

Achieving for Children: a different approach to transforming services

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Brief History

Who am I and how did I get here?

- Bank Manager
- Registered Childminder
- NCMA (PACEY) Childminding Services Coordinator
- Move into Local Authority
- Focus on Workforce Development

About Us

- A community interest company (CIC)
- Established in 2014
- Created and owned by Kingston and Richmond councils
- The largest spin out nationally
- Supported by the Cabinet Office Mutuels Programme



In a nut shell

“Achieving for Children champions children and families, putting the wellbeing and education of children first. As a social enterprise, we can take a business approach to delivering our social aims. We have the independence and flexibility to tailor innovative solutions to the needs of children and their families, whilst maintaining our strong bond and deep commitment to society and public service”.



Our promises

- We will put children and young people first
- We will embrace diversity and champion inclusion
- We will be resourceful, adaptable and dependable
- We will nurture strong, responsive and caring relationships
- We will value and invest in our staff to deliver innovative and quality services
- We will work with our customers to deliver the most effective solutions for them

Success Criteria

- Staff
- Independence
- Not bound by borough boundaries
- Commercial perspective



Culture Change

- Our Customers
- Impact on Children and Families

Our Offer

- AfC Staff
- Partners
- Other LA Staff

Meeting the need

- Times
- Centres
- Charges
- Training Needs Analysis – Know your market
- Value the feedback/Work together

Customer Response

- Appreciate the high quality offer
- Acceptance of charges
- Attendance numbers good

Group Work

- Have a discussion in your groups about what moving to traded services may mean for you.
- Think about what may be your main areas of concern.
- Think about what innovation you may be able to bring to your services to make a transition successful. What might stay the same and what might need to change
- Pull together a few questions you may want to ask me about my experience of the transition arising out of your discussion.

15-20 mins