

**Have your say on
proposals for an**

Early Childhood and Family Service

Transforming our children's centres

Consultation open from
17 September – 12 November 2018



Introduction

This document sets out our ambitious proposals for a new Early Childhood and Family Service for Norfolk. We propose to:

- 1. Bring the services out of buildings and into the community, to the children and families who need them the most.**
- 2. Help communities and parents offer local activities and groups.**
- 3. Make it easier for families to access the information and advice they need, through providing better joined-up online and digital services.**
- 4. Change how we work to make sure we deliver in the best way for today's families.**

Our proposal - to create an Early Childhood and Family Service

We want to make sure early childhood and family services are working together across the county so that they are accessible to children and families and respond to their needs.

We therefore propose to create an Early Childhood and Family Service. Our proposal is that this would mainly be delivered on an outreach basis within local community venues, such as libraries, village halls and community centres, schools, and in families' homes. As part of the proposal we would have seven district early childhood and family bases – these would be used as places for staff to work across the district and to deliver some of the local services.

We want the proposed Early Childhood and Family Service to make a significant difference to the lives of young children and their families. The aims of the new service would be to work with families who have children aged 0-5 years and who need extra help to cope with the demands of family life:

- Supporting them to help their children achieve their developmental milestones
- Preventing more children from experiencing neglect or emotional harm
- Increasing their social mobility

To do this we need to identify and work with disadvantaged children and vulnerable families as early as possible, and give them support and services to meet their needs.

Wherever possible, we want families' needs to be met from services set up and run by the local community, and for help and support to be provided by others who have been through similar experiences in the past – this is called peer-led support.

We are proposing that the new early childhood and family service will have four types of services.



Community support - helping communities and parents offer local activities and groups

Many families with children aged 0-5 years want to attend activities and groups in their local community. They want to meet other parents and create friendships and local networks of support. They can share advice and information, while their young children socialise and make friends. Often families pay to attend these local activities and groups. We recognise that much of this already happens in many communities, but that in some places there are fewer opportunities for this to happen.

We are proposing to invest in community development and work closely with other community development teams in each district, including staff in our Early Years Team, local councils and the voluntary sector. This will ensure that the Early Childhood and Family Service supports the development of both existing and new community groups who are open to families with children aged 0-5 years. We will be able to help some local groups secure small amounts of funding to build new groups or improve existing ones.

We will expect there to be strong links with our Early Years Team, which works with pre-schools, nurseries, childminders and local community groups to support early education in each district area. The Early Years Team also support the 'home learning environment', which is everything a child experiences with their family and helps their learning, confidence and self-esteem at home.

Online digital offer – providing information, advice and guidance for all

We know that the way families use services is changing; many parents and carers go online to find information about what is happening in their area or to seek advice when they need help. This information needs to be reliable, high quality and up to date. Families need to be able to get information in ways they find accessible. This could be available across a range of interactive online platforms, as we recognise that families access information from a range of sources.

We want to make it easier for families to access information online about what's on in their local area, and how to access groups and activities for 0-5s. Doing this will also help local groups with promoting their activities for children and young families. This information can be made available on the Norfolk Community Directory.

We are proposing to link up with the Healthy Child Programme 'Just One Norfolk' digital offer. This enables parents and carers to access health advice and guidance for their children online and by phone at the earliest opportunity.

We are also proposing to promote our information with the help of other services and partners, such as midwives. This would mean that parents could access information across Norfolk as early as possible. We are proposing that when parents register the birth of their child they will also be able to enrol online to receive information and advice which would support them and their child's development. We would integrate this with existing services provided by Norfolk's Library Service and Family Information Service, such as how to access childcare and early years learning for children. We would also join up with Norfolk's Local Offer, which currently provides information in a single place about education, health and social care for children and young people who have special educational needs and disabilities.

We propose providing a mix of high quality local, district, countywide and nationally recognised information, advice and guidance that all families can access online and use to support themselves and their

children. This would be developed with partner organisations and families.

Group-based support - working with families who need extra help

Families who are likely to need extra help to cope with the demands of family life, will be offered the opportunity to attend support groups and activities at venues close to them in their local communities where they feel comfortable. For example, in the local library, community centre or village hall. These group sessions would be at times to suit families, including evenings and weekends. We would offer group support on things such as, parenting skills, understanding your child's behaviour and development, or healthy eating, as well as helping families to link with other services and local community activities.

Parents would be able to choose to attend groups themselves or as part of the support provided by someone already working with them, such as an early help family practitioner or a social worker. The groups will be designed to meet the needs of families and disadvantaged children aged 0-5 years, although we particularly want to support families with children aged 0-2 years as we know these first few years of life are so important.

One-to-one support - working with families who need extra help

This part of the new service will visit families, at home or in their community, who are likely to need extra help to cope with the demands of family life, and would work closely with health, education and other partners.

We call this 'outreach'. We would work with families to develop a plan that helps them find ways to cope and get the support that they need. For example, some families need help with mental health, drug or alcohol issues, or domestic abuse. We would also help families access the local community networks and support that can be so important to them.

For more vulnerable families with additional and complex needs, the new service will work closely with our existing Early Help and Family Focus teams, Social Work teams and other agencies, offering additional help as part of the wider support being provided. As with the targeted group sessions, our focus would be on meeting the needs of families and disadvantaged children aged 0-5 years, and especially families with children aged 0-2 years.

What our proposal means for people who use our services

We need to make sure that children and young people are receiving the right services at the right time. The Norfolk Threshold Guide describes four levels of need and how services might respond to this need. These levels of need are:

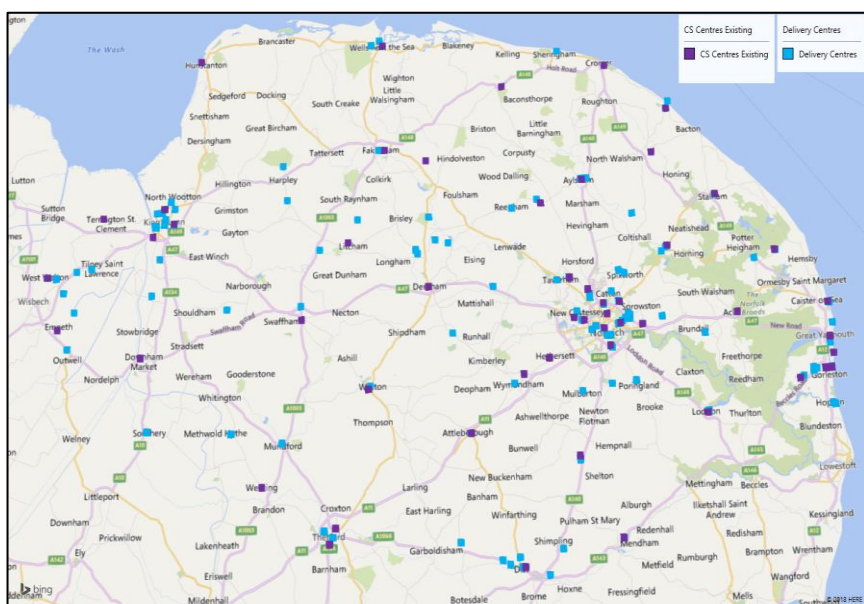
- **Universal Services:** Services all children receive to keep them safe and meet their health and development needs, often provided by early years' groups, schools, health visitors and GPs.

- **Early Help:** Services for children and families beginning to experience – or at risk of – difficulties, for example school counselling, parenting programmes, support for teenage parents.
- **Targeted Support:** Specialist services for children and families with additional and complex needs that require support from early help services and/or children’s social care and other agencies, such as intensive family support or specialist child and adolescent mental health services.
- **Child Protection:** Children at risk of significant harm, with complex and/or acute needs requiring a referral to the Children’s Advice Duty Team and Multi Agency Safeguarding Hub and sometimes the police where there is an immediate danger.
- (The technical description of these levels of need can be found here: www.norfolkscb.org/people-working-with-children/threshold-guide)

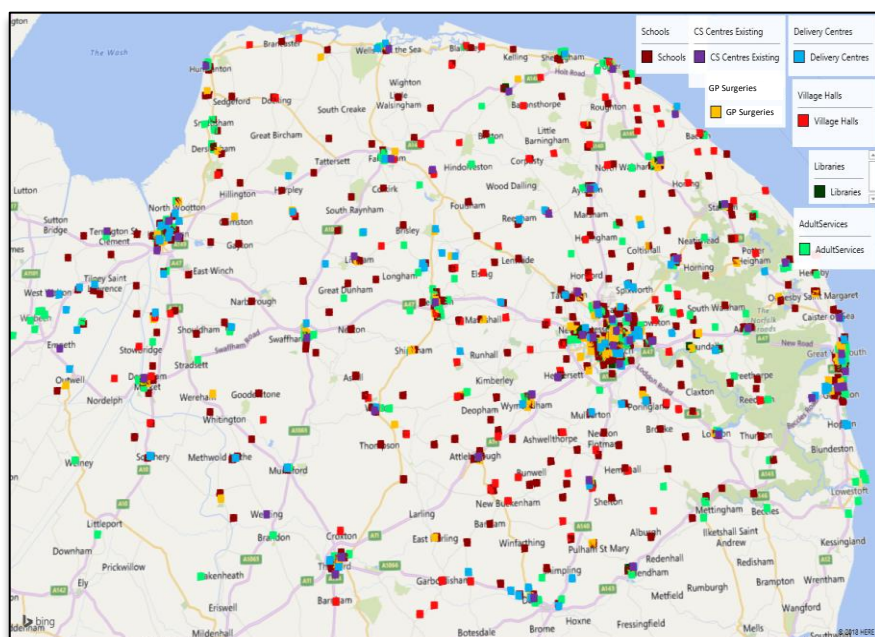
How the new Early Childhood and Family Service would meet families’ needs

We are proposing that the new Early Childhood and Family Service will focus more on supporting families who need extra help to cope with the demands of family life. This would be through a mix of group programmes and one-to-one support.

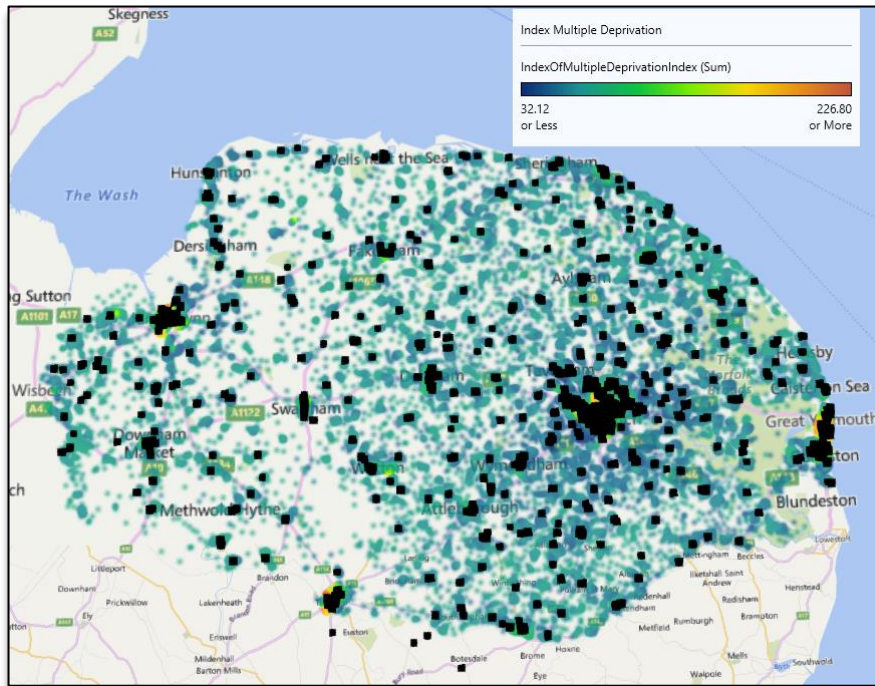
The following maps show the range of possible delivery sites compared to the existing children's centre delivery locations (shown in Map1).



Map 1 - The current children's centre delivery locations, including designated centres and outreach sites



Map 2 - The range of possible additional delivery locations for the proposed new Early Childhood and Family Service



Map 3 - The range of possible additional delivery locations for the proposed new Early Childhood and Family Service, shown against areas of multiple deprivation

For people who use our services and communities this means that:

- Families currently receiving free universal services and support from children's centres, for example Rhyme Time; Stories and Songs; Stay, Play and Learn Together; Baby Babble and Explore through Play, would receive similar services from community and peer-led groups. In future, families may have to pay to access some of these services. Information about these services will be available through the online digital offer.
- Families would be able to access high quality online and digital information, advice and guidance, which would be available 24 hours a day, 7 days a week.

- Families would have a single point of contact for the Early Childhood and Family Service and other support so that information, advice and guidance would be easier to find and access.
- Families likely to need extra help to cope with the demands of family life would receive help through support groups. These would be delivered in spaces such as village halls, community centres, schools, libraries and early years settings like pre-schools or nurseries. These would be at times to suit families, including evenings and weekends. This means that some people currently receiving a service might receive it in a different building to the one they currently use.
- Families likely to need extra help to cope with the demands of family life would receive one-to-one support through an outreach service. This would be focused on supporting families with children 0-5 years especially in the first two years of life. This would be coordinated by staff working out of the early childhood and family base. Some of the outreach would be provided in families' homes, focusing on parenting support.
- Each district council area would have early childhood and family service spaces, with activity coordinated out of a base using one of the existing children's centre buildings.

For professionals and organisations this means that:

- Early years' education settings will continue to give families help to cope with the demands of family life, where their children are aged two years and above. These settings would work closely with the new Early Childhood and Family Service and the existing Early Years Team to ensure the right support is provided to children and their families at the right time.
- Children's Services Early Help Family Focus Teams will continue to offer vulnerable families with additional and complex needs the support they need, but would be able to seek additional targeted support from the new Early Childhood and Family Service as part of their plan with families and children aged 0-5 years.
- Children's Services social work teams will continue to support all children in need or needing protection, but would be able to seek additional targeted support from the new Early Childhood and Family Service as part of their plan with families and children aged 0-5 years.
- The Healthy Child Programme will continue to offer every family a programme of screening tests, promote uptake of immunisations, developmental reviews, and information and guidance to support parenting and healthy choices – all services that children and families need to receive if they are to achieve their optimum health and wellbeing. The service is for everyone with a very young child

or baby, so families that need additional support and children who are at risk of poor outcomes can quickly be identified.

- The Early Childhood and Family Support Service bases would enable staff to co-ordinate the group and one-to-one support, work with partner organisations across the district, as well as provide space for groups to deliver activities.
- We will have to go out to tender to find the right organisation/s to deliver the proposed group-based and one-to-one support for the new Early Childhood and Family Service.

Examples of how the new Early Childhood and Family Service might work and what will be different

Community Support	
Current children's centre service	Proposed new Early Childhood and Family Service
Every children's centre service offers a range of activities. Usually these are delivered at the local children's centre building and sometimes at other places like the local library or village hall.	The new Early Childhood and Family Service will support community groups to run activities available to everyone with a young child in a wider range of community venues.

<p>Anyone can come to these activities with their child. They can find out information about things like child development and meet other parents, creating networks of support.</p>	<p>Many local communities have groups that are run in community centres, village halls or at the local library. The new Early Childhood and Family Service would have the resources to help support existing groups in communities and help develop new ones. It would do this through community workers who would support local people to organise and develop activity in their own communities.</p>
<p>The services are mostly free and consist of things like Rhyme Time, Stories and Songs, Stay, Play and Learn Together.</p>	<p>In most cases people would have to pay to use these groups.</p> <p>Parents would be able to meet and be helped to create networks of support.</p>
<p>If they have other things they want to talk about such as</p>	<p>Advice on childcare would be available through the Early</p>

<p>childcare and getting back to work there is someone on hand to give advice and support. Or there is information available so they can help themselves.</p>	<p>Years Team as part of providing information guidance and advice for all (see below)</p> <p>If they need extra help parents would be able to use the online digital offer and information and guidance part of the service (see below)</p>
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Online digital offer	
Current children's centre service	Proposed new Early Childhood and Family Service
<p>Parents can talk to someone from the children's centre service who will help with advice on breastfeeding, healthy eating, parenting and childcare or getting back to work.</p> <p>Children's centres service providers often use social</p>	<p>The new Early Childhood and Family Service would offer information advice and guidance either online or by telephone.</p> <p>Parents would be able to access high quality online and</p>

<p>media or websites to give information about what services they provide and where to find further information.</p>	<p>digital information, advice and guidance, which would be available 24 hours a day, 7 days a week.</p> <p>Parents would have a single point of contact for the Early Childhood and Family Service and other support so that information, advice and guidance would be easier to find and access.</p>
<p>If parents have more complicated worries, such as mental health, domestic abuse or substance misuse, they can talk to a staff member who can offer advice and support and refer or signpost to a more specialised service.</p>	<p>If parents have more complicated worries, a referral can be made to either the group-based or one-to-one support (see below).</p>

Group based support	
Current children's centre service	Proposed new Early Childhood and Family Service
Families likely to need extra help to cope with the demands of family life receive help through support groups.	<p>Families likely to need extra help to cope with the demands of family life would receive help through support groups.</p> <p>Families with additional and complex needs, already being supported by our Early Help and Family Focus teams, Social Work teams and other agencies, would be offered opportunities to join group sessions as part of the wider support they receive.</p> <p>Families would be able to refer themselves.</p> <p>This would be focused on support for families and disadvantaged children aged</p>

<p>These are delivered in designated children's centres or outreach venues such as community centres or village halls.</p> <p>They are often delivered on weekdays and during the daytime.</p>	<p>0-5 years, and especially children aged 0-2 years.</p> <p>These would be delivered at venues such as village halls, community centres, schools, libraries and early year's settings like pre-schools or nurseries.</p> <p>This means that some people currently receiving a service might receive a service in a different building to the one they currently use.</p> <p>This would be co-ordinated by staff at the early childhood and family base.</p> <p>These would be at times to suit families, including evenings and weekends.</p>
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One-to-one support	
Current children's centre service	Proposed new Early Childhood and Family Service
<p>Families likely to need extra help to cope with the demands of family life receive one-to-one support through their children's centre service.</p> <p>This is focused on support for families with children aged 0-5 years.</p>	<p>Families likely to need extra help to cope with the demands of family life would receive one-to-one support through an outreach service.</p> <p>Families with additional and complex needs, already being supported by our Early Help and Family Focus teams, Social Work teams and other agencies, would be offered additional help as part of the wider support they receive.</p> <p>This would be focused on support for families and disadvantaged children aged 0-5 years, and especially children aged 0-2 years.</p>

<p>This is delivered by the children's centre provider from the local designated children's centre base.</p> <p>Some of the outreach is provided in families' homes, focusing on parenting support.</p>	<p>This would be co-ordinated and delivered by staff at the Early Childhood and Family Support Service base.</p> <p>Some of the outreach would be provided in families' homes, focusing on parenting support.</p>
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When would the proposed change happen?

If we decide to go ahead with our proposal then the services would change from October 2019. We would work hard to make sure that the move to the new service would go smoothly. We would let parents who currently use services know where they need to go to find out information about the new services they can access. We would work with providers and local groups to make sure that there were services in place ready to meet people's needs.

Things we have considered when developing our proposal

We have carried out a review of children's centre services. As part of this review we have considered the things that can affect the start that children get in life.

These are:

- The parents' income and home environment

- The parents' health, particularly mental health
- The mother's health in particular
- The parents' education, skills and knowledge
- The impact of fathers in the early years

Social mobility is a person's ability to access a broader range of opportunities and experiences. In 2016 the Social Mobility Index commissioned by the Social Mobility Commission found that social mobility in Norfolk was among the lowest in the country.

Over a six-year period (2012-17), there have been 5,705 children requiring a child protection plan, with most due to neglect or emotional abuse. More children in disadvantaged areas are born with a low birth weight, they are more likely to experience poor housing, higher rates of chronic illness (such as asthma), and poor diet and nutrition.

We have also taken the following into account when developing our proposals:

- Our duties under Section 3 (2) the 2006 Childcare Act.
- Feedback from parents who use children's centre services recorded in our children's centre parental satisfaction survey 2017.
- Meetings and discussions with current children's centre providers and staff
- Conversations with individual parents and groups who use children's centre services; trying to understand why some families do not use the services.
- Information about our population and the needs of Norfolk's children and families, including the level of deprivation.

- Evidence of what works well in improving families and children's lives such as:
 - Fair Society, Healthy Lives – Marmot Review
 - An Equal Start: Improving Outcomes in Children's Centres - UCL Institute of Health Equity
 - 1001 Critical Days – Cross Party Report
 - Poverty and Social Exclusion – Frank Field
 - Attachment Theory and the Key Person Approach - Juliet Mickelburgh
- Feedback from the consultation about children's centres undertaken in winter 2017
<https://norfolk.citizenspace.com/consultation/childrenscentres/>
- The number of people using each children's centre service
- The number of people using each children's centre building
- How people get to children's centre services and the transport options available
- The way in which children's centre services are delivered elsewhere in the country
- The four guiding principles underpinning the council's Norfolk Futures strategy, which are:



Offering our help early to **prevent and reduce** demand for specialist services



Joining up our work so that similar activities and services are easily accessible, **done once and done well**



Being **business-like** and making best use of **digital technology** to ensure value for money



Using evidence and data to **target our work** where it can make the most difference

Some of the options considered

Option 1 - To extend the current contracts maintaining operation of current children's centres from April 2019 – March 2020

(possible under current plus one-year contract arrangements) – this option is unaffordable under the budget agreed by Norfolk County Council.

Option 2 - To operate 50% of the current number of children's centres by focusing only on the 'reach areas' with the highest level of need, taking account of 50% of current annual budget being available – This would not be a viable option as there would be gaps left for families. In addition, it would not fulfil statutory Department of Education requirements to offer sufficient children's centre services.

Option 3 - District outreach model using only community venues, no longer operating from any designated children's centre premises – This would be subject to formal challenge as it does not fulfil the requirements of statutory Department of Education guidance to have a designated building offering services.

Option 4 - District early childhood and family bases with community outreach model – using seven of our current designated children’s centres and including libraries, day centres, village halls, community centres etc. – preferred option, as it fulfils statutory guidance and offers the opportunity to reach the most disadvantaged families across Norfolk.

You can read more detailed information on the evidence that we have considered in our data pack which [can be viewed online at
www.norfolk.gov.uk/childrenscentres](http://www.norfolk.gov.uk/childrenscentres)

Overview of Norfolk children’s centres

Section 3 (2) the 2006 Childcare Act says Norfolk County Council *“must, so far as is reasonably practicable, include arrangements for sufficient provision of children’s centres to meet local need”*.

Children’s centres were set up in Norfolk in 2000, with the first centre opening in Norwich as part of the national Sure Start programme. Their aim was to offer support to families in the most disadvantaged areas of the county.

Our existing children’s centres aim to make life better for young children and their families, with a focus on families in greatest need of support; wanting to make sure that:

- All children reach their development milestones and are ready for school when the time comes.

- All parents are ambitious for their children, feel confident and have good parenting skills.
- All children have access to good health and life chances.

The number of centres gradually expanded and there are now 53 designated children centres across the county.

Children's centres are defined in legislation as a place or a group of places:

- which is managed by or on behalf of, or under arrangements with, the local authority with a view to securing that early childhood services in the local authority's area are made available in an integrated way;
- through which early childhood services are made available (either by providing the services on site, or by providing advice and assistance on gaining access to services elsewhere); and
- at which activities for young children are provided.

Children's centre services themselves are delivered from a range of different buildings and locations across Norfolk. This includes schools, libraries and purpose-built buildings. Services are also delivered directly to some families in their own homes.

The services are currently delivered through contracts with 12 different providers including national charities, a local charity, an NHS Trust, and schools, including academies.

Children's centre services include:

- Antenatal and postnatal programmes and support.
- Parenting advice and programmes.
- Individual support for parents experiencing difficulties such as mental health, drugs and alcohol use and domestic abuse.
- Advice about early years education and childcare.
- Support, information and advice on a range of topics from healthy eating to employment and training.
- Drop-in play sessions.
- A place to meet and talk to other parents/carers.

There are over 47,000 children aged between 0-5 years old in Norfolk.
Of these:

- 41,455 are currently registered with their local children's centre service.
- 33,424 families currently have a child registered with their local children's centre service.
- 23,000 children and their families have used their children's centre service in the past 12 months - either for advice and information, to attend groups or for more targeted support.
- On average there are over 800 families receiving more targeted support at any one time.
- 24% of Norfolk's most deprived children aged under five years have had no contact with children's centres.

How often families use children's centres is important and tells us how successful each centre is in reaching local families, especially those who are most in need.

Our most disadvantaged families who do use children's centre services use them more frequently than other families.

Current children's centre services were set up over seven years ago and contracts with current providers are coming to an end in September 2019.

What has changed since we last commissioned children's centres? Norfolk Futures

Norfolk County Council has adopted the Norfolk Futures Strategy. This sets out new ways of working within the council and how council services should be delivered in future. By modernising our services, we can adapt how we meet families' needs now and into the future. This will help us avoid storing up more serious problems in the longer term.

We cannot do this alone and we need to work together. Norfolk Futures starts with our residents and their families. We need to develop a new relationship with our residents and partners and adopt different ways of working to sustain local services and realise Norfolk's ambitions.

By 2036 Norfolk will have a population of one million. People are generally living longer and the type of services that they need is changing and becoming more complex. Whilst our funding as a council continues to face real pressures, the demand for County Council services is rising in both Adult Social Care and in Children's Services, making the way we currently work unsustainable. By changing now, we will get ahead of our challenges and better adapt for a positive future.

Local Service Strategy

We are working to join-up services in our communities, offering help early and in the right places. This will be better for people and better for the council, by making best use of our resources. We are getting away from a 'one size fits all' model. Services will be targeted, according to the different needs of different areas. We're trialling the approach at three sites in autumn 2018 and will learn lessons, before we develop centres in each district in 2019.

- This is not just about buildings. We are integrating services around communities
- We want to avoid making decisions in silos – this is about joining-up the council's different services and working more effectively together
- We want to work with partners on future phases

<https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/corporate/council-vision-and-strategy>

National and local context

Government policy on supporting families and young children has changed over recent years. Central government no longer pay for children's centres or provide any funding for new ones.

At the same time the Government has introduced several other ways to support families, including:

- Entitlement to 15 hours fully funded early education for some two-year-olds who meet certain criteria, such as if the family receives benefits.
- Entitlement to 15 hours fully funded early education for all 3-4 year olds.
- Entitlement to an additional 15 hours fully funded early education for some 3-4 year olds where both parents work and meet certain criteria, such as each parent is earning at least the National Minimum Wage or Living Wage for 16 hours a week.
- The Healthy Child Programme for children, young people and families. By providing health visitors and school nurses, the service offers every family a programme of screening tests, promote uptake of immunisations, developmental reviews, information and guidance on parenting and healthy choices. This includes the Family Nurse Partnership, whose specially trained family nurses visit first-time mothers and fathers under the age of 19 at their homes, from early pregnancy until the child is two.
- The second phase of the Troubled Families Programme, launched in 2013 provides funding to transform early help services for children, young people and their families. In Norfolk we have used this funding to develop new Early Help Family Focus teams to help families cope better with the challenges and difficulties they face.

The Government has also published several reports that include recommendations for improving services. These include:

- “Unlocking, talent, fulfilling potential: A plan for improving social mobility through education”. Department of Education, December 2017 – which states the importance of good early years education to improving social mobility.
- “State of the Nation 2017: Social Mobility in Great Britain”, Social Mobility Commission, November 2017 – which recommends that every local authority should develop an integrated strategy for improving disadvantaged children’s outcomes, and for this strategy to include improved support for early education settings, collaborative working groups, tailored advice and comprehensive training for early years teachers.

The grant that central government gives Norfolk County Council has fallen since 2011 and is expected to end by 2021. In February 2018, following a consultation between November 2017 and January 2018, Norfolk County Council decided on a budget of £5 million a year for children’s centre services. Locally, children’s centre services have been a key part of the early help we offer to families. We need to make sure that we use these services in a more integrated way with other services to meet the changing needs of our Norfolk population.

We therefore think this is the right time to propose new ways of working that reflect the change in needs and how residents access services - and to seek views on how these services can be provided in the future.

What the proposed Early Childhood and Family service means for the buildings we currently use

Currently our children's centre services operate through 53 designated children's centre buildings. Many of these are well used and people who use the centres have told us that they value them.

Some of the buildings are underused or used for other purposes, such as childcare. We have been very mindful of this in developing our proposals and we have done a lot of work to understand how our current children's centres are used. You can find more detail about this work in our data pack which can be viewed on line at www.norfolk.gov.uk/childrenscentres. In some places the services have already moved to a local library or operate from different locations. In some areas the population has changed and our buildings are in the wrong place.

Our records show us that our service providers spend a substantial amount of money running buildings, including costs for receptionists, administration, managers and staff to service and maintain the buildings.

By bringing the services out of the buildings and into the community, we will be able to spend a greater proportion of the budget on providing services and frontline staff to the children and families who need it the most. Our proposed Early Childhood and Family Service would be more focused on providing outreach to families and less about families having to go to a centre.

We are proposing that, where possible, the Early Childhood and Family Service will still have access to many of the current children's centres to deliver services.

We are proposing to have early childhood and family spaces in each district area, co-ordinated by a base that offers a place for multi-agency staff to work from as well as providing a high-quality space for services for children aged 0-5 years.

When considering the location of the base in each district area we have thought about:

1. Ensuring there is a base in each district and where there is opportunity, we have located these with the proposed multi-function centres being developed as part of the Local Service Strategy.
2. That there will need to be an area in the base that provides delivery space for work with families and children.
3. Offering good quality space for early childhood and family support service staff to collaborate with other agencies who are working with families.
4. Making best use of the existing children centre buildings in each district area.
5. Protecting public capital investment in the buildings used for children's centres.

Our proposals mean that we would have to find ways that local communities could use the rest of buildings currently designated as children's centres. We are interested in your views on how we could use these in other ways to benefit families with children under the age of five.

The proposals for buildings in each district council area are:

Norwich City		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>City and Eaton Children's Centre (The Vauxhall Centre, Johnson Place, Norwich NR2 2SA)</p> <p>CFM Children's Centre (Hunter Road, Norwich NR3 3PY)</p> <p>Thorpe Hamlet & Heartsease Children's Centre (63 Wolfe Road, Norwich NR1 4HT)</p>	<p>CFM Children's Centre</p> <p>Thorpe Hamlet & Heartsease Children's Centre</p>	<p>City and Eaton Children's Centre</p>

East City & Framingham Earl Children's Centre (Duckett Close, Norwich NR1 2LR)	East City & Framingham Earl Children's Centre	
Earlham Early Years Centre (Motum Road, Norwich NR5 8DB)	Earlham Early Years Centre	
Bowthorpe, West Earlham and Costessey Children's Centre (Humbleyard, Clover Hill, Norwich NR5 9BN)	Bowthorpe, West Earlham and Costessey Children's Centre	
North City Children's Centre (Angel Road Infants School, Angel Road, Norwich NR3 3HR)	North City Children's Centre	

In addition to the rationale described earlier, City and Eaton has been proposed as a base for the following reasons:

- a) Local Service Strategy 'Multi-Function Centre' for services and staff to be located together
- b) Central location for city
- c) Other agencies are already operating from this site
- d) Norfolk County Council freehold building
- e) Alternative transport links other than parking

Broadland District		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>Drayton and Taverham Children's Centre (Drayton Infants School, School Road, Drayton NR8 6EP)</p> <p>Aylsham Children's Centre (The Pavilion, Sir Williams Lane, Aylsham, Norwich, Norfolk NR11 6AW)</p> <p>Reepham Children's Centre (The Pavilion, Sir Williams Lane,</p>	<p>Aylsham Children's Centre</p> <p>Reepham Children's Centre</p>	<p>Drayton and Taverham Children's Centre</p>

<p>Aylsham, Norwich, Norfolk NR11 6AW)</p>		
<p>Hellesdon Children's Centre (Horsford CE VC Infant School, Holt Road, Horsford NR8 6EP)</p>	<p>Hellesdon Children's Centre</p>	
<p>Spixworth & Sprowston Children's Centre (Sprowston Infant School, Recreation Ground Road, Norwich NR7 8EW)</p>	<p>Spixworth & Sprowston Children's Centre</p>	
<p>Hoveton and Broadland Children's Centre (Hoveton Youth and Community Centre, Stalham Road, Hoveton NR12 8DJ)</p>	<p>Hoveton and Broadland Children's Centre</p>	

Dussindale Children's Centre (Woodside Community Base, Witard Road, Norwich, NR7 9XD)	Dussindale Children's Centre	
Acle Marshes Children's Centre (Bridewell Lane, Acle, Norfolk NR13 3RA)	Acle Marshes Children's Centre	

In addition to the rationale described earlier, Drayton and Taverham Children's Centre has been proposed as a base for the following reasons:

- a. High public capital investment as a children's centre
- b. Norfolk County Council freehold building
- c. Limited suitable children's centre alternatives in this district

Borough of King's Lynn and West Norfolk		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>St Clements Children's Centre (101 Churchgate Way, Terrington St Clement, King's Lynn PE34 4LZ)</p> <p>Hunstanton Children's Centre (Avenue Road, Hunstanton PE36 5BW)</p> <p>North Lynn, Gaywood Children's Centre (4 Walpole Road, Kings Lynn PE30 2DZ)</p>	<p>Hunstanton Children's Centre</p> <p>North Lynn, Gaywood Children's Centre</p>	<p>St Clements Children's Centre</p>

Vancouver Children's Centre (Fairstead Community Centre, Centre Point, King's Lynn PE30 4SR)	Vancouver Children's Centre	
West Walton Children's Centre (Ashleigh Infant and Nursery School, School Road, Wisbech PE14 7HA)	West Walton Children's Centre	
Nar Children's Centre (St Michael's Family Centre, Saddlebow Road, King's Lynn PE30 5BN)	Nar Children's Centre	
Downham Market Children's Centre (Snape Lane, Paradise Road, Downham Market PE38 9JE)	Downham Market Children's Centre	

Methwold Children's Centre (Old School House, Brandon IP27 0QQ)	Methwold Children's Centre	
Emneth Children's Centre (Hollycroft Road, Emneth, Wisbech PE14 8AY)	Emneth Children's Centre	

In addition to the rationale described earlier, St. Clements Children's Centre has been proposed as a base for the following reasons:

- a. High public capital investment as a children's centre
- b. Limited suitable children's centre alternatives in this district
- c. Car parking available

Breckland District		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>Attleborough Children's Centre (2 Church Street, Attleborough NR17 2AH)</p> <p>Watton Children's Centre (Westfield Infant and Nursery School, West Road, Thetford IP25 6AU)</p> <p>Thetford Kingsway Children's Centre</p>	<p>Attleborough Children's Centre</p> <p>Watton Children's Centre</p> <p>Thetford Kingsway Children's Centre</p>	<p>Attleborough Children's Centre</p>

(Kingsway, Thetford IP24 3DY)		
Thetford Drake Children's Centre (Drake Primary School, Fairfields, Thetford IP24 1JW)	Thetford Drake Children's Centre	
Dereham Central Children's Centre (Breckland District Resource Base, 18 London Road, East Dereham NR19 1AS)	Dereham Central Children's Centre	
Dereham South Children's Centre (Breckland District Resource Base, 18 London Road, East Dereham NR19 1AS)	Dereham South Children's Centre	
Litcham Children's Centre (Litcham	Litcham Children's Centre	

Primary School, Weasenhams Road, Litcham, Kings Lynn PE32 2QT)		
Swaffham Children's Centre (White Cross Road, Swaffham PE37 7RF)	Swaffham Children's Centre	

In addition to the rationale described earlier, Attleborough Children's Centre has been proposed as a base for the following reasons:

- a) Local Service Strategy 'Multi-Function Centre' for services and staff to be located together
- b) Norfolk County Council freehold building

South Norfolk District		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>Long Stratton Children's Centre (Manor Field Infant and Nursery School, Manor Road, Norwich NR15 2XR)</p> <p>Diss Children's Centre (Diss Infant and Nursery School, Fitzwalter Road, Diss IP22 4PU)</p> <p>Harleston Children's Centre (Harleston CE VA Primary School,</p>	<p>Diss Children's Centre</p> <p>Harleston Children's Centre</p>	<p>Long Stratton Children's Centre</p>

School Lane, Harleston IP20 9HG)		
Loddon Children's Centre (Loddon Library Annexe, Church Plain, Loddon NR14 6EX)	Loddon Children's Centre	
Wymondham Children's Centre (Ashleigh Infant and Nursery School, Sheffield Road, Sheffield Road, Wymondham NR18 0HL)	Wymondham Children's Centre	
Hethersett Children's Centre (Hethersett Woodside Nursery and Infant School, Firs Road, Hethersett NR9 3EQ)	Hethersett Children's Centre	

In addition to the rationale described earlier, Long Stratton has been proposed as a base for the following reasons:

- a. Central location for district
- b. High public capital investment as a children's centre
- c. Norfolk County Council freehold building
- d. Car parking available

Great Yarmouth Borough		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>Seagulls Children's Centre (Shrublands, Magdalen Way, Gorleston, Great Yarmouth NR31 7BP)</p> <p>Village Green Children's Centre (Moorlands Church of England Primary Academy, Moorland)</p>	<p>Village Green Children's Centre</p>	<p>Seagulls Children's Centre</p>

Way, Belton, Great Yarmouth NR31 9PA)		
Greenacre Children's Centre (Peggotty Road, Great Yarmouth, NR30 3EF)	Greenacre Children's Centre	
Gorleston and Hopton Children's Centre (Gorleston Library, Lowestoft Road, Gorleston, NR31 6SG)	Gorleston and Hopton Children's Centre	
Great Yarmouth Children's Centre (Priory) (The Priory Centre, Priory Plain, Great Yarmouth NR30 1NW)	Great Yarmouth Children's Centre (Priory)	
Caister Children's Centre (Caister Infant, Nursery	Caister Children's Centre	

School and Children's Centre, Kingston Avenue, Caister on Sea, Great Yarmouth NR30 5ET)		
Trinity Children's Centre (Martham Primary and Nursery School, Black Street, Martham, NR29 4PR)	Trinity Children's Centre	

In addition to the rationale described earlier, Seagulls Children's Centre has been proposed as a base for the following reasons:

- a. Other agencies are already operating from this site
- b. High public capital investment as a children's centre
- c. Norfolk County Council freehold building
- d. Car parking available

North Norfolk District		
Designated children's centres	Children's centres that may be available for alternative use for young children	Children's centre to remain designated and used as a district Early Childhood Family Service Base
<p>Holt Children's Centre (Corpusty and Holt Area Children's Centre, Charles Road, Holt NR25 6DA)</p> <p>Stalham & Sutton Children's Centre (Brumstead Road, Stalham NR12 9DG)</p> <p>North Walsham Children's Centre (Manor Road, North Walsham NR28 9HG)</p>	<p>Stalham & Sutton Children's Centre</p> <p>North Walsham Children's Centre</p>	<p>Holt Children Centre</p>

Mundesley Children's Centre (Trunch Road, Mundesley NR11 8LE)	Mundesley Children's Centre	
Cromer Children's Centre (Mill Road, Cromer NR27 0AD)	Cromer Children's Centre	
Stibbard Children's Centre (Fulmodeston Road, Stibbard, Fakenham NR21 0EL)	Stibbard Children's Centre	
Fakenham Children's Centre (Fakenham Gateway Sure Start, Fakenham Infant and Nursery School, Norwich Road, Fakenham NR21 8HN)	Fakenham Children's Centre	
Wells Children's Centre (Polka Road,	Wells Children's Centre	

Wells-next-the-Sea, NR23 1JG)		
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In addition to the rationale described earlier, Holt Children's Centre has been proposed as a base for the following reasons:

- a. High public capital investment as a children's centre
- b. Norfolk County Council freehold building
- c. Car parking available

We are now consulting on proposed new ways to deliver services to meet families' needs. We want to find out what people think about our proposed approach in general. We also want people's views on specific proposals about what might happen in their local area.

Have your say on our proposal for an Early Childhood and Family Service

The views of Norfolk residents to the proposed changes set out in this document are very important. We need your thoughts and ideas to inform our decision-making as we shape the future of this service.

We also have a statutory duty to consult with those affected about any proposals that may result in significant changes to, and/or the use of, our children's centre buildings, as part of any proposed redesigned service.

Who we are consulting with:

We want the views of the public in Norfolk, and in particular we want to hear from families, community groups, staff, children's centre advisory board representatives, service providers, district councils, parish councils and voluntary sector organisations.

We are consulting through:

- Our online consultation – visit www.norfolk.gov.uk/childrenscentres to complete this consultation online.

- This paper copy of our consultation.
- Events.

Personal information, confidentiality and data protection

We will use any personal information to see how representative the feedback is of Norfolk's population. We will also use it to see if any particular groups of people are especially affected by our proposals.

We will process any personal information we receive from in line with the *General Data Protection Regulation (GDPR)* (Regulation (EU) 2016/679), the Data Protection Act 2018 and Norfolk County Council's data protection policy and guidelines. This means that Norfolk County Council will hold your personal data and only use it for the purpose for which it was collected, being this consultation. We won't identify individuals when reporting back our findings and under our record management policy we will keep this information for five years.

We will also, under normal circumstances, not pass your personal data on to anyone else. However, we may be asked under access to information laws to publish or disclose some, or all, of the information you provide in response to this consultation, including any personal information. We will only do this where such disclosure will comply with such relevant information laws which include the Freedom of Information Act 2000, the Data Protection Act 2018 and the Environmental Information Regulations 2004.

Questions we are inviting you to answer as part of this consultation:

1. We are proposing to create an Early Childhood and Family Service that would offer:

- Community support - helping communities and parents offer local activities and groups
- Online digital offer – providing information, advice and guidance for all
- Group-based support - working with families who need extra help
- One-to-one support - working with families who need extra help

How far do you agree with or disagree with our proposal? Please select one only:

Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know

2. Why do you say that? Please write in below:

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3. If our proposals went ahead how, if at all, would you be affected? Please write in below:

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4. If you have any specific comments about any of the four types of services we are proposing please write them in the relevant section below:

Community support - helping communities and parents offer local activities and groups

Online digital offer – providing information, advice and guidance for all

Group-based support - working with families who need extra help

One-to-one support - working with families who need extra help

5. We are proposing that the service would run groups and other outreach services through a variety of different community venues, such as schools, libraries, village halls, community centres and GPs surgeries.

How far do you agree or disagree with this approach? Please select one only:

Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know

6. Why do you say that? Please write in below:

--

7. We are proposing to use seven of our current children's centre buildings as early childhood and family bases. Where possible we would like to continue to use the other 46 children's centre buildings to support families with children under the age of five years

How far do you agree or disagree with this approach? Please select one only:

Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know

8. Why do you say that? Please write in below:

9. If you have any suggestions for how we could use any of the 46 buildings mentioned above to support families with children under the age of 5 years please write these in below. If your suggestion is about a

specific building please tell us which one.

About you

We use this information to see how representative the feedback is of Norfolk's population. We also use it to see if any particular groups of people are especially affected by our proposals.

10. Please select all the descriptions that apply to you?

I am a parent / carer of a child (or children) aged 0-5 ☐

I currently use children's centre services ☐

I am a children's centre worker ☐

I work for an organisation that operates from a children's centre ☐

None of the above ☐

11. If you currently use a children's centre, which one do you usually use? Please select one from the list below:

- | | |
|---|--------------------------|
| Acle (Marshes) Children's Centre | <input type="checkbox"/> |
| Attleborough Area Childrens Centre | <input type="checkbox"/> |
| Aylsham Cluster Area Children's Centre | <input type="checkbox"/> |
| Bowthorpe, West Earlham and Costessey Children's Centre | <input type="checkbox"/> |
| Caister Children's Centre | <input type="checkbox"/> |
| Catton Grove, Fiddlewood and Mile Cross Children's Centre | <input type="checkbox"/> |
| City and Eaton Children's Centre | <input type="checkbox"/> |
| Corpusty and Holt Area Children's Centre | <input type="checkbox"/> |
| Cromer Children's Centre | <input type="checkbox"/> |
| Dereham Central Children's Centre | <input type="checkbox"/> |
| Dereham South Children's Centre | <input type="checkbox"/> |
| Diss Children's Centre | <input type="checkbox"/> |
| Downham Market Childrens Centre | <input type="checkbox"/> |
| Drayton and Taverham Childrens Centre | <input type="checkbox"/> |
| Dussindale Children's Centre | <input type="checkbox"/> |
| Earlham Early Years Centre | <input type="checkbox"/> |
| East City and Framingham Earl Area Children's Centre | <input type="checkbox"/> |
| Emneth Children's Centre | <input type="checkbox"/> |

Fakenham Gateway Children's Centre	<input type="checkbox"/>
Gorleston and Hopton Children's Centre	<input type="checkbox"/>
Greenacre Children's Centre, Peggotty Road, Great Yarmouth	<input type="checkbox"/>
Harleston Area Childrens Centre	<input type="checkbox"/>
Hellesdon Childrens Centre	<input type="checkbox"/>
Hethersett Area Childrens Centre	<input type="checkbox"/>
Hoveton & Broadland Area Children's Centre	<input type="checkbox"/>
Hunstanton Childrens Centre	<input type="checkbox"/>
Litcham Children's Centre	<input type="checkbox"/>
Loddon Area Childrens Centre	<input type="checkbox"/>
Long Stratton Area Childrens Centre	<input type="checkbox"/>
Methwold Children's Centre	<input type="checkbox"/>
Mundesley Children's Centre	<input type="checkbox"/>
Nar Children's Centre	<input type="checkbox"/>
North City Children's Centre, Angel Road Infant School	<input type="checkbox"/>
North Lynn, Gaywood North Bank and The Woottons Children's Centre	<input type="checkbox"/>
North Walsham Children's Centre	<input type="checkbox"/>
Priory Children's Centre, Great Yarmouth	<input type="checkbox"/>
Reepham Children's Centre	<input type="checkbox"/>
Seagulls Children's Centre, Gorleston	<input type="checkbox"/>
Spixworth & Sprowston Children's Centre	<input type="checkbox"/>

St Clement's Children's Centre, Terrington St Clement	<input type="checkbox"/>
Stalham and Sutton Children's Centre	<input type="checkbox"/>
Stibbard Children's Centre, Fakenham	<input type="checkbox"/>
Thetford Children's Centre, Kingsway	<input type="checkbox"/>
Thetford Drake Children's Centre, Drake Infant School & Nursery	<input type="checkbox"/>
Swaffham Children's Centre	<input type="checkbox"/>
Thorpe Hamlet and Heartsease Children's Centre	<input type="checkbox"/>
Trinity Children's Centre, Martham	<input type="checkbox"/>
Vancouver Children's Centre, King's Lynn	<input type="checkbox"/>
Village Green Children's Centre, Belton	<input type="checkbox"/>
Watton Children's Centre	<input type="checkbox"/>
Wells-next-the-sea Children's Centre	<input type="checkbox"/>
West Walton Children's Centre	<input type="checkbox"/>
Wymondham Area Children's Centre	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

12. Are you responding as...?

Please select one answer

- An individual / member of the public ☐
- A family ☐
- On behalf of a voluntary or community group ☐
- On behalf of a statutory organisation ☐
- On behalf of a business ☐
- A Norfolk County Councillor ☐
- A district or borough councillor ☐
- A town or parish councillor ☐
- A Norfolk County Council employee ☐

13. If you are responding on behalf of another organisation, what is the name of the organisation, group or business?

Please write your answer in the box:

Are you...?

Please select one answer

Male ☐

Female ☐

Prefer to self-describe (please specify below) ☐

Prefer not to say ☐

If you prefer to self-describe please write in here:

14. How old are you?

Please select one answer

Under 18 ☐

18-24 ☐

25-34 ☐

35-44 ☐

45-54 ☐

55-64 ☐

65-74 ☐

75-84 ☐

85 or older ☐

Prefer not to say ☐

15. Do you have any long-term illness, disability or health problem that limits your daily activities or the work you can do? Please select one answer

Yes ☐

No ☐

Prefer not to say ☐

16. How would you describe your ethnic background?

Please select one answer

White British ☐

White Irish ☐

White other ☐

Mixed ☐

Asian or Asian British ☐

Black or Black British ☐

Chinese ☐

Prefer not to say ☐

Other ethnic background - please describe below ☐

17. What is your first language?
Please write your answer in the box:



18. What is the first part of your postcode? (e.g. NR4)

Please write your answer in the box:



You can respond by post for free to:

Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council,
Ground floor - South Wing, County Hall, Martineau Lane,
Norwich NR1 2DH.

However, if you want to help the council save money please use a stamp and send to this address: Stakeholder and Consultation Team, Norfolk County Council, Ground floor - South Wing, County Hall, Martineau Lane, NR1 2DH.

You may wish to keep a copy of your response to our consultation for your own records.

We are consulting from Monday 17th September to midnight on Monday 12th November 2018. Please note that if we receive any consultation responses after this date we cannot guarantee that we will be able to take them into account.

How we will make our decision and report back to you

We will take a report about the findings to this consultation to our Children's Services Committee on 22 January 2019. The report will feed back what people have told us about the potential impact of our proposal. Our county councillors will use this as part of the evidence they consider when deciding whether to go ahead with this proposal. They will consider:



- The impact of the proposal on individuals, groups or communities and in particular on people identified as having 'protected characteristics' under the Equality Act 2010. The protected characteristics are: age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; and sexual orientation. As well as this equality impact assessment, councillors will consider the impact of proposals on rural areas.
- The views of people and stakeholders consulted.
- The evidence of need and what is proven to work effectively and well.
- The financial and legal positions and any constraints at the time.



Your opinions are valuable to us. Thank you for taking the time to read this document and respond.



If you need this document in large print, audio, Braille, alternative format or in a different language please contact Customer Services on 0344 800 8020 or Text Relay on 18001 0344 800 8020 (textphone) and we will do our best to help.