



# NDNA Solutions

working with local authorities to solve childcare challenges

# overcoming obstacles together

**National Day Nurseries Association (NDNA) is the national charity and membership association for children's nurseries across the UK. Our mission is clear – to support the delivery of quality care and early learning in nurseries for the benefit of children and their families.**

NDNA works in partnership with local authorities across the UK to develop bespoke, cost-effective solutions to local childcare issues. We believe that by working together we can meet the challenges of this changing childcare market and deliver positive outcomes for children and families.

Our NDNA Solutions service is tailored to the individual needs of your local authority area and is designed to give you good value for money. Through our knowledge and experience of the childcare sector, and our work with the Department for Education and the Welsh Assembly Government, we understand both the challenges that childcare providers face and the responsibilities facing local authorities as market managers.



## working with NDNA

NDNA Solutions is a package of support from NDNA to help local authorities with local early years challenges. To develop and deliver the right solution for your local authority, we work closely with you to gain an in-depth understanding of your requirements and those of childcare providers in your area. Local authorities already working with NDNA report a variety of positive outcomes including:

- Enhanced sustainability in childcare settings
- Improved relationships with local providers and increased participation in local authority strategies
- Improved quality of childcare practice and higher inspection ratings
- Better take-up of workforce training opportunities
- Improved childcare practice as a result of raising practitioners' skills
- Enhanced services for children.

As each NDNA Solution is unique, this brochure gives you just a brief introduction into the many ways that we can support local authorities. If you would like more detail on any of the case studies provided or would like to discuss how we can work together please call our NDNA Solutions Manager on 01484 40 70 64.

## about NDNA

To support the delivery of quality care and early learning, NDNA provides thousands of nursery members with information and advice, events, publications and discounts on essential business services.

Through our National Early Years Enterprise Centre we offer our online quality improvement scheme, e-Quality Counts, and a range of training programmes – from one-day solutions to accredited awards – to help develop the early years workforce.

In addition to our offices in England, Scotland and Wales, we also have national and regional teams across the UK working closely with local authorities and childcare settings to broker positive partnerships and ensure the sustainability of the sector.

**“We have found the NDNA approach to the changes in the early years and childcare agenda insightful, proactive and co-operative. They maintain and support a local network of providers, provide business support to the sector and support the local authority in its duty under the Childcare Act 2006. This has led to good working relationships with our local providers and has enabled us to work closely on a number of contentious issues with a positive outcome.”**

Carol Lancaster, Quality and Inclusion Manager,  
Kirklees Early Years Service

# helping you fit everything into place

## Sheffield City Council

### The challenge:

communication with and representation of Private, Voluntary and Independent (PVI) early years settings

### The NDNA Solution:

a Network Support Officer to develop relationships

Sheffield City Council contracted NDNA to appoint a Network Support Officer to:

- Build relationships with early years settings and encourage communication and consultation with the council
- Facilitate network meetings to help keep providers informed and consulted on issues like sufficiency and the Single Funding Formula
- Organise, in partnership with the council's marketing team, two provider forums a year. Over 80% of forum attendees said that it was an effective way of communicating
- Run a representative scheme, where providers who represent at council meetings can claim funds towards their travel and time.

**“The partnership with NDNA is very successful, we can keep in touch with the sectors and welcome their views and positive contributions to early years across the city.”**

Julie Ward, Senior Manager,  
Inclusion & Learning, Sheffield City Council.

### Did you know?

NDNA demonstrates a commitment to quality customer service by retaining the Customer First standard for four consecutive years. Achieving Customer First means that we focus on identifying and satisfying customer needs by working in partnership with customers. We also received recognition through a National Training Award and Investors in People Bronze.

## Peterborough City Council

### The challenge:

nursery cover issues preventing the workforce from attending local authority training

### The NDNA Solution:

a not-for-profit Staff Bank

- **A not-for-profit Staff Bank was set up with a NDNA Sustainability Support Officer to run it.** This provides nursery staff cover for attending training and it helps providers to save money on expensive agency staff fees covering sickness
- In 2009 the Staff Bank provided 1,193 days of absence cover. It saved the Council 40% in reimbursed agency fees and childcare providers more than 40% in agency fees
- As a result, Peterborough City Council's training is fully booked and nursery practitioners can access the development they need. The Council's Childcare Advisors are now able to focus on their core duties and providers in the area are more sustainable.

NDNA and Peterborough City Council agreed a Service Level Agreement. The council used its existing funds creatively to support the set-up and running of the Staff Bank.

**“The Staff Bank is excellent in alleviating the problem regarding cover for staff and these figures prove how useful it is.”**

Julie Knight, Manager of EY & C Practitioner Development,  
Peterborough City Council



# supporting you to achieve the right results

## Manchester City Council

### The challenges:

quality improvement and management of absenteeism in early years settings

### The NDNA Solutions:

all Manchester providers supported to follow a nationally-recognised quality improvement scheme. A tailored training programme to help nursery managers.

- Manchester City Council has licensed NDNA's national quality improvement scheme and is using 'Manchester Quality Counts' in all early years settings across the city

**"We were delighted with the responses received from nursery managers who took part in the training programme. It increased vital knowledge and further developed skills and techniques that could be applied by nursery managers to help in their business planning and sustainability."**

Naeem Akhtar, Service Improvement & Performance Manager, Sure Start and Early Years, Manchester City Council Children's Services.

- The scheme supports settings through the process of self-assessment, reflection, planning, development and implementation to drive quality improvement (including measurement of its impact) and achieve a recognised award
- NDNA also delivered some of the training for Manchester City Council's business support structured training programme for nursery managers. The programme was designed to support nursery managers in Manchester with staff retention and absenteeism, finance, employment law and marketing.

Manchester City Council funded the licensing of 'Manchester Quality Counts' and the training through their General Sure Start Grant.

**"Working with NDNA means that we can use their quality standards to ensure that all settings are operating to the same high standards."**

Councillor Sheila Newman, Executive Member,  
Children's Services, Manchester City Council.

NDNA now offers local authorities the option of licensing either Quality Counts (the paper-based scheme) or e-Quality Counts (our innovative online scheme).

## Cardiff County Council

### The challenges:

communication, quality and sustainability

### The NDNA Solution:

independent support and advice for nurseries to improve their childcare practice

- A Development Worker was appointed to offer providers in Cardiff information, support, advice and to demonstrate good childcare practice. The aim of this is to provide business support for the development of new childcare places, sustaining provision and improving quality
- The Development Worker has supported the development of over 200 new childcare places, enabled nearly 500 staff to attend multi-agency training courses and supported a number of providers to access council funding totalling over £50,000.

The NDNA Cymru Development Worker was funded by the Cardiff Childcare Strategy Unit.

**“The NDNA Development Worker’s appointment helps us communicate effectively with the sector to ensure settings in the area can develop their quality and sustainability.”**

Brenda Davis, Childcare Strategy Manager,  
Cardiff County Council

### would you like to find out more?

We believe that partnership working is crucial to the delivery of high-quality, sustainable childcare and by working together we can meet the challenges of this changing childcare market to deliver positive outcomes for children and families.

If you would like to find out more about working with us and how we can provide cost-effective support in your area, please get in touch with our NDNA Solutions Manager. You can call **01484 40 70 64** or email [solutions@ndna.org.uk](mailto:solutions@ndna.org.uk)

We have a local authority area on our website where you can find more detailed NDNA Solutions case studies.

Visit [www.ndna.org.uk/local-authorities](http://www.ndna.org.uk/local-authorities)



# your gateway to support



We have a key point of contact for local authorities. Contact the NDNA Solutions Manager, on **01484 40 70 64** or email **solutions@ndna.org.uk**

Local authorities we have recently worked with include:

Blackburn with Darwen  
Borough Council

Cardiff County Council

Essex County Council

Gloucestershire  
County Council

Kirklees Council

Lancashire County Council

Leeds City Council

Manchester City Council

North Tyneside Council

Nottinghamshire  
County Council

Peterborough City Council

Sheffield City Council

Thurrock Council

**“NDNA has supported us to deliver a number of key projects. On each occasion their approach has been a proactive and responsive one that is sensitive to local authority processes. Their work has always been of an excellent standard and they bring the latest knowledge on a range of key initiatives.”**

Sue Green, Strategic Leader, Early Years,  
Play and Parenting, Thurrock Council.

## head office

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