. But we don't hear anything. I'm sure this is

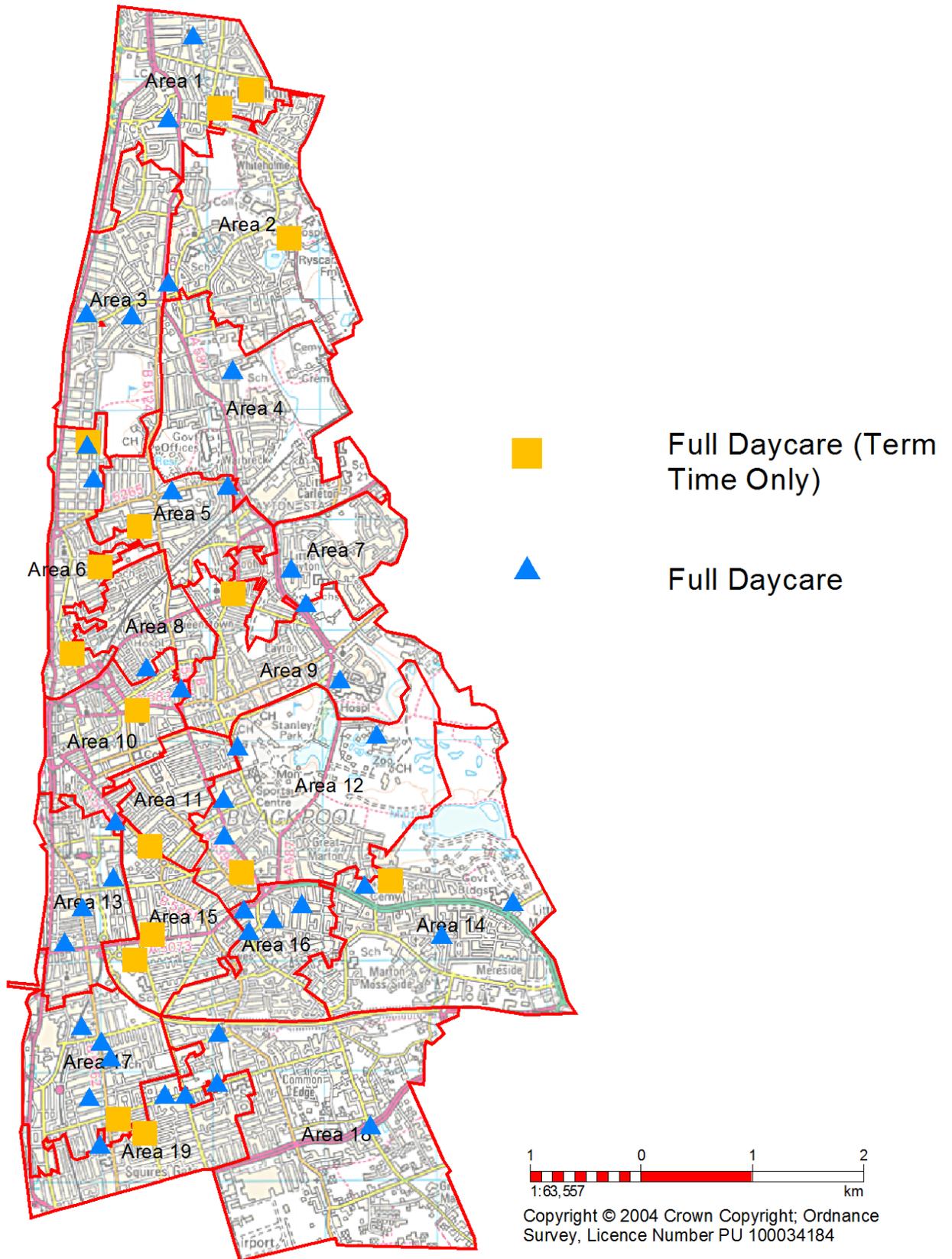
<p>Claremont Hotels</p>	<p>Blackpool FY2 9SG Telephone: 01253 595559</p> <p>The Claremont Hotel 270 North Promenade Blackpool FY1 1SA Telephone: 01253 293122</p> <p>The Viking Hotel 479 South Promenade Blackpool FY4 1AX Telephone: 01253 348411</p>	<p>men and women, with many working less than 40 hours a week due to the nature of the work. Many staff are foreign newcomers to the area.</p> <p>Claremont – 150 employees</p> <p>Cliffs – 175 employees</p> <p>Viking – 100 employees</p>	<p>01253 293122 Sandrasmith@choicehotels.co.uk</p> <p>The Hotel Manager wasn't aware of information on childcare provided by the Council, but would welcome contact and information from them for foreign workers who are new to the area and don't have families to help support them."</p>	<p>the case with the other hotels in the group too – the managers all talk to each other. I think families are helping take care of children. Certainly, we run a childcare voucher scheme, but no-one has applied for it. Not even the senior staff, many of whom have young families. And that's right across the Choice Hotels Group.</p>
<p>Tangerine Confectionery Ltd Manufacture and sale of sugar confectionery</p>	<p>Clifton Road Blackpool FY4 4QB Vicarage Lane Blackpool FY4 4NQ</p>	<p>2 of the company's 8 manufacturing sites are located in the Blackpool area, employing 350 staff. Most women work in packaging and office-related roles, but across the business as a whole, the workforce is split around 50:50 men/ women. Production shifts run Monday to Friday, 10am to 6pm, 6am to 2pm, and 2pm til 10pm, with a special day shift 8am til 4pm.</p> <p>The company runs a childcare voucher scheme.</p>	<p>Hayley Titterington, HR Manager Blackpool sites, h.titterington@tangerineuk.net</p> <p>The HR manager wasn't aware of Blackpool Family Information Services, but would be happy to display posters or information on staff noticeboards.</p>	<p>"We don't hear of any issues related to childcare, not even in the holidays. The company runs a childcare voucher scheme, but I don't know what the take up is on that as it's run out of Payroll. We are also flexible on shifts, and staff can request the special day shift 8am to 4pm. But mainly, staff seem happy to stick to their regular shift patterns, and we don't hear anything about childcare."</p>

Appendix 5: Childcare Location Maps

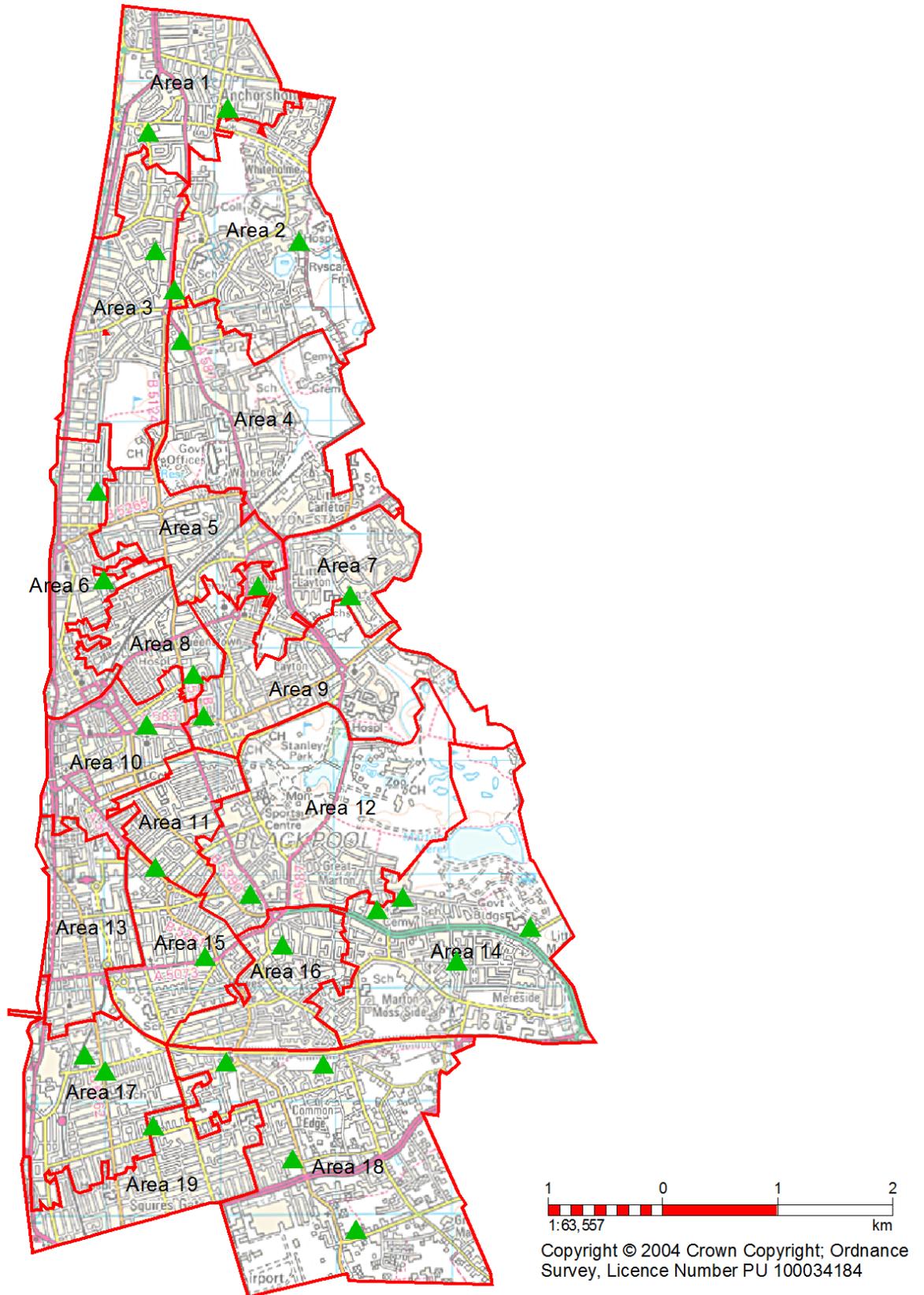
Childminders (2010)



Daycare (2010)



After School Clubs (2010)



Holiday Settings (2010)

