

Children's Centre Payment by Results Trial **National Measures**

This document sets out the **national measures** for the Children's Centre Payment by Results (PbR) trial. **Annex A** sets out the **definitions** of words and terms used within the measures.

Section 1 summarises data collection requirements for trial LAs in April 2012.

Section 2 sets out in detail the specific data requirements for each measure.

Data collection process:

In the **week commencing 9th April** we will send a **data collection template** to all trial areas with a **handbook** explaining how to complete the document. The template will be pre-populated with the details of children's centres in the local authority area.

The data collection template will need to be **returned to the department by Friday 4th May**. There will be a support desk function available should local colleagues have any problems completing and returning the template.

The purpose of collecting data from trial areas in April 2012 is to gather baseline data for new measures – sustained contact, parenting and early education for disadvantaged two and three year olds. We do not require any data from local authorities (LAs) on the breastfeeding prevalence or the Early Years Foundation Stage Profile measures.

We are aware that not all trial areas will be in a position to provide baseline data for the sustained contact and parenting measures as centres may not have collected this data in the past. If this is the case in your LA, you will need to use the PbR trial period to collect baseline data. We will ask for this data to be reported to the department at the end of the 2012-13 PbR trial year. Using the trial year to baseline data will provide trial areas and the department with valuable learning about the suitability of the children's centre level measures for a national scheme.

Reward payments:

In April, we will announce the size of the reward pot, how reward payments will be made and the level of performance required to attract a reward.

Section 1 - Overview of data collection requirements for April 2012

Measure	Data collection requirement for trial LAs in April 2012
An increase in breastfeeding prevalence at 6-8 weeks in the local authority area over a 1 year period.	None. Existing data collection. The department will provide LAs with baseline data for this measure in May 2012 and performance data on a quarterly basis until May 2013.
Narrowing the gap between the proportion of pupils achieving a good level of development (in the Early Years Foundation Stage Profile) that are eligible for free school meals and those that are not.	None. Existing data collection. The department will provide baseline data for this measure in April 2012. Performance data will be provided at in December 2012.
Increase the proportion of disadvantaged 2 year old children taking up early education paid for by the local authority.	Data collection required.
Percentage of families in greatest need having sustained contact with children's centre services in the local authority area over the period 1st April 2012 to 31st March 2013.	Data collection required for LAs that are able to provide a baseline (data from 2011/12). No data collection for those LAs that need to use the 2012-13 trial year to collect baseline data on this measure.
Increase the proportion of parents completing targeted evidenced based parenting programmes.	Data collection required for LAs that are able to provide a baseline (data from 2011/12). No data collection for those LAs that need to use the 2012-13 trial year to collect baseline data on this measure
Increase the take up of early education for disadvantaged three year olds.	For discussion with LAs. Trial LAs are invited to share local denominator data with the department to inform the development of a national measure.

Please note that for LAs that are not able to provide baseline data for the parenting and sustained contact measures, there is only a requirement to provide data in April 2012 for the two year olds measure.

Section 2- Specific data requirements for each measure

1) Breastfeeding Prevalence at 6 – 8 weeks

Measure	An increase in breastfeeding prevalence at 6-8 weeks in the local authority area over a 1 year period.
Denominator	Number of infants due a 6-8 week check (resident in the Local Authority)
Numerator	Number of children totally breastfed, plus those partially breastfed (resident in the Local Authority)
Baseline data	Data published in May 2012 covering the period 1 st April 2011 to 31 st March 2012 will be used to set the baseline for the PbR year.
Performance data	Data published in May 2013 covering the period 1 st April 2012 to 31 st March 2013 will be used to assess performance over the PbR year. Performance data will be provided to LAs (by local authority area) on a quarterly basis during the trial year.
Data source	Department of Health – Breastfeeding prevalence at 6-8 weeks by local authority area. The department will provide LAs with this data. http://www.dh.gov.uk/en/Publicationsandstatistics/Statistics/StatisticalWorkAreas/Statisticalpublichealth/DH_124185#_1

2) Reduction in EYFSP attainment gap for FSM children

Measure	Narrowing the gap between the proportion of pupils achieving a good level of development (in the Early Years Foundation Stage Profile) that are eligible for free school meals and those that are not.
Denominators	a) Pupils <u>eligible</u> for Free School Meals (FSM) for which a valid assessment has been completed. b) Pupils <u>not eligible</u> for FSM for which a valid assessment has been completed.
Numerators	a) Pupils <u>eligible</u> for free school meals achieving a good level of development. b) Pupils <u>not eligible</u> for FSM achieving a good level of development.
Attainment gap	Gap between proportion a) and proportion b) outlined above
Baseline data	Data published in December 2011 covering assessments made in the 2010/11 academic year will be used to set the baseline for the PbR trial year.
Performance data	Data published in December 2012 covering assessments made in the 2011/12 academic year will be used to assess performance over the trial year.
Data source	Department for Education - Early Years Foundation Stage Profile Attainment by Pupil Characteristics in England. The department will provide LAs with this data. http://www.education.gov.uk/rsgateway/DB/SFR/s001044/index.shtml

3) Increase the take up of funded early education for disadvantaged two year olds

Measure	Increase the proportion of disadvantaged two year old children taking up early education paid for by the local authority
Denominator	<p>The number of two year olds in the local authority area living in households that are:</p> <ul style="list-style-type: none"> • In receipt of Income-Based Job-Seekers Allowance, or • In receipt of income support • In receipt of Income-related Employment and Support Allowance, or • the Guarantee element of the State Pension Credit; or • In receipt of Child Tax Credit, and with annual household earnings below £16,190 and not in receipt of Working Tax Credits, or • In receipt of Working Tax Credit during the four-week period immediately after their employment finishes or after they start to work less than 16 hours a week <p>Denominator data to be provided by HMRC in May 2012 and shared with trial areas.</p> <p>Please note – We are aware that trial areas use a range of factors to determine how funded places are managed locally and that LAs do not have access to local data on eligibility for FSM at a child or household level. We are also aware that the denominator is based on children living in the LA, but the numerator is based on take up of services in the LA area. We recognise the potential limitations of this measure but think the approach outlined here is valid for the purpose of exploring a PbR measure through the trials.</p>
Numerator	The number of 2 year olds taking up a free education place in the local authority area (based on criteria for the 20% entitlement).
Baseline data	Numerator data to be collected in April from trial areas to identify their baseline for the trial year. The numerator figure for the baseline should cover take up over the period 1 st April 2011 to 31 st March 2012.
Performance data	Numerator data to be collected in April 2013 to assess performance over the trial year. The numerator figure for performance should cover take up over the period 1 st April 2012 to 31 st March 2013.
Data source	Denominator – HMRC Numerator - New data collection for trials

4) Sustained contact

Measure	Percentage of families with young children in greatest need having sustained contact with children's centre services, in the local authority area, over the period 1st April 2012 to 31st March 2013.
Denominator	<p>Total number of families defined as being in greatest need in the LA.</p> <p>LAs will need to define their denominator population and provide this data to the department along with an explanation of the data source used e.g. 100 families identified in LA based on housing benefit data.</p> <p>During the course of the trials the department will work with HMRC colleagues to develop a national proxy measure for greatest need based on eligibility for free school meals.</p> <p>Please note – As with the two year old measure we know that the denominator is likely to reflect those living in the LA area and the numerator could include families who may live in another LA area taking up services. We would like to explore through the trials how we can best capture data where there are cross boarder issues.</p>
Numerator	Number of families in greatest need having sustained contact with children's centre services.
Baseline data	<p>As this is a new measure, we expect that trial areas will need to collect baseline data during the trial year covering the period 1st April 2012 to 31st March 2013.</p> <p>Trial LAs already collecting data relevant to this measure are invited to share this with the department in April 2012. Data would need to cover the period 1st April 2011 to 31st March 2012 to be used as a baseline for this measure.</p>
Performance data	N/A for trial year.
Data source	New data collection for trials

5) Parenting support

Measure	Increase the proportion of parents completing targeted evidenced based parenting programmes in the local authority area (taking up services in LA, not living in LA).
Denominator	Number of (targeted) parents starting evidence based parenting programmes.
Numerator	Number of (targeted) parents completing evidenced based parenting programmes.
Baseline data	As this is a new measure we expect that trial areas will need to collect baseline data during the trial year covering the period 1st April 2012 to 31st March 2013. Trial LAs already collecting data that could evidence this measure will be invited to share this with the department in April 2012. Data would need to cover the period 1st April 2011 to 31st March 2012 to be used as a baseline for this measure.
Performance data	N/A for trial year.
Data source	New data collection for trials.

Any trial area wishing to volunteer to collect data on the alternative parenting measure below (in addition to the measure set out above) should inform their Serco representative in the first instance. We will then make contact with you to discuss how you might report against this measure.

Increase the proportion of parents in greatest need taking up evidence based parenting programmes in the local authority area.

6) Early education for disadvantaged 3 year olds

We do not currently have a way to identify the number of disadvantaged three year olds in each LA and therefore cannot provide a denominator for this measure. It may be possible in future to use HMRC data based on eligibility criteria for FSM, but this will not be available during the trials.

We would like to hear from any trial LAs that have identified a way to implement this measure, during the next round of regional learning sets.

Measure	Increase the take up of early education for disadvantaged three year olds.
Denominator	Number of disadvantaged three year olds in the local authority area.
Numerator	Number of disadvantaged three year olds taking up early education.
Baseline data	N/A
Performance data	N/A
Data source	The data source for this measure will need to be explored through the trials.

Annex A – Definitions

This annex sets out the definitions of words used in the national measures and the descriptions of national measures set out in this document.

Wording	Definition
Baseline data	Data that indicates performance against a trial measure in 2011-12.
Performance data	Data that captures the performance of trial LAs during the trial year in 2012-13.
Family	At least one parent/carer and one young child
Parent/carer	<p>Defined in the Childcare Act as a parent of a young child, and includes any individual who—</p> <p>(a) has parental responsibility for a young child, or</p> <p>(b) has care of a young child;</p>
Young child	<p>Defined in the Childcare Act 2006 - a child is a “young child” during the period—</p> <p>(a) beginning with his birth, and</p> <p>(b) ending immediately before the 1st September next following the date on which he attains the age of five.</p>
Sure Start Children’s Centre	<p>Defined in the Childcare Act 2006 as a place or a group of places:</p> <ul style="list-style-type: none"> • which is managed by or on behalf of the local authority to secure that early childhood services are made available in an integrated way; • through which early childhood services (see below) 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.

Early childhood services	<p>Defined in the Childcare Act as:</p> <ul style="list-style-type: none"> • early years provision (early education and childcare); • social services functions of the local authority relating to young children, parents and prospective parents; • health services relating to young children, parents and prospective parents; • training and employment services to assist parents or prospective parents; and • information and advice services for parents and prospective parents.
Children’s centre services	Activities and/or services funded and/or managed by a children’s centre in the local authority area.
Local authority area	<p>The geographical area covered by an English local authority</p> <p>(a) a county council in England;</p> <p>(b) a metropolitan district council;</p> <p>(c) a non-metropolitan district council for an area for which there is no county council;</p> <p>(d) a London borough council;</p> <p>(e) the Common Council of the City of London (in their capacity as a local authority);</p> <p>(f) the Council of the Isles of Scilly;</p>
Early education paid for by the local authority (in relation to the two year old measure)	As the two year old entitlement does not come into effect until September 2013 we must use the wording opposite to describe the free early education places provided to disadvantaged two year olds in the local authority area.
Families in greatest need	<p>To be defined locally for the trial.</p> <p>The data collection template will include a</p>

	<p>field to collect denominator figures from LAs at the beginning of the trial year and a description of the data used to identify the denominator population e.g.</p> <p>Local authority has 350 families in greatest need</p> <p>Data source – Housing benefit data</p> <p>During the trials the department will work with HMRC colleagues to develop a national proxy measure for greatest need based on eligibility for free school meals.</p> <p>We will also review the denominators used by LAs to establish if any could be used at a national level.</p>
<p>Targeted programmes</p>	<p>Programmes that are designed to improve the parenting knowledge and skills of parents which the local authority and/or children’s centre has defined as in need of parenting support.</p> <p>LAs must be able to evidence how they have identified their target population for the purpose of the trial. We will ask LAs to share the criteria they have use to target programmes as part of the data collection exercise.</p>
<p>Evidence based parenting programmes</p>	<p>Parenting programmes that demonstrate strong evidence of an improved outcome for both children and parents. Programmes should be those assessed by the National Academy of Parenting Research (NAPR) as demonstrating strong evidence of effectiveness in supporting parents. These programmes can be found in the Commissioning Toolkit at https://www.education.gov.uk/publications/standard/publicationDetail/Page1/SP68/0310</p> <p>Trial areas that have commissioned parenting programmes not assessed by NAPR will need to evidence during the course of the trial year how their targeted provision meets the NAPR criteria for an</p>

Appendix B

	<p>evidence based parenting programme. We will issue further guidance on how a validation process will be managed for the trials.</p>
Sustained contact	<p>At least 5 contacts in person (face to face) with children's centre services over a 12 month period.</p> <p>The <u>5th contact</u> must fall between the 1st April 2012 and 31st March 2013 and the <u>first contact</u> must have been less than or equal to 12 months ago.</p>
Contact	<p>Family member participating in person (face to face) in children's centre services (see above). This includes activities/services delivered in the children's centre and through outreach.</p> <p>Contact does not include telephone calls, leaflet drops, pre-registration visit to the centre or registration activity.</p>

National measures for reward payment

Preference Form

Each trial local authority can select up to two measures to attract a real reward at the end of the trial year (depending on performance). Please place the three measures on the form attached below in order of preference using this criteria:

1. The measure your local authority would most like to attract a real reward through the trials.
2. Second preference
3. Third preference

Please also indicate whether your local authority would like to test real payments against one or two measures. We are keen for all trial areas to test two measures to ensure we have a broad evidence base for the evaluation.

Data collection

We would like trial areas to provide data across all six of the national measures where possible to inform the evaluation. We need to gather as much evidence as we can through the trials on the suitability of the national measures. Please confirm on the form below that your local authority is willing to provide data for all six measures to inform the evaluation of the national scheme.

National measures for reward payment

Preference Form

Local authority:

PbR contact:

Tele:

Email:

Please enter number 1,2 or 3 in the text box next to each measure. 1 indicates your first preference.

- Reduction in EYFSP attainment gap for FSM children

- Increase the prevalence of breastfeeding at 6-8 weeks

- Increase take up of early education for disadvantaged two year olds

Please indicate in the text box below if your local authority would like to be paid by results at the end of the trial year for **one or two** of the trial measures set out above.

Please tick insert **yes** into the text box below to indicate that your local authority is willing to provide data for all six national measures to assist with the evaluation of the national scheme.

Please return your preference form by 30th April to Janagi.kirubaharan@education.gsi.gov.uk