

Profile of Services

1. Introduction

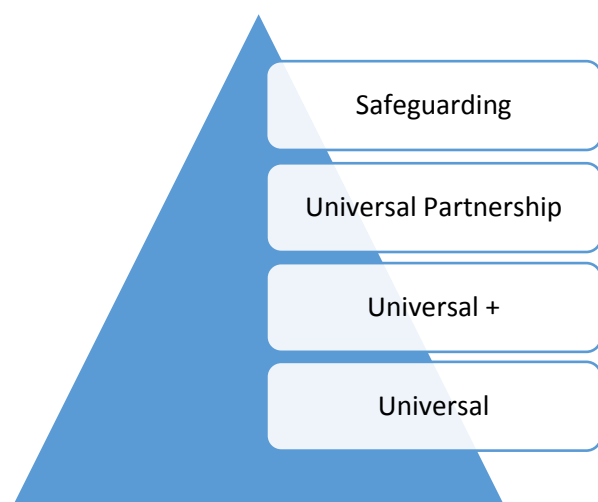
Children Centre Services are primarily based on supporting 0-5 year old children and their families. The services include physical locations of Ofsted registered children centres within a designated reach area and an outreach service to target hard to reach families.

The core purpose of children centre services is to improve outcomes for young children and their families and reduce inequalities between families in greatest need in areas of:

- child development and school readiness
- parenting aspirations and parenting skills
- child and family health and life chances (midwife and health visitor clinics)

Other requirements of the service provision include:

- Parent and family support – targeted intervention for families who need support
- Adult learning duty and economic well being – support and advice to parents on learning and employment, links with Jobcentre Plus
- Information, advice and guidance for parents on childcare and free nursery education



The services can be split into four areas of work as illustrated left – the more intense the work the fewer children are involved but higher level of intervention.

There are 8 children centre reach areas in the county (north city, south city, Ledbury, Kington, Ross, Golden Valley, Leominster, and Bromyard). With the exception of Bromyard which is externally commissioned the others are managed by 6 Local Service Co-ordinators (LSC) and are overseen by the Early Years Policy and Strategy Manager. The LSC role is to co-ordinate the core purpose to families with children 0-5 years alongside 8 FTE centre workers which cover the whole Herefordshire service.

Whilst outreach activities as part of the children centre services will take place in community centres, village halls, direct delivery in families homes, childcare provisions, church halls etc.; this report is concerned with the facilities for early years.

2. Current Children Centres locations

There are 10 sites registered as children centres buildings (2 of which are satellite centres) providing and hosting a range of services – their scale of activity will depend on their catchment and facilities. As illustrated below, some include MAOs (multi-agency office accommodation) for use by any officer within the local authority; specific office accommodation for adults and children; and provision for adults with learning difficulties (referred to as LD). Targeted provision relates to referred services such as nursery or parenting course where some support is needed.

The Midwife and Health Visitor clinics are an integrated service provided at early years facilities with purpose built health rooms that include a NHS computer, sink and bed. Speech and language sessions are also run from some children centres. The children centres facilities also provide a venue for supervised contact either organised by the local authority for a looked after child or organised independently as part of a court order.

A summary is below with further details following.

Site	MAO	Health visitors & midwives	Supervised contact	LD provision	Private Nursery on site	Community hire room / use	Targeted provision	Children's team	Adult's team
Greencroft, Hereford	✓	✓	✓		✓		✓	✓	
Widemarsh, Hereford		✓	✓	✓		✓	✓	✓	
Kingstone		✓			✓				
HOPE, Bromyard	✓		✓		✓	✓			
Broadlands, Hereford		✓							
South Meadow, Hereford			✓					✓	
Ledbury		✓			✓	✓	✓		
Coningsby, Leominster		✓			✓				
Ryefield, Ross	✓	✓		✓					✓
Peterchurch						✓			

Each profile includes a sample of use for November 2016 and March 2017 based on the following. This is sessions rather than individuals, so could include a child or parent making use of the services more than once depending on need:

Health and life chances – antenatal sessions, breastfeeding support, counselling, health visitors, healthy lifestyles training, postnatal, supervised contact, baby yoga / yoga in pregnancy, paediatric care, speech and language group and clinic, etc.

Parenting aspirations – English and IT courses, parents with prospects crèche, parents with prospects level 1 and 2, young parents group, etc.

School readiness – bookstart, childminders group, cooking, fit kids, forest school, foster carer stay and play, lets play groups, soft play, sensory room, sing and sign, etc.

2.1 Greencroft, Hereford

The centre in South Wye of Hereford on the Marlbrook Primary School site services an area of high population, set up with funding from the Council and Sure Start (Dfe). The school uses a large element of the space for reception class, social care supervised contact takes place on the site as does midwife, health visitor and speech and language clinics. There is also an MAO (2 bookable spaces) on site and dedicated spaces for family support staff and social workers (8 non bookable spaces).

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	249	35	486
March 2017	225	26	378

2.2 Widemarsh, Hereford

This is a well used and well resourced centre established in 2009. It is used by the Portage Team (2 FTE), health visitors, midwives, speech and language, adult learning, parenting courses, supervised contact as well as targeted nursery provision. As a shared site, there is a community garden and kitchen operated by people with learning difficulties. It also has a large room for use / hire by partners of children services. Car parking is available but limited for larger events.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	578	91	997
March 2017	629	79	1142

2.3 Kingstone

A double portacabin based on land owned by Herefordshire Council with the Kingstone Academy site. One half of the portacabin is used by a thriving day nursery (Kes Childcare), and the other is the children centre. Children centre services deliver very little from this site although services such as midwifery and health visitors use it several times a week for clinics.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	44	0	140
March 2017	46	0	121

2.4 HOPE, Bromyard

This is an independently run, well resourced children centre on the edge of the Bromyard Town, purpose built multi-agency centre established in 2005 with funding from Advantage West Midlands, Herefordshire Council, Bromyard Town Council and Surestart - the main building is owned by Herefordshire Council and includes an MAO. The Hope Centre is commissioned separately to run children centre services in the area for the local authority. The Hope Centre also offers rentable outlet spaces for local business, adult learning courses, café and community rooms.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	33	50	809
March 2017	89	11	346

2.5 Broadlands, Hereford

This building (the cottage) is on the Aylestone School site next to the new Broadlands School established in 2011. It is used as a satellite centre from Widemarsh children centre mainly for children centre health clinics (midwife and health visitors), some family learning, children centre targeted parent groups however largely underused.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	97	3	152
March 2017	100	0	215

2.6 South Meadow, Hereford

Positioned in South Wye close to St Martin's School and Hinton Community Centre. This is now used primarily as office base for children centre staff (16 staff) and a centre for supervised contact. There is still some spill over activity for midwife, health visitors and speech and language.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	407	0	19
March 2017	54	0	14

2.7 Ledbury

The children centre facility is another well used, well resourced and well suited for families, with strong community input in activities. Established in 2006 it is part of a collection of buildings on the site of Ledbury Primary School including a thriving private and local authority nurseries that work well alongside each other.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	223	10	565
March 2017	244	8	507

2.8 Coningsby, Leominster

As part of a collection of buildings on the outskirts of Leominster town, near the secondary school, Halo Leisure and the MAO. Half the building is occupied by a thriving children's day nursery, the other half by the children centre. Again the centre is used for specific appointments relating to health visitors, midwives, speech and language and has a community use room to be able to work with specific families.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	528	57	306
March 2017	170	55	234

2.9 Ryefields, Ross

The children centre is located at the Ryefield Centre established in 2009. This is a large building base which was previously the Grammar School which up until recently was part occupied by the Brandon Trust and currently houses the MAO and Adults Well Being area team.

Usage for Herefordshire Council funded activity:

Date	Health and life chances	Parenting aspirations	School readiness
Nov 2016	412	70	742
March 2017	334	87	538

2.10 Peterchurch

The Peterchurch centre was developed in 2008 as a shared facility for children centre services, community library and community facility. It is independently run and there are ambitious plans from the community for a further stage of development and sustainability. Children services pay a

contribution though with limited use (7 hours a week) and a facilities contribution for heating etc. The council pays a wider property contribution for heating, lighting and repair of the lift (the library is on the first floor).

3. Library Services and children's provision

Reference is made to Herefordshire Library Service in terms of the universal offer for children and opportunity for joining services. There is a network of 11 libraries – 5 of which are community libraries. Between all the libraries there were 500k visits, 31% of the Herefordshire population are regular library users. The below table gives an outline of percentage stock (mainly books) issued children and young people, for reference 10.7% of the county's population is composed of 0-9 year olds.

Sites	Library issues 2016/17	% of issues by 0-9 year olds	% of issues by 0-12 year olds
Hereford Library*	68,755	8.6	10.5
Hereford Library**	101,493	19.3	25.5
Leominster	103,221	12.0	16.5
Ross-on-Wye	93,319	15.4	20.7
Ledbury	51,216	14.2	18.3
Kington	17,179	12.9	18.2
Bromyard	15,305	11.9	15.0
Belmont	46,843	25.9	30.6
Colwall	12,017	6.8	8.6
Leintwardine	4,924	5.7	6.5
Weobley	5,519	11.4	12.9
Peterchurch	3,511	31.6	33.2
Totals	421,809	14.0	18.0

*Figures are made up of Town Hall temporary library until 21 January and refurbished Hereford Library from 1 February 2017

**Figures are made up of Hereford Library until 11 September 2015 and Town Hall temporary library from 24 November 2015

Based on public library branches only – so exclude issues from the Schools Library Service, Delivered Services and Stock Unit services.

Only include customers who have borrowed at least one item that year - so exclude customers that use the library for other services (e.g. children's activities, school visits and playgroup/nursery visits, young writers' groups, computer users, online services).

% issues for 0-9 and 0-12 year olds only include borrowers who have a date of birth recorded.

Relevant to children's provision activities include:

- Summer reading challenges as a campaign to keep children reading during the holidays.
- Bounce and Rhyme for young children and babies.
- Early Hurly Burly – externally funded arts / library project for all under-fives from hard to reach families.
- Healthy lifestyle trainers have clients across all the market towns and use the library buildings to see these customers.
- Staff trained in MECC (making every contact count) with champions in Ross, Ledbury and Leominster.

- Books on prescription – GP referral scheme with themed monthly displays using either books on prescription or general stock to promote well-being in its widest sense.
- All the staff undertaking the Health Improvement training level 2.
- Osteoporosis checks, a diabetes clinic and WISH have pop up events every 2 weeks in the libraries.
- Free wifi and public access PCs helpful for parents finding work.

4. Ofsted

Ofsted inspection of children centres has been suspended nationally subject to decision over future arrangement of children centres focusing on outcomes for children rather than site compliance. Therefore the results below are the most up to date judgements.

Ofsted	Judgement	Date
Broadlands	Requires improvement	Nov-13
Coningsby and North Herefordshire	Requires Improvement	Nov-13
Golden Valley	Requires Improvement	Jan-15
Hope	Good	Dec-11
Kington	Good	Dec-11
Ledbury	Requires Improvement	Dec-12
Ryefield (Ross on Wye)	Inadequate	Jan-15
South Herefordshire (Greencroft)	Good	Jun-11
Widemarsh	Requires Improvement	Nov-13