



**GRANT PROGRESS REPORT:  
CHILDREN AND FAMILIES DELIVERY GRANT**



Llywodraeth Cymru  
Welsh Government

## PROJECT DETAILS:

<b>Name of Lead organisation:</b>	Mudiad Meithrin (MM)
<b>Lead Organisation Contact Details:</b>	Gwenllian Lansdown Davies, Chief Executive, Mudiad Meithrin, Y Ganolfan Integredig, Boulevard de Saint Brieuc, Aberystwyth, Ceredigion, SY23 1PD
<b>Partners Names:</b>	Clybiau Plant Cymru Kids' Clubs (CPCCKC) National Day Nurseries Association (NDNA Cymru) Professional Association for Childcare and Early Years Cymru (PACEY Cymru) Wales Pre-School Providers Association (Wales PPA)
<b>Project Title: Cwlwm</b>	Childcare in <b>W</b> ales <b>L</b> earning and <b>W</b> orking <b>M</b> utually
<b>Project Duration:</b>	Three years: 1.10.2014 – 31.3.2018
<b>Grant Amount:</b>	£4,324,396 over 3 years
<b>Reporting Period:</b>	01.10.2014 – 31.3.2015
<b>Grant amount</b>	£719,260 for 6 months



## Background

**Cwlwm**, brings together the five leading childcare organisations in Wales, to deliver a bilingual integrated service that ensures the best possible outcomes for children and families across Wales, within the Welsh Government's 'whole-system' approach.

**Cwlwm**, led by Mudiad Meithrin (MM) in partnership with Clybiau Plant Cymru Kids' Clubs (CPCKC), National Day Nurseries Association (NDNA Cymru), Professional Association for Childcare and Early Years (PACEY Cymru) and Wales Pre-School Providers Association (Wales PPA) brings together an ability, based on a wealth of experience, to tackle issues within the Childcare and Play sector, relating to sustainability, workforce development, gaps in childcare provision, especially Welsh medium and in rural areas. By working together, innovative solutions to flexible childcare and play opportunities, and wrap-around care to meet the needs of parents and families in all parts of Wales is achieved.

**Cwlwm** brings a multi-agency integrated and bilingual approach to development, support, advice and training. This co-ordinated strategic approach ensures consistency in quality and efficiencies in support, guidance and delivers innovative solutions to local needs.

### **Cwlwm:**

- work on a **Wales wide basis**, to offer support, including business support, guidance and advice to Childcare and Play settings, with the aim to sustaining provision.
- examines the **development** needs of the Childcare and Play **workforce** and works collaboratively to provide opportunities to fulfil their training needs.
- **identifies gaps** in Childcare and Play provision across Wales and finds solutions to those gaps, including innovative solutions around **rurality, poverty and the Welsh language**.
- work together, to establish the best possible solutions for **flexible childcare** in any one locality.
- reviews challenges and discovers solutions to those challenges by working co-operatively.
- represents the childcare sector on local, regional and national committees concerned with childcare and play.
- through regular partnership meetings, ensures **consistency in quality and efficiencies** in support, guidance and solutions to challenges.
- work together to **seek funding** to enhance the support and resources available to the Childcare and Play sector.
- **work collaboratively** with Local Authorities and Family Information Services to ensure families in Wales benefit from accessing affordable, sustainable and high quality childcare and play opportunities.

## 1. Objectives, Outcomes, Achievements

**Objective 1: Families in Wales benefit from being able to access affordable, sustainable and high quality childcare and play opportunities**

Output	Outcome	Achievement	Results after 6 months March 2015 (50% target)	
Provide support and guidance to childcare/play providers	Parents/carers able to work or train; children cared for in a safe, happy environment	Cwlwm has provided support and guidance to 6,540 childcare and play providers. This has included advice on management, finance, regulations, health and safety, fundraising, marketing, recruitment, employment, regulatory requirements etc.	Cylchoedd Meithrin (including gofal dydd llawn a gofal sesiynol)	542
			Gofal Cofleidiol (Welsh-medium wrap around care)	152
			Cylchoedd Ti a Fi	379
			Playgroups	449
			Parent/Carer and Toddler Groups	198
			Day Nurseries (including full day care)	576
			Breakfast Club	291
			After School Clubs	848
			Out of School	23
			Holiday Clubs	481
			Weekend Clubs	9
			Childminders	2482
			Nannies	110
			Number of the above providers delivering Flying Start services	461
			Total no of provisions receiving support and guidance	<b>6,540</b>
113% increase excluding Flying Start				
132% increase in Flying Start services				

Output	Outcome	Achievement	Results after 6 months March 2015 (50% target)
Deliver a business support programme to childcare and play providers	Childcare and play providers become more sustainable	The comprehensive Business Assessment Tool was developed by Cwlwm and is currently being completed by a cross section of childcare and play providers ( in excess of 2000 providers) in order to gather important business issues such as legal structures, membership, quality assurance, regulations, financial structure, safeguarding, recruitment, staffing, management, marketing and promotion. The data which will be analysed during August will provide informative information on subject areas in need of dedicated support and guidance across the sector. Cwlwm partners will develop a co-ordinated action plan of co-ordinated enhance support. The support will be offered through visits/contacts, mentoring sessions, newsletter/magazines/e-bulletins and training/network events.	<p>On target to collect information from 2,014 settings by July 2015.</p> <p>Action plan to be completed by Sept.</p> <p>Business support sessions 73% completed</p> <p>Business support mentoring sessions 72% completed</p> <p>Business support newsletters/magazines/E bulletins 164% completed</p> <p>Business support training /network events 55% completed</p>
Develop a collaborative approach to supporting the childcare and play sector	Childcare and play providers and children and families benefit from a co-ordinated national support for providers	Cwlwm partners meet on a monthly basis to ensure the delivery of an integrated service to support childcare and play providers in the most effective and efficient way. In addition to this, momentum is also achieved ongoing communication between Cwlwm partners outside of monthly meetings	<p>Cwlwm have/are</p> <ul style="list-style-type: none"> <li>• provided joint initiatives/support to providers</li> <li>• developed a protocol for sharing facilities where possible such as the sharing of office/meeting room/video conference facilities, providing translation services, sharing of specific IT programmes etc.</li> <li>• arranged a variety of joint training/peer to peer networking events which include events such as First Aid, Regulatory Requirements, Risk Assessment, Marketing, Staff Recruitment, Food Safety etc.</li> <li>• planning a joint resource to support the sector</li> </ul>

Output	Outcome	Achievement	Results after 6 months March 2015 (50% target)
Seek joint funding opportunities	Childcare and play providers and children and families benefit from enhanced support by CWLWM	Cwlwm partners are committed to seeking joint funding opportunities where possible and continue to lever in additional funding where possible to further support the childcare and play sector.	Target 5 per year reached or 160% but none yet successful.  38% of the target 'Additional funding levered in' has been achieved
Work collaboratively to establish new childcare and play services	All children and families benefit from more integrated services, reducing inequality and helping to eliminate poverty	Cwlwm is committed to establishing new services every year. Utilising each partner's specialist expertise, Cwlwm has worked collaboratively to establish new integrated childcare and play services. New childcare and play services have been established providing an additional childcare/play places.	64% of new childcare and play services established  267% of new integrated childcare and play services established  98% of additional childcare/play places developed
Assist childcare and play providers to register with CSSIW, improve quality and become quality assured.	Children and families benefit from the highest possible standards of service delivered	Cwlwm partners provide ongoing support to providers on registering with CSSIW and are committed to facilitate training events / meetings on registration issues.  Cwlwm partners have developed a quality assurance programme which includes information on 4 quality assurance schemes available to all types of childcare and play providers. All schemes meet the Welsh Government's proposed framework for their expectations of a childcare quality assurance scheme in Wales. The programme is available on the Cwlwm website.	330% of targets supported to register for CSSIW  173% of current settings becoming CSSIW registered  68% of settings supported to register with CSSIW  118% of target achieved QA  285% of target working towards QA
Work collaboratively to enhance childcare and play opportunities for children with additional needs	The needs of all children and their families, including disabled children are met	Cwlwm partners directly manage local referral schemes working collaboratively on a multi-agency approach. Such schemes allow children to access additional support through assisted places and one to one support.	74% of target are locally managed referral  80% of assisted places achieved  153% of one to one support provided  247% of providers participating

**Objective 2: The Childcare and play workforce achieves the appropriate skills, knowledge and qualifications to offer a high quality service to all families**

Output	Outcome	Achievement	Results after 6 months March 2015 (50% target)
Sustain and up skill appropriately qualified workforce	Children and families benefit from services delivered by highly skilled and motivated workforce	Cwlwm is currently working with Welsh Government to produce a Childcare and Early Years Workforce Survey which will gather information regarding the qualifications held by staff employed within the partners' childcare and play settings. The analysed information will allow Cwlwm partners to identify gaps in qualifications and training and inform further discussion with Welsh Government, Local Authorities, Care Council for Wales and Skills Active etc.	Qualification questionnaire delayed by Welsh Government which was to be ready by March 2015.  Qualifications target 101% for Level 2 and above for childcare and play  109% of CYPOP5 accreditations achieved
Work in partnership with key agencies to promote childcare as a career	Parents are supported to return to work and are supported out of poverty	Cwlwm continually work in partnership with key agencies to promote childcare as a career. Information sessions include arranging Job Centre Plus client sessions, Open Days events for potential Level 3 trainees, attending Flying Start and 'Taking Part' events throughout Wales.	56% of information sessions delivered.
Work closely with Sector Skills Councils	Standards, qualifications and learning underpin professional practice	Cwlwm work closely with sector skills councils providing representation on relevant meetings and working closely to develop/modify units and/or resources. To date 8 new units have been developed in collaboration with CCW and CACHE. Cwlwm partners have also supported CCW to look at routes into/through learning from access to the sector to graduate/L5. Involved with Skills Active re rewriting NOS for Playwork,	All meetings attended to date.
Develop and deliver a co-ordinated programme of CPD training	Childcare and play workforce can access a flexible and full range of CPD opportunities	Cwlwm partners have collated information on existing training programmes and have developed a Cwlwm CPD programme which provides a variety of training opportunities across the sector. Information regarding hundreds of training opportunities are available on the Cwlwm website.	76% of CPD training events achieved  123% of practitioners attending CPD sessions  203% practitioners undertaking CPD on line
Develop and deliver Welsh-language training courses	Children benefit from increased Welsh language	Cwlwm provide support through training and resources to develop the Welsh-language skills of practitioners'	245% of Welsh language activities for children achieved

<p>and workshops for the childcare and play workforce</p>	<p>opportunities within their childcare setting</p>	<p>working at settings with different Welsh-language outcomes. Two courses for developing children’s Welsh language skills have already been developed specifically for bilingual settings, these being Purposeful Support for Early Years provision and Use of Welsh in a childcare provision – Physical Play. A variety of workshops on Welsh language activities have been held which include; Sbri Diri, Miri Mawr (Messy Play), Blas ar Iaith, Chwarae Hapus, Fun with Welsh, Blas ar Makaton etc. Cwlwm is also committed to producing Welsh language resources and to date, a Welsh language song book has been produced in addition to numerous factsheets to help settings with the use of the Welsh language. NDNA Cymru and Wales PPA partners attend regular meetings with the Welsh in Education Unit and Mudiad Meithrin attend regular meetings with Welsh in the Community Unit to ensure an accurate representation of Welsh language issues. To add value to this support, NDNA Cymru and Wales PPA receive funding from the Welsh in Education Unit, Welsh Government for the Un, Dau, Tri – Hŵyl a Sbri project - which provides training and support to English medium day nurseries to increase the use of the Welsh Language within the setting, 100% of practitioners which have participated within the programme have reported an increase in confidence and incidence of using the Welsh language within their day nursery setting.</p>	<p>155% of courses held for developing welsh language skills in bilingual settings.</p> <p>150% of practitioners in immersion settings achieved</p> <p>67% of new welsh language resources produced</p> <p>300% of Welsh in Education Unit meetings held</p> <p>All meetings held with Welsh in the Community Unit.</p>
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**Objective 3: To develop innovative and practical solutions to enhance childcare and play opportunities in Wales**

Output	Outcome	Achievement	Results after 6 months March 2015 (50% target)
Work collaboratively to establish innovative models of childcare and play provision	Families in Wales benefit from being able to access innovative and practical models that respond to childcare/play needs	<p>Cwlwm partners are committed to conduct two specific research studies to identify gaps in provision, parental flexible childcare needs and possible flexible childcare models to address sustainability in rural areas. This will be the basis to form up to 3 co-operative and 2 atypical pilots.</p> <p>Cwlwm partners continue to offer support to providers to extend their services to offer wrap around care and to support providers in rural areas and areas of deprivation to extend their services. In addition, Cwlwm will also support providers to extend their provision to offer new after school and holiday school care to older children.</p>	<p>Work on this is ongoing</p> <p>Extended services met by 120%</p> <p>Rural area services met by 150%</p> <p>Areas of deprivation met by 338%</p> <p>New after school and holiday care for older children met by 60%</p>
Work collaboratively to enhance childcare and play opportunities through the medium of Welsh	Families in Wales benefit from being able to access childcare and play services	In order to establish new Welsh-medium provisions, Cwlwm partners are currently identifying gaps in Welsh-medium provisions by utilising a variety of sector information / intelligence.	113% of target met. Welsh-medium provisions have been established which comprise of new cylchoedd meithrin, cylchoedd Ti a Fi, after school clubs, Holiday clubs and childminder service
Utilise latest technology to inform parents and providers about opportunities around childcare and play	Parents and providers are assisted to make informed choices regarding childcare	Cwlwm have developed and established an informative website ( <a href="http://www.Cwlwm.cymru">www.Cwlwm.cymru</a> / <a href="http://www.Cwlwm.wales">www.Cwlwm.wales</a> ) Facebook page and twitter account as a gateway to provide advice, support, information and opportunities on childcare and play. Cwlwm has an ongoing development programme for the website in order to enhance and improve the information available.	This target has been met and is being continually developed further.
Work collaboratively to deliver innovative services and facilities to the childcare and play sector	Families, employers and practitioners have maximum access to information and facilities	<p>Cwlwm partners have worked collaboratively to deliver a joint marketing and communication strategy. A job vacancy / job seeker facility has been included on the website which allows users to access various opportunities available in all types of childcare and play provisions.</p> <p>Cwlwm partners hold regular joint networking events to ensure that families and play providers have access to valuable information and facilities.</p>	133% of target met for networking events



**Objective 4: The Childcare and Play sector contributes to strategic planning at national and local levels in Wales**

Output	Outcome	Achievement	Results after 6 months March 2015 (50% target)
Represent the childcare and play sector at Welsh Government and local levels	The childcare/play sector has a voice on all relevant matters	Cwlwm partners represent the childcare and play sector on various Welsh Government and local meetings with the aim of contributing to the reduction of inequalities in health, education and economic outcomes for children living in poverty. This is achieved by collating intelligence through sector data reports and attending a wide variety of meetings.	All meetings have been attended and 88% achieved.
Contribute to childcare and play sector consultations	Childcare providers and families, especially those living in poverty, benefit from a robust and innovative childcare and play strategy	Cwlwm contribute to a variety of local, Welsh Government and UK Government sector consultations, responding jointly where appropriate and sharing individual responses. Cwlwm recently held 5 consultation events across Wales in order to ensure that providers were able to discuss and comment on the recent proposed changes within 'Changes to the Registration of Childcare Provision in Wales' consultation	200% of target achieved with joint responses made  111% of individual responses achieved.



## 2. Project highlights

### Objective 1: Families in Wales benefit from being able to access affordable, sustainable and high quality childcare and play opportunities

Cwlwm continues to provide high-quality support and guidance to **6,540 childcare and play providers, an increase of 113%** in the first 6 months.

**On target** to collect Business Assessment Tool data from **2,014 settings** by July 2015

Unfortunately although the target to seek joint funding has been 160% of target **none of the applications** have been successful.

To date, Cwlwm partners have enabled **38% of the target to lever in additional funding**. This is due in the main to Local Authority funding being decreased. This is the **only target** that has **under achieved**.

Detailed case studies provide evidence on the type of support and guidance given by Cwlwm partners and the effect this has on the childcare and play providers. However in the first 6 months, where the target was 50%;

- **64% of new childcare and play services have been established**
- **267% of new integrated** childcare and play services established

- **98% of additional** childcare/play places **developed**

Support is also provided on **CSSIW registration** for **new and existing providers**. Target 50%.

- **330% of target** (50%) supported to **register for CSSIW**
- **173%** of target of **current** settings becoming **registered**.
- **68%** of target settings **supported to register**.

The **Quality Assurance** programmes offered by Cwlwm partners have already supported a higher than expected number of providers to achieve quality assurance standard/status. Target 50%

- **118%** of target **achieved QA**
- **285%** of target **working towards QA**

Cwlwm continues to enhance childcare and play opportunities for children with **additional needs** by managing **14 local referral schemes**.

- **80%** of assisted places **achieved**
- **153%** of **one to one** support provided
- **247%** of **providers participating**. All targets 50%

**Objective 2: The Childcare and play workforce achieves the appropriate skills, knowledge and qualifications to offer a high quality service to all families**

The workforce **qualification questionnaire target has not been** met as this is delayed due to consultation re content with Welsh Government officials. This is however out of our control.

The results for delivering **Level 2 and above qualifications in childcare and play are 101%** of target.

The results at **109% for CYPOP5** are equally pleasing.

**Continual Professional Development** training results are **very positive**;

- **76% of CPD** training events have been **achieved**.
- **123% of target for practitioners** have attended CPD sessions.

- **203% have undertaken CPD** on line. Target 50% in each case.

Cwlwm continues to develop and deliver a variety of Welsh-language training courses and workshops relevant to the childcare and play workforce suitable to the language of the providers, having exceeded the expected targets (target 50%)

- **245% of welsh language activities** for children achieved.
- **155% of courses** for developing **welsh language skills in bilingual** settings achieved.
- **67% of new welsh language resources** produce.

**Objective 3: To develop innovative and practical solutions to enhance childcare and play opportunities in Wales**

Cwlwm has commenced the work of **identifying gaps in provision** which will provide a baseline for the research study into parental flexible childcare need. In the meantime Cwlwm continues to support the sector to develop childcare and play opportunities in rural and deprived areas, to extend their services to include wrap around and establish new Welsh-medium provisions.

The targets have **all been met** (Target 50%)

- Extended services by 120%
- Rural area services by 150%
- In areas of deprivation by 338%
- New after school and holiday care for older children met by 60%

The Cwlwm website and Facebook site have been further developed and now provides an exciting and innovative gateway to provide childcare and play advice, support and information. It already includes information on job vacancies, quality assurance and CPD training programmes and shares news on legislation, good practice and events.



#### **Objective 4: The Childcare and Play sector contributes to strategic planning at national and local levels in Wales**

Cwlwm continues to work in partnership with Sector Skills Councils and provides essential representation for the childcare and play sector at Welsh Government and local levels by collating sector intelligence and attending various meetings.

Cwlwm also shares information on consultations in order to share

intelligence and identify sector wide trends. Sometimes it is appropriate to respond as Cwlwm and sometimes as separate organisations.

Cwlwm partners have formed an excellent working partnership and all organisations bring a wealth of individual expertise and knowledge to the project which supports and provides quality and affordable childcare with the aim of reducing child poverty across Wales.

### **3. Challenges and Concerns**

The effort to find additional funding sources is an ongoing process for Cwlwm partners and each organisation regularly shares information and knowledge about possible funding opportunities. Generally, Cwlwm partners are concerned that the level of Local Authority funding is decreasing/ceasing and this will obviously have an effect on the additional funding levered to support the childcare and play sector. Referral Scheme funding is being withdrawn by a number of Local Authorities and this is of great concern to Cwlwm as it means that

children with additional needs will not have access to deserved enhanced and childcare and play opportunities.

There is also the challenge of working together as organisations as each has its own way of working and organisational 'pulls'. However, this should level out as each organisation works together within this consortium and should 'in time' learn from each other especially with sharing good practice.

### **4. Partner contributions**

All Cwlwm partners contribute fully to all aspects of the work and achievements. 2 representatives are present at each monthly Cwlwm meetings, which include the senior staff member from each organisation. This allows regular discussion regarding the development

and completion of Cwlwm targets, it also allows strong partnership working. This collaborative working allows each organisation to utilise its own expertise whilst also benefiting from sharing of information, recognising sector trends and identifying further collaborative working opportunities.

## 5. Case studies

The following case studies shows the support and guidance given by Cwlwm partners:

### **Parent/baby toddler group**

3 registered child-minders and a nurse who have established new provision in response to community need in 2015 for 59 children. First Aid trained / DBS checks. Play/healthy eating/seasonal arts and crafts/puppetry/ song. Marketing on-line.

### **Cylchoedd Meithrin**

2 separate cylchoedd meithrin were providing services to children on the same school grounds. One Cylch offered wrap around care which was very successful. The other cylch catered for younger children but were due to lose the children to a Flying Start Cylch Meithrin. A meeting between the two services were set up and a decision made to merge both cylchoedd under a joint management committee. The cylchoedd are now operating as one very successful setting offering variety of services. They are sustainable and working to a robust business plan.

### **Day Nursery**

The setting opened in January, 2012 with 5 children and 4 staff and now have 70 children with a team of 13 staff. The staff have come from either Jobs Growth Wales Programme or the Young Recruits. Parents have requested flexible childcare, as in early mornings and Saturdays.

The owners understand that sometimes parents need emergency childcare and have updated their prospectus to reflect this excellent service, and as of April 2015 they now offer an early bird start which is 7am and close at 6pm along with a Saturday opening.

### **A Community After School Club**

The club agreed to pilot a 'play care' provision within their Holiday childcare club, which opened up the club to all children for a 2 hour period each day, free of charge. This provided families with the unique opportunity to access the same, quality childcare provision for all their play and childcare needs which included full day childcare, half day childcare and 2 hours of free play. Although located in a deprived area, the community have been encouraged by the outcomes from the free to access sessions, and have seen many of the children progress from attending these to attending paid sessions within the club. Although this was not an intended outcome at the beginning of the pilot it has enhanced the continued sustainability of the club.

### **Flexible Foundation Phase initiative**

Wales PPA has worked with Newport City Council's LEA in piloting the Welsh Government's Flexible Foundation Phase initiative. The pilot is building on the existing practise of 'shared care and education' (i.e. Education entitlement delivered across two childcare/early education providers). A few settings are also piloting extended hours for working parents. At least one full day care Nursery is offering care from 6.00am.

## 6. Evaluation

The assessment of the efficiency, impact, relevance and sustainability of Cwlwm is subject to continuous evaluation by Cwlwm. This is achieved through the appointment of a Cwlwm Project Coordinator who is specifically targeted to assess achievements against timeline and agreed targets. The monthly Cwlwm meetings also allow regular discussion and evaluation of Cwlwm's work and impact. The evaluation of Cwlwm's work is focused on:

### 1. Plan

- Identifying the desired impact of the project and how this is to be delivered
- Understanding what to measure about, identifying the information that is required and how it is to be collected

### 2. Do

- Delivering the work and impact
- Collecting information that is needed regarding impact

### 3. Assess

- Making sense of the information collected regarding the impact
- Drawing conclusions about the impact and comparing findings

### 4. Review

- Communicating information re the impact
- Learning from findings and using them to improve our work

Cwlwm is currently discussing an Evaluation Impact brief for a formal, external evaluation of its work.

