

MAYOR OF LONDON

**ENSURING YOUNG
LONDONERS GET THE
BEST START IN LIFE**



**Early Years Hubs:
Request for Proposals**

October 2017

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Summary

As part of our early years education and childcare work the Greater London Authority (GLA) is inviting proposals to deliver Early Years Hubs which will **work collaboratively to improve the access, affordability and quality of early years provision**.

Early Years Hubs will improve collaboration across early years settings. They will provide the opportunity for schools, childminders, Private Voluntary and Independent (PVI) nurseries, and others, to work together over a three-year period to improve access to quality early years education and childcare for the most disadvantaged families.

Delivery is expected to take place between January 2018 and December 2020.

This invitation for proposals is taking place through a competitive grant process issued by the GLA Education and Youth Team.

Submissions are to be made by submitting the following documentation to the GLA:

1. Application form (including delivery plan)
2. Budget (broken down by financial year, April – March)
3. References on request
4. Due diligence documentation

Please email submissions to educationprogramme@london.gov.uk. The closing date for proposals is 17.00 Friday 10 November 2017.

1. Background

“The benefits of accessible, good quality childcare are clear all round – parents will be able to return to work, children will have more access to quality early years education, and employers will be able to reap the benefits of having skilled and eager parents back in the workplace.” Sadiq Khan - Mayor of London

Every child in London should have the best possible chance for happiness and success, making the most of our city’s great opportunities. How we educate and train our young people has a profound effect on both their own life chances and our city’s future prosperity. London’s schools are the best in the country and young Londoners are full of bright talent. Yet too many of the most disadvantaged young people still don’t benefit fully from the wealth of opportunities available.

We know that the earlier a child starts to learn the better they tend to do in school and later in life, which is why early years education is so important. In 2017, 84 per cent of 3 and 4-year-olds in London took advantage of their free part-time place, compared to 95 per cent nationally. The uptake of the 2-year-old free early years entitlement (FEEE) is below average in London - in 2017, 58% of eligible 2 year olds took up a free early education place in London, compared with 71% nationally.¹

It is often the children from disadvantaged backgrounds who are missing out on this vital early years education. By the age of five, children eligible for free school meals are almost three months behind their more affluent peers. When certain groups are excluded from early years education a vital opportunity for social mixing between Londoners from all backgrounds is missed.² The Mayor is working with stakeholders to increase the take-up and quality of early years education in London, especially among disadvantaged groups. This includes tackling the cost of childcare, identifying more space for childcare provision, and helping to improve the skills of those working in the sector.

“Affordable, quality early years education and childcare provision is crucial to London’s infrastructure. It enables parents to work, improves children’s outcomes and helps narrow the gap between disadvantaged children and their more affluent peers.” Joanne McCartney - Deputy Mayor for Education and Childcare

Our theory of change (appendix 1) sets out how we believe that our childcare and early education activities will lead to improvements for families and children in London.

¹ <https://www.gov.uk/government/statistics/education-provision-children-under-5-years-of-age-january-2017>

² Family and Childcare Trust (2016) Social Mix in London Early Years Provision. Report for the GLA.

2. Project Description

Early Years Hubs will bring childcare settings together to improve access to quality early years education for the capital's most disadvantaged families.

Objectives

- Increase the number of families accessing quality 2-year-old Free Early Education Entitlement (FEEE), and consequently accessing the 3 and 4-year-old FEEE
- Improve the quality of early years provision for children, particularly the most disadvantaged 2-year-olds
- Improve parental and community knowledge of early years education and childcare support entitlements
- Promote early years as a career choice
- Improve joint working between schools, Private Voluntary Independent (PVI) nurseries, childminders, Local Authorities and sector experts
- Support early years settings to be self-sustaining, child development focused and evidence based.

Outcomes

- Improved sustained uptake of the government's Free Early Education Entitlement (FEEE) for 2-year-olds
- Increased number of children achieving 'good' level of development at Early Years Foundation Stage (EYFS)
- Increased parental employment
- Increased number of Early Years setting achieving an OFSTED outstanding or good rating

Target Group

The main beneficiaries of the hubs will be the families that the childcare settings work with. Core membership of the hubs will include representatives from maintained nurseries, PVI nurseries and childminders. We expect that hub childminder members will represent a group of childminders. We anticipate that hubs have between six and 12 core members.

We welcome applications from hubs that include other partners such as Local Authorities, health services, businesses, further education colleges, non-profit organisations, higher education institutions, and other specialists as relevant to their hub focus. Hubs are required to link with their Local Authorities and a teaching school to broaden their reach.

Who can apply to lead the hub?

We expect that the hub lead will be from one of the proposed core hub members, i.e. maintained nurseries, Private, Voluntary and Independent nurseries (PVI's), and childminders. The applicant must provide a clear rationale in the application form if their proposed lead is not one of the core hub members.

Hub leads should have a proven track record of collaborating with the proposed hub members.

Scope of project

The focus of the hubs will differ according to their identified needs but all hubs will deliver activity to increase parents access to and take-up of quality affordable childcare and promote early years as a career.

As a *minimum* hubs will:

1. *Develop and deliver activity to increase the number of children accessing quality free early years education for 2-year-olds*
2. **Promote early years as a career**, for example this could include:
 - Working with local schools and colleges to provide experience of the world of work in early years
 - Establishing early years apprenticeship ambassadors
 - Supporting professional development by working with SCITTs³ and early years educator training institutions.

Hubs *may* also collaborate to:

- Improve access to the extended hours entitlement for 3 and 4-year-olds
- Provide childcare out of normal working hours
- Support children with special educational needs and disabilities (SEND), and
- Create more opportunities for parents and children from different backgrounds to spend time together and have shared experiences, increasing social integration.

All hubs will work over an agreed geographic area and:

- Work with at least 2 maintained nurseries, 2 PVI's, 2 childminders and their Local Authorities
- Have clearly articulated aims, objectives, outcomes and outputs
- Build and maintain excellent relationships with parents to encourage sustained take up of the FEEE and build parental child development knowledge
- Work with at least one local Primary School to facilitate shared learning and transition
- Show links with businesses, social enterprises, FE Training Institutions, Higher Education Institutions, employment support, and non-profit organisations to facilitate parents entry into employment
- Work with local secondary schools to promote early years careers
- Achieve 'Healthy Early Years London' Bronze status or above by project end⁴
- Establish an evidence base, and use relevant research, to inform their practice
- Work alongside Teaching Schools to disseminate good practice and learning
- Put in place plans for communication and dissemination of what has worked well

³ School-centred initial teacher training (SCITT)

⁴ Healthy Early Years London is currently a pilot scheme – therefore this requirement will be dependent on the programme being rolled out across London. More info can be found in Appendix 2 and at [London.gov/earlyyears](https://www.london.gov/earlyyears)

- Attend termly hub network meetings, facilitated by the GLA, to share good practice with each other.

Location

Whilst the GLA is not specifying the geographic coverage of hubs we want to ensure that hubs are working across boroughs where appropriate, there is sufficient coverage across inner and outer London, and engagement with a range of local stakeholders to ensure complementary activity.

As a key aim of the hubs is to promote sustained uptake of the FEEE for the most disadvantaged 2-year-olds, hubs will be expected to demonstrate that they are located in an area with:

- a below average uptake of 2-year-old FEEE, and
- an above average number of families eligible for 2-year-old FEEE.⁵

If the hub location does not meet these criteria the applicant must provide a clear rationale in the application form of the need to increase take up of the FEEE for 2-year-olds.

Funding

Over the lifetime of the funding up to £175,000 is available for each hub. Match funding for hub activity will be considered as part of the application process. We recognise that it can be challenging to secure additional funds and therefore encourage and welcome in-kind funding. We have not set a minimum match funding requirement.

Prospective hubs should be aware that the GLA has launched rolling capital funds which may be complementary. Hubs may be interested in applying for these funds in future years.

The Good Growth Fund seeks collaborative applications from communities, educators and businesses looking to trial innovative projects for social and economic impact.

The Skills for Londoners Fund seeks applications from training providers looking to meet employers' skills needs and improve quality of training provision.

Duration

The funding will cover activity from January 2018 to December 2020.

Project Management

The successful hub leads will be expected to provide a work plan / delivery plan with key milestones and provide the GLA project manager with regular progress reports linked to key milestones and submit quarterly claims to the GLA.

The successful hub leads will also be expected to make themselves available for an inception meeting and may be asked to contribute to future good practice activity being

⁵ Please see Appendix 1 for borough level detail and data sources.

undertaken by the GLA as part of wider education activity. We will be establishing an Early Years Hubs network which each hub lead must attend.

Payment

Payments will be based on achievement of key milestones as set out in the applicant's delivery plan / work plan or agreed by the GLA.

3. Scoring Criteria

We reserve the right to ask for clarification on proposals through an interview process.

The GLA is not bound to accept the lowest cost or any proposal. The GLA may request presentations from prospective hub leads.

<p>Strength of rationale and evidence for proposal</p> <p>35%</p>	<p>Application demonstrates how the hub addresses the project scope and meets the Early Years Hub objectives</p> <p>Strong rationale for hub, clearly stating evidence of need for target areas</p> <p>Clearly states how activity is additional to current activity</p> <p>Demonstrates how the proposed hub is informed by current evidence/ research which supports rationale and anticipated outcomes</p> <p>Clear theory of change/logic model and evaluation plans</p>
<p>Clear delivery and impact</p> <p>30%</p>	<p>Clearly structured delivery plan and activities</p> <p>Demonstrates that the hub is able to mobilise by January 2018</p> <p>Defined outcomes, indicators and targets for project (for settings, practitioners, children, parents and the wider early years education and school systems)</p> <p>Strong project management skills</p>
<p>Previous Experience and Expertise</p> <p>20%</p>	<p>Team expertise and previous experience</p> <p>Have a proven track record of collaborating with the proposed hub members</p> <p>Experience of building and managing partnerships of early years settings, specifically with maintained nurseries, childminders, PVI's, teaching schools, FE colleges, LA's, HEIs, businesses, and the third sector</p>

	<p>Have evidence of supporting quality early years education and childcare</p> <p>Have a proven track record and expertise of engaging with families and parents</p>
<p>Value for money</p> <p>15%</p>	<p>Cost of running the hub</p> <p>Scale and scope of the hub</p> <p>How project will be embedded</p> <p>Evidence of match funding and sustainability plans</p>

Each of the above areas will be assessed in accordance with the following criteria:

0 – No response	
1 - Unsatisfactory	No real evidence
2 - Poor	Criteria not met and unacceptable
3 - Satisfactory	Not met exactly but acceptably
4 - Good	Most aspects of criteria are met
5 - Excellent	Meets criteria exactly

4. Evaluation

The GLA is committed to promoting the highest standards of evidence and evaluation. All hubs will be expected to demonstrate how they will evaluate the impact of their hub on the anticipated outcomes.

The GLA will also commission an independent provider to conduct an evaluation of the hubs and work with them to create a digital toolkit to support dissemination of their findings. As hubs will be working closely with the evaluators we would like them to feed into the evaluator selection process. This will take place shortly after hubs are appointed.

5. Sustainability

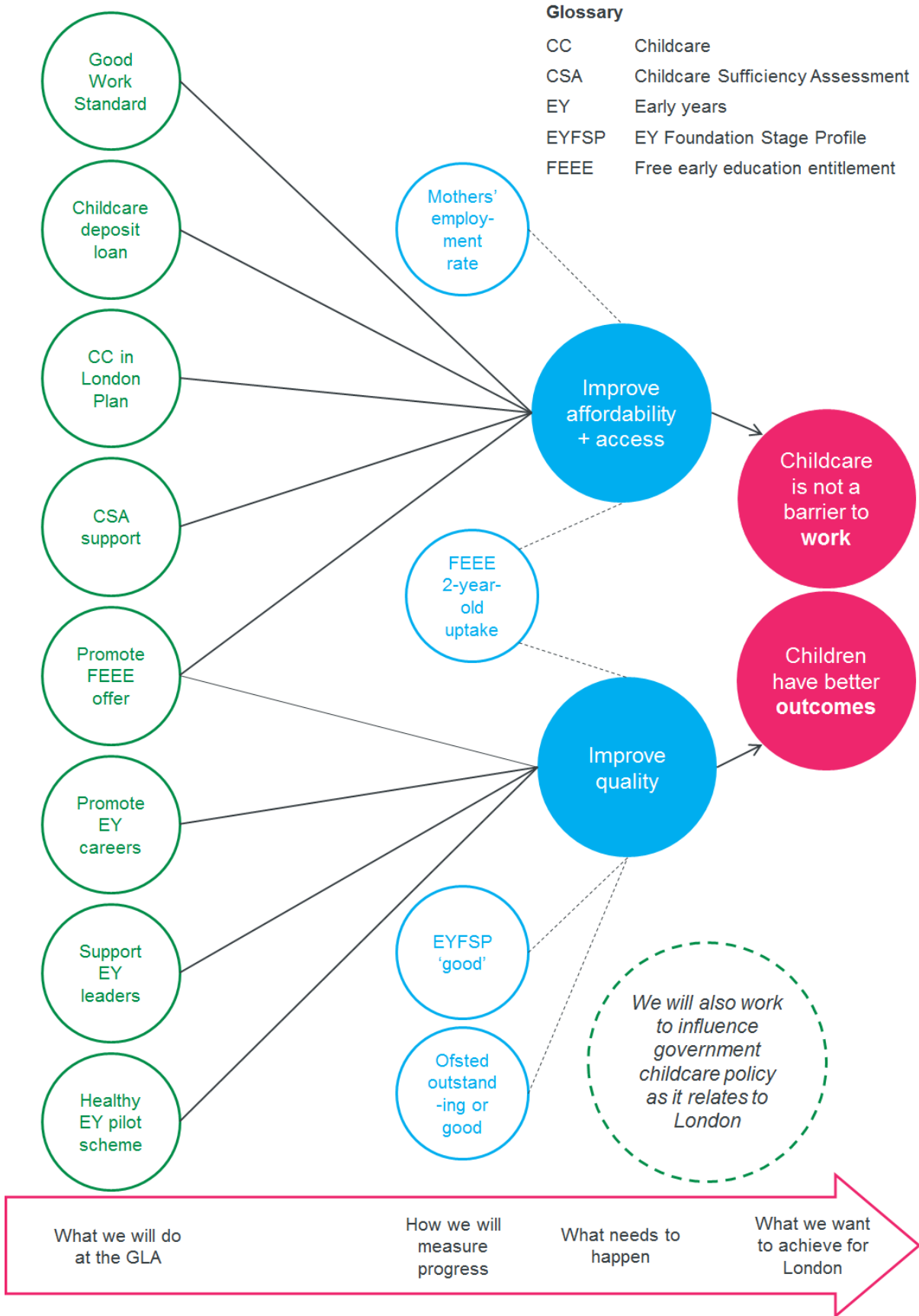
The GLA wants to fund hubs that will have a lasting and sustainable impact. Organisations should develop / have a sustainability plan in place for their project following the end of the GLA funding.

6. Timetable

The anticipated timetable for the project is outlined in the table below.

Milestone	Deadline (Provisional)
Request for Proposals published	2 October 2017
Closing date for tender responses	10 November 2017
GLA shortlisting	13 - 17 November 2017
Interviews	20 - 24 November 2017
Appoint	Week commencing 27 November 2017
Successful organisations to hold initiation meeting with the GLA	December 2017
Signing of grant agreements	December 2017
GLA Hub funding commences	January 2018
GLA funding ends	December 2020
Quarterly updates to the GLA on progress	On a termly basis from January 2018

Appendix 1 GLA Draft Early Years and Childcare Theory of Change



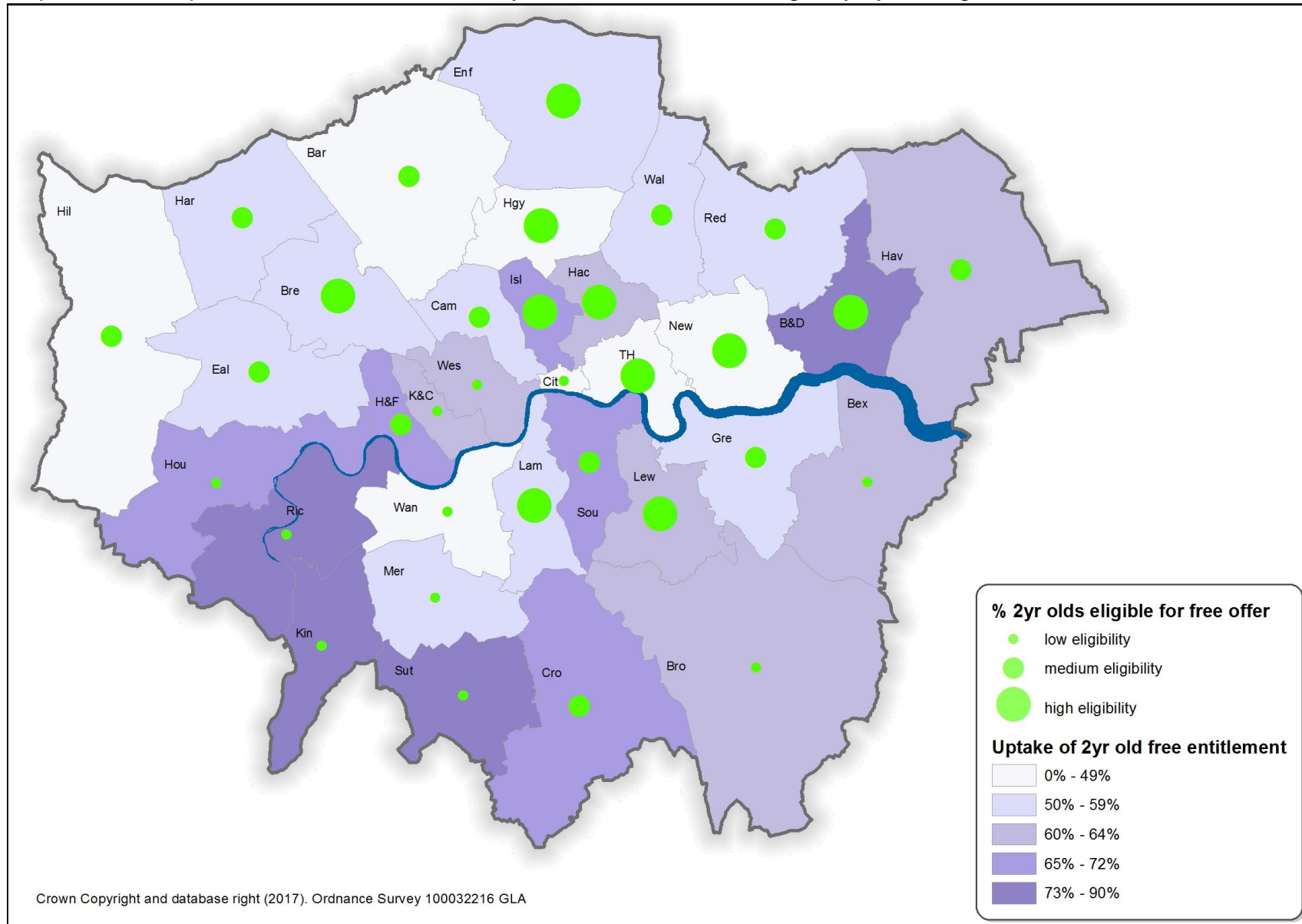
Appendix 2 London Uptake of the 2-Year-Old FEEE

Table 1: London uptake of 2-Year-Old FEEE vs eligibility at borough level⁶

Borough	% of two year olds eligible for free offer	Uptake of the two-year-old free entitlement (%)	Number of 2 year olds eligible for free entitlement	Uptake of the two-year-old free entitlement (no)
Barking and Dagenham	44%	77%	1,700	1,350
Barnet	31%	46%	1,600	730
Bexley	28%	64%	900	570
Brent	40%	59%	1,900	1,130
Bromley	21%	62%	900	570
Camden	31%	59%	800	460
City of London	-	-	-	-
Croydon	32%	66%	1,800	1,170
Ealing	35%	59%	1,800	1,060
Enfield	46%	54%	2,300	1,270
Greenwich	36%	52%	1,600	800
Hackney	55%	61%	2,200	1,330
Hammersmith & Fulham	29%	66%	600	400
Haringey	41%	49%	1,500	760
Harrow	29%	55%	1,000	540
Havering	30%	60%	1,000	610
Hillingdon	30%	45%	1,400	630
Hounslow	27%	72%	1,100	770
Islington	42%	68%	1,100	720
Kensington& Chelsea	19%	62%	300	190
Kingston upon Thames	17%	79%	400	340
Lambeth	38%	59%	1,500	910
Lewisham	41%	60%	1,800	1,060
Merton	26%	55%	800	430
Newham	44%	43%	2,400	1,040
Redbridge	30%	52%	1,400	720
Richmond upon Thames	12%	90%	300	310
Southwark	36%	71%	1,500	1,070
Sutton	21%	76%	600	440
Tower Hamlets	49%	39%	2,100	800
Waltham Forest	34%	53%	1,500	810
Wandsworth	26%	45%	1,100	490
Westminster	24%	64%	600	390

⁶ This data is collected annually by the Department for Education, based on information sent from providers every January. The most recent available data is from January 2017. Headline data and detailed breakdowns are available from www.gov.uk/government/statistics/education-provision-children-under-5-years-of-age-january-2017. Data on the% of all 2-year-olds entitled to free early education is based on GLA aged 2-year old population projections for 2017

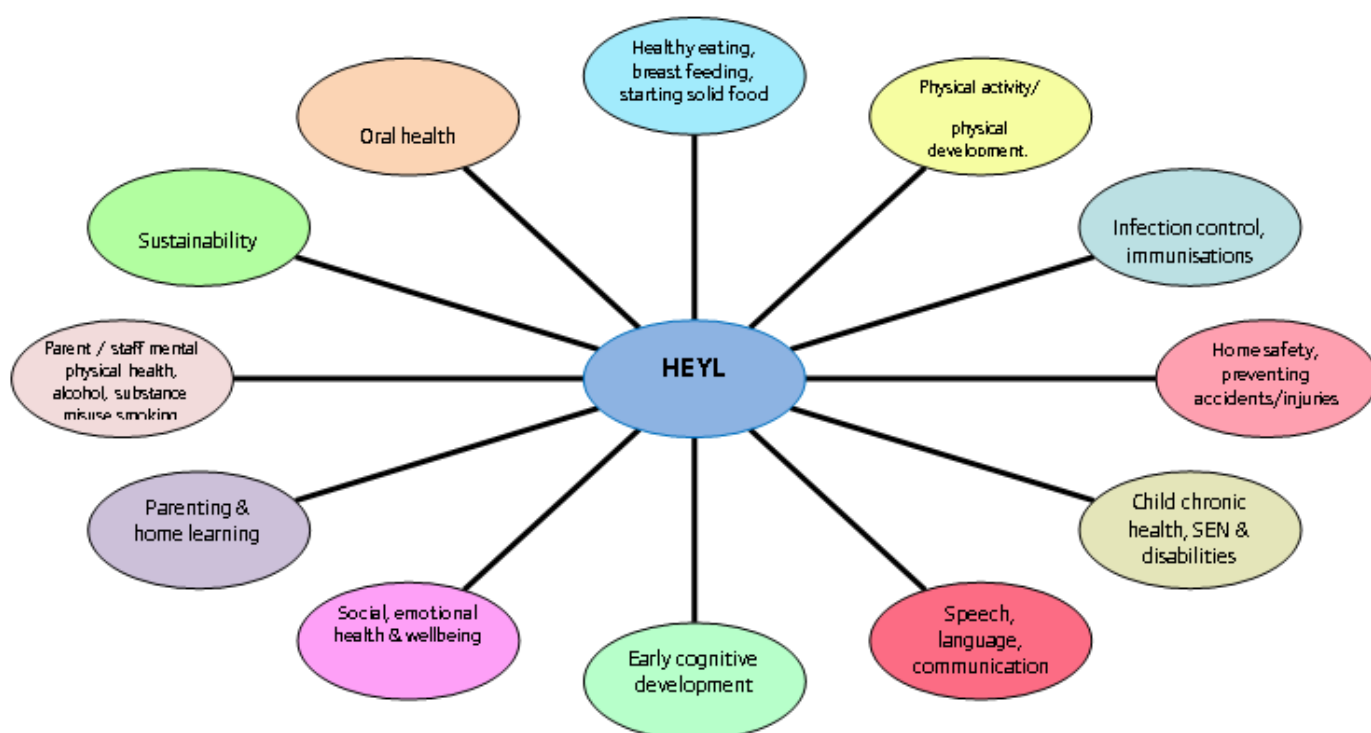
Map 1: London uptake of 2-Year-Old Free Early Years Entitlement vs eligibility by borough



Appendix 3 Healthy Early Years London

What is Healthy Early Years London (HEYL)?

Building on the success of Healthy Schools London, Healthy Early Years London is an awards scheme funded by the Mayor of London that supports and recognises early years setting achievements in child health, wellbeing and school readiness. Healthy Early Years London focuses on the whole child and gives settings a framework for their activity with children, parents, carers and staff and the wider community. HEYL will help to reduce health inequalities by creating environments which support a healthy start to life and promote a whole setting and targeted approach across a number of themes:



HEYL complements and enhances the statutory Early Years Foundation Stage (EYFS) framework, providing further focus on children, families and staff health and wellbeing. There are 4 levels of Awards: HEYL First Steps, Bronze, Silver and Gold. HEYL can be used as an improvement tool to support practice in all Early Years settings:

- Private, voluntary and independent nurseries
- Early learning and day care in children's centres
- Childminders
- Early Years in schools including schools with two-year old provision
- Nursery schools
- Crèches and playgroups

Why do we need a Healthy Early Years London Programme?

Getting a good start in life, building emotional resilience and getting maximum benefit from education are the most important markers for good health and wellbeing throughout life. Early Years settings are vital in laying the foundations for lifelong health and wellbeing and for enabling children to become ready for school. The most effective way of improving

health in this age group is to take a whole-setting approach, engaging children, staff, parents, carers and the wider community. Research shows that a significant proportion of London's children have health problems. These may impact on their wellbeing and future school readiness. For example,

- Almost 1 in 4 children in reception year are overweight or obese.
- 1 in 3 five year olds in London have tooth decay.
- 12-14% of children are not reaching expected goals for social and emotional development.

There are also considerable inequalities between areas with figures being much higher in some parts of London. HEYL will support the Mayor's forthcoming Health Inequalities Strategy (HIS) helping Every London child to have a healthy start to life. HEYL will contribute to HIS outcomes- improvements in Healthy life expectancy; Child obesity; Wellbeing.

Benefits

In Healthy Early Years settings and at home, children will be supported to:

- Eat a healthy lunch and healthy snacks
- Drink plenty of water not fizzy drinks
- Walk, scoot, cycle to the setting with their parents/carers
- Play, run, skip and jump outdoors and in the park
- Have plenty of tummy time
- Have plenty of sleep
- Sing songs and read stories together
- Learn about what kind of food is good for them
- Learn about their own feelings and how to express and manage them
- Live in a smoke-free home



Investment

The Mayor's investment has already levered in support from 6 London Boroughs (Croydon, Tower Hamlets, Lambeth, Havering, Southwark, Hounslow) and 60 early years settings to take part in the HEYL Pilot (May-September 17). 44% (14) of London Boroughs have a local HEYs programme.

Progress

The HEYL Pilot is now complete and being evaluated to inform final development of the HEYL outcomes framework and tools ready for use in up to 13,000 settings in spring 2018.

For further information contact: HealthyEarlyYears@london.gov.uk

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