

Woodside Children's Centre

Fenwick Drive, Woodside, Bradford, West Yorkshire, BD6 2PG

Inspection dates	18–19 November 2014
Previous inspection date	24 September 2013

Overall effectiveness	This inspection:	Requires improvement	3
	Previous inspection:	Inadequate	4
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 children, aged from birth to four years, from the most disadvantaged areas are regularly accessing or engaging with the services of the centre.
- The gap between the skills of disadvantaged children and others is not closing quickly enough.
- The centre is not yet achieving all its health targets. For example, the number of mothers breast feeding at six- to- eight weeks remains low and well below the national average. The range of opportunities for adults to develop employability or vocational skills is limited.
- Too few parents are involved in decision making and monitoring the quality of services either through the advisory board or parents' forum.
- The volunteering programme is not established sufficiently well, with few parents engaged.
- Observations and audit processes do not always provide a sharp enough focus to ensure consistently high quality of services.

It has the following strengths:

- Strong and effective leadership, governance and management together with dedicated staff have rapidly improved the quality of provision from the inadequate position at the previous inspection in September 2013. As a result the centre is in a good position to continually improve its services.
- Good care, guidance and support provided by centre staff together with specialist agencies effectively support families in times of need. Effective partnerships with most providers ensure that an appropriate range of activities and services are in place to meet the needs of families.
- All children living within the communities served by the centre are known and registered. The large majority of eligible children are taking up their entitlement to free education.

What does the centre need to do to improve further?

- Increase the numbers of registered families that regularly access the centre's services by:
 - increasing the number of, and more effectively using, volunteers to broaden the range of activities available
 - further extending the use of outreach centres to meet needs more effectively
 - more effectively identifying and contacting those that do not regularly attend, in particular the families that live in the most deprived area of the community
- Improve the impact of services for families and children by:
 - working closely with parents, childcare providers and schools to improve children's readiness for school and rapidly close the gap between disadvantaged children and others
 - working with health and other partners to identify more effective activities to improve health outcomes, in particular supporting mothers to continue to breastfeed, reduce levels of obesity when children start school and reduce the number of women smoking during pregnancy
 - broadening the range of adult education, including more effective signposting to external provision with the Bradford area, to improve economic well-being.
- Increase parental involvement in decision making and in monitoring the quality of provision and implementing a wider range of ways to get feedback from user and non-users of the centre.
- Ensure that observations and audit processes consistently identify any aspects not of a high enough standard in services and enable sharing of good practice to rectify this.

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 one of Her Majesty's Inspectors and two additional inspectors.

The inspectors held meetings with centre staff, representatives of the local authority, the children's centre manager, a member of the advisory board, parents and users of the centre, and representatives of organisations who work in partnerships with the centre.

The inspectors visited activities taking place in the centre and jointly observed one activity.

They observed the centre's work, and looked at a range of relevant documentation.

Inspection team

Michael White, Lead inspector

Her Majesty's Inspector

Wendy Pawson

Additional Inspector

Parm Sansoyer

Additional Inspector

Full report

Information about the centre

Woodside Children's Centre is a stand-alone centre located in the south of Bradford and set within the grounds of Woodside Academy, formerly Woodside Primary School. Woodside Academy is subject to separate inspection arrangements and its most recent report can be found at www.ofsted.gov.uk. The centre was previously inspected in September 2013 when all aspects were judged to be inadequate.

The day-to-day management and provision of service delivery is the responsibility of the local authority. The children's centre staff team consists of one children's centre manager, one senior family support worker, two family support workers, one family support assistant, an administration officer and an administration assistant. The centre manager is directly managed, supervised and supported by the Early Childhood Services Manager. Governance is through an advisory board comprising key partners and parents.

The centre serves just over 1,400 children aged under five-years-of-age living within the area. The majority of children live in the 30% most deprived areas in the country. Families experience moderate levels of unemployment, low income, social exclusion and poverty. Just under one-fifth of the working-age population receive benefits, which is above both Bradford and England averages. The large majority of families are of White British heritage. Most children enter nursery and reception classes with skills and knowledge that are broadly in line with those expected for their age.

The centre offers early childhood services, including family support and health services, as well as aspects of adult education. The centre has identified the following as being most in need of their support: children living in areas of 15% deprivation, families on low income, lone parents and teenage parents.

Inspection judgements

Access to services by young children and families

Requires improvement

- Since the previous inspection, improved sharing of data, including live birth data, by health and other partners means that the centre now knows how many children are in its area. Midwifery appointments within the centre, and attendance at baby clinics, allows centre staff to meet new families and build relationships before a child is born. As a result initial contact with families is now very good and all known children are registered and seen by the centre staff.
- At the previous inspection, strategies to encourage families to participate in services were ineffective. Following the inspection, a newly appointed centre manager commissioned an external agency to consult with non-service users across the community. As a consequence, centre staff have a good understanding of families unmet needs and barriers to their engagement. Effective use of this intelligence has led to new approaches to engagement, such as better identification of the most appropriate location of outreach sites. However, levels of engagement with families and attendance at centre-based activities are not yet high enough.
- Engagement has improved for most of the families that the centre has identified as most in need of support as the centre now successfully engages with the majority of these families. However, in its most deprived area, only a minority of children aged between two- and four years-of-age are engaged. The centre has not yet achieved its challenging target of encouraging all of these families to participate in relevant services, including those who may be less likely to do so.
- The take up of free education entitlement was a weakness at the previous inspection. Concerted effort to encourage families to take up their entitlement to funded early education places has been successful. Most three- and four-year-olds and the large majority of the eligible two-year-olds take up their entitlement and are placed in a range of good or better early years provision.
- The opportunities for, and take up of, adult education provision has improved since the previous inspection but the range of courses provided is still too narrow. A recent partnership with an adult

education provider is proving effective although it is too early to judge its full impact. Arrangements for signposting adults to other external provision within the Bradford area are not fully established.

The quality of practice and services

Requires improvement

- The centre provides an appropriate range of activities within the centre although engagement levels and attendance at some activities are not yet high enough. Targeted work meets the needs of those families and children in greatest need helping improve their life chances and reduce inequalities.
- Work to improve the proportion of children achieving a good level of development has led to an improving trend, although the gap between the most disadvantaged children and others is still too wide increasing only slightly in the previous year. Data provided by the co-located school show that children engaging with the centre generally have higher starting points and make faster progress than other children. Children's good level of development is better than across Bradford but remains just below the national average.
- Families benefit from good care, guidance and support. Family support workers use the Common Assessment Framework and other assessment tools well to identify families' needs and provide the correct level of support. Strong partnerships provide families with good benefit and debt advice and access to household items they may need. This good support is helping to improve life chances and reducing inequalities.
- At the previous inspection, the provision for adult learning was weak with no adult learning opportunities on offer. The quality of the provision now offered is good but the range of courses is still too limited. A series of taster sessions and, more recently, a functional English course have been delivered. Parents attending this course are motivated, inspired and producing good quality work. The centre has only just begun to track the progress of adults on learning and data is not yet available.
- Previously too few adults took up opportunities to become volunteers. Those that have taken up opportunities confirm that the experience is very beneficial, increasing their self-confidence and developing a range of employability skills. However, opportunities to take-up volunteer roles are still limited.
- Nurturing groups have been effective in developing and extending parenting skills. Targeted outreach work and referrals from partners ensure that lone and teenage parents receive the support they need. Parents confirm the effectiveness of the groups, leading to improved child behaviour and social skills and better parent child interaction.
- Activities to promote healthy living have not been effective and the centre has not achieved its health specific targets. Sustained breastfeeding rates, although improving, remain below those for the Bradford area. Despite implementing a range of provision to promote healthy eating and exercise, obesity rates in reception have not improved and are higher than the Bradford and national averages. The number of mothers smoking at delivery also remains too high.

The effectiveness of leadership, governance and management

Requires improvement

- Following the previous inspection a new centre manager was rapidly recruited. The manager is passionate in her pursuit of improvement and has worked hard to create a motivated and determined staff team. Consequently, rapid improvement has been achieved during the last 12 months although further improvement is needed for the centre to become good.
- More effective partnership working and improved sharing of data has enabled the centre manager and staff to have a better understanding of its community, those that most need their support and the barriers to engaging with them. Registrations of children are now very good although, as recognised by the centre manager, engagement of those living in the most disadvantaged areas is still in need of improvement.
- At the previous inspection the local authority did not offer sufficient challenge to the centre and governance arrangements lacked rigour and challenge. This is no longer the case. The local

authority annual conversation is rigorous and challenging, leading to frequent monitoring visits to assess the rate of progress in improving the quality of provision.

- A reinvigorated advisory board also provides good support and challenge. The board has appropriate representation from partners but too few parents are involved. The parents' forum meets frequently but is not fully effective in representing parents' views or contributing to decision making as too few parents engage with it.
- Staff make appropriate use of the good-quality accommodation resources to provide a welcoming environment for parents and children. However, the attendance in some groups is too low. Recent actions to improve this, including partnership working with another provider and the development of more easily accessible outreach centres, are not yet having sufficient impact.
- Performance management and supervision of centre staff is frequent and appropriate. However, observation of sessions within the centre does not always provide a sharp enough focus on all aspects of staff practice or lead to sharing of good practice to ensure a consistently high level of quality. Staff are well qualified and benefit from an extensive range of training to support them in their roles.
- Safeguarding arrangements are appropriate and supported by comprehensive policies and procedures. A high priority is given to supporting children subject to a child-protection plan, children in need and looked-after children through close working with the social-care team. The strong focus on child safety is evident both through the good quality information displayed in the centre on aspects such as child sexual exploitation and e-safety as well as family support workers support for safety in the home during visits.

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.

Centre details

Unique reference number	23670
Local authority	Bradford
Inspection number	447537
Managed by	The local authority
Approximate number of children under five in the reach area	1,424
Centre leader	Janette Rayner
Date of previous inspection	24 September 2013
Telephone number	01274 433555
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