

Broughton Children's Centre

50 Rigby Street, Salford, Greater Manchester, M7 4BQ

Inspection date 27–28 March 2014

Overall effectiveness	This inspection:	Requires improvement	3
	Previous inspection:		
Access to services by young children and families		Requires improvement	3
The quality of practice and services		Requires improvement	3
The effectiveness of leadership, governance and management		Requires improvement	3

Summary of key findings for children and families

This is a centre that requires improvement. It is not good because:

- Not enough families from the target groups, particularly, lone parents, minority ethnic groups and children from workless households, are registered and accessing centre services.
- Data shared between the local authority and the centre are not always readily available and are presented in different ways. This means the centre does not have a wholly accurate picture of its community to meet the needs of vulnerable families.
- The centre's leaders and those responsible for governing the centre generally evaluate the centre's performance but targets are not always precise or challenging to ensure improvement takes place. As a result, the centre's self-evaluation is not consistently sharp enough or focussed on particular target groups to show how the centre will increase engagement figures. Advisory board meetings lack rigour and there is a low representation of parents on the board.
- The centre does not provide a wide range of courses for adults and centre staff are not proactive enough in advertising the courses that are running. The evaluation and tracking of adult learning are also not sufficiently well-developed.
- The centre does not do as much work as it could with health partners to improve breastfeeding rates and reduce the proportion of mothers who smoke during pregnancy.

This centre has the following strengths:

- Families, particularly those in crisis, benefit from well-coordinated support from a range of services. Sensitive and flexible care is given to meeting the cultural needs of the Orthodox Jewish community.
- Children make good progress given their low starting points and are ready for nursery and school. Centre staff and partners also work well together to identify children who are at risk of falling behind their peers. This effectively narrows the gap and reduces inequalities between groups of children.
- The good range of parenting programmes on offer promotes positive outcomes for families.
- Leaders and staff are passionate about delivering a high quality service and know what they need to do to improve standards. They are committed to driving the centre forward to meet families' needs.

Information about this inspection

The inspection of this children's centre was carried out under Part 3A of the Childcare Act 2006 as amended by the Apprenticeships, Skills, Children and Learning Act 2009.

This inspection was carried out by three additional inspectors.

The inspectors held meetings with senior leaders, members of staff and partner professionals from other agencies. Discussions were held with members of the advisory board, the nursery manager, the education lead teacher, two representatives from the local authority and parents.

The inspectors visited Broughton Children's Centre, Lower Broughton Children's Centre and the Hershel Weiss Children and Family Centre.

The inspectors visited four sessions held during the inspection, a 'Breastfeeding Advice Group', 'Baby Fun Time', 'Stay and Play' and an English course for speakers of other languages.

They observed the centre's work and looked at a range of relevant documentation including, self-evaluation documents, parental satisfaction surveys and a case files.

Inspection team

Emily Wheeldon, Lead inspector	Additional inspector
Elaine White	Additional inspector
Ken Fisher	Additional inspector

Full report

Information about the centre

Broughton Children's Centre is a phase one stand alone centre situated in the Broughton area of Salford. It relocated to a new community hub in 2011, and merged with Lower Broughton Children's Centre and Hershel Weiss Children and Family Centre. The centre offers a range of services, which include childcare provision, focused play sessions, family support, health services, parenting, volunteering and adult education.

There are 2,767 children under five years of age in the reach area, of which 84% live in the 0-30% most deprived in the country. Unemployment is high with 42% of families dependent on workless benefits. There is a mixture of privately owned, private rental and social housing. The large majority of the population is of White British heritage, with an increasing number of minority ethnic families. The reach area also serves a large population of Orthodox Jewish families. The target groups identified by the centre include families who represent minority ethnic groups, workless families, lone parents, asylum seeking families and refugees. Most children enter early years provision with skills that are below those typical for their age. There are close links with River View Primary School, Bnos School and the centre's childcare provision onsite which is Higher Broughton Nursery. These provisions are subject to separate inspection arrangements and the reports are available on our website: www.ofsted.gov.uk.

Governance of the centre is managed by Salford Local Authority and led by a children's centre cluster coordinator. There is an advisory board that includes delivery partners, members of the local community and users who attend the centre.

What does the centre need to do to improve further?

- Improve access to services by:
 - increasing registrations and engagement rates from target groups, in particular, lone parents, families from minority ethnic groups and children from workless households so that the large majority are actively engaging in centre activities
 - improving the sharing of data with the local authority so that they are timely, up-to-date, and streamlined so that the centre can evaluate the impact of activities and plan services more effectively
 - improving the promotion of courses for adult learning.
- Improve quality and practice by:
 - working with health partners in reducing the proportion of mothers smoking throughout pregnancy and increasing breastfeeding rates
 - increasing the range of provision available for adults
 - monitoring the progress adult learners make as they move on to other courses.
- Improve the governance and accountability of the centre by:
 - implementing precise and challenging targets and improving self-evaluation so that the centre can more accurately measure the impact of its work to reduce inequalities in families
 - introducing greater rigour into advisory board meetings so that members know precisely what needs to be done to drive the centre forward, especially to increase engagement rates from target groups
 - increasing the representation of parents on the advisory board in order to shape centre services and inform decision making.

Inspection judgements

Access to services by young children and families

Requires improvement

- The large majority of local families are registered with the centre. Good partnerships with health professionals are helping to increase registrations, currently at 73%. However, only a minority at 43% sustain engagement with the centre and its services. Participation rates for lone parents, families from the minority ethnic groups and children from workless households are low.
- Relevant data are sometimes confusing and not always up-to-date and shared with the centre in a timely manner by the local authority. Consequently, the centre does not always have an accurate enough picture of the community to consistently target its work on increasing engagement for those most in need.
- The centre provides an appropriate balance of universal and targeted services for the families with whom they work. For example, 'Stay and Play', 'Baby Fun Time' and English courses for speakers of other languages are popular.
- Staff are committed to promoting the services run by the centre and partner agencies. Information about activities is on the local school's website. Staff are also regularly present at school sites and in the local community. However, adult courses are not widely advertised in all centres. Consequently, some adults are not aware of what is on offer and this restricts their chances of future employment.
- The centre works hard with the families they know about and does all it can to keep them safe. The strong multi-agency approach ensures families receive the specialist help they require at an early stage. In particular, staff work closely with health and social care partners. They make referrals and share information where necessary to ensure the well-being of families.
- Centre staff help families who are eligible to take up their free entitlement to good quality early years education. As a result, almost all eligible two-year-olds are accessing funded places and most three- and four-year-olds are in nursery education. Transitions to nurseries and local schools are smooth. Information sharing between centre staff and teachers about children's learning is good and pre-visits are organised so children settle quickly.

The quality of practice and services

Requires improvement

- The centre provides an appropriate range of well-planned activities to meet the needs of its diverse community. Staff model language well in activities, such as 'Book Start Corner' to support children's communication and language skills. Partnership working is good and helps to identify any children with special educational needs and/or disabilities and any behavioural issues. However, not all families from the target groups benefit from these activities and services in order to improve children's well-being and the lives of families in the area.
- Health outcomes are varied. Health-related activities in the centre support parents in preparing meals from scratch and obesity rates are in line with national figures. However, breastfeeding rates are decreasing and attendance by mothers at the Breastfeeding Advice Group is on the decline. The number of mothers who smoke throughout pregnancy is high compared to the national average.
- The range of courses for adult learning is limited and the evaluation and tracking of learners' progress is not good enough. Speaking and listening exercises for speakers of other languages, are not fully utilised in English classes to ensure they acquire good literacy skills. Parents are encouraged to become volunteers and take-up rates are appropriate with most helping to run various activities alongside centre staff.
- Parenting programmes, are very helpful and well received. They are of great benefit to parents who need support in handling behavioural issues. Very positive feedback from one parent was, 'The course has changed our life and the relationship with our daughter is stronger'.
- There is strong support for asylum seekers and refugees who require financial support, housing advice and counselling. The centre works closely with partner agencies to reduce inequalities and improve the well-being of families.
- Links with Hershel Weiss Children and Family Centre are established and staff are very flexible and work hard to meet the cultural needs of the Orthodox Jewish community. The manager at Hershel

Weiss is Jewish and is well known and respected in the area. She very effectively reassures families and removes any potential barriers with sensitivity and great skill so they receive the help they require.

- The centre successfully improves children's life chances and preparation for school. For example, the gap in attainment between the lowest achieving 20% and the rest is narrowing year on year. The proportion of children from target groups achieving a good level of development is close to the national average. Children's learning is effectively tracked from their starting points by staff and any gaps in learning are identified early.

The effectiveness of leadership, governance and management

Requires improvement

- The targets set by the local authority and the centre do not always provide sufficient challenge. The centre does not do as much as it could do to ensure the large majority of families in greatest need are engaging with the centre.
- Leaders and staff work hard to meet the needs of families and are very passionate about what they do. Since the first re-structure in 2011, staff have coped well with the challenges they have had to face. Performance management and professional supervision of staff are well established. Resources are stretched but prioritised as well as they can be to meet the needs of groups of families who are in most need.
- Dedicated members of the advisory board are aware of the centre's strengths and areas in need of improvement. They are committed to closing the gap and improving outcomes for children and families. However, members find it difficult to measure the impact the centre is having on improving outcomes because data is presented in different ways. Meetings lack rigour and are not sufficiently focussed on how to increase engagement rates from target groups. As a result, the advisory board cannot easily hold the centre to account in order to drive the centre forward.
- Parents and children are consulted about their needs and any changes to services through their representation on the parent forum and the advisory board. For example, they suggest ideas, such as gardening projects and send out questionnaires to find out why some families are not attending. However, there are too few parents on the advisory board to fully inform decision making.
- Arrangements to promote safeguarding are effective and centre staff and partners implement procedures consistently well. The needs of children subject to child protection plans, children in need and looked after children are effectively met through the Common Assessment Framework process. Staff provide good practical support for very difficult circumstances. For example, finding childcare places for young children when parents need time to care for very sick members of the family.

What inspection judgements mean

Grade	Judgement	Description
Grade 1	Outstanding	Practice consistently reflects the highest aspirations for children and their families and as a result inequalities are reducing rapidly and gaps are closing.
Grade 2	Good	Practice enables most children and their families to access good quality services that improve children's wellbeing and achieve the stated outcomes for families.
Grade 3	Requires improvement	Performance is not as good as it might reasonably be expected to be in one or more key areas.
Grade 4	Inadequate	The needs of children and families in its area are not being met and/or the leaders and managers are not providing sufficient challenge to bring about improvement to the quality of services.

Children's Centre

Unique reference number	21479
Local authority	Salford
Inspection number	430209
Managed by	The local authority

Approximate number of children under five in the reach area	2744
Centre leader	Denise Jones
Date of previous inspection	Not previously inspected
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