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# Annual Evaluation Report 2005

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### **Abstract**

This report provides a synthesis of the research findings from evaluation activities undertaken between July 2004 and April 2005 in the Sure Start Duke Bar Burnley Wood programme and fits these within the framework of the Sure Start targets of improving health, improving a child's ability to learn, improving social and emotional ability and strengthening families and communities.

A number of research methods have been utilised, mainly qualitative in design. In research designed to find out the roles and responsibilities of the programme's management board and to inform future training requirements, a combination of attitude scales and open questions were used in survey format and electronically mailed or posted to all those representatives of the management board. A response rate of just 41% was obtained, even with follow-up reminders. The results received provided interesting reading and provided guidance to inform changes for the way the management board operates. All were confident that their roles and responsibilities were defined, but some felt that accurate representation of the community we serve was an area to improve. It appeared that all felt able to make contributions, but efforts to minimise the use of jargon would be beneficial; interestingly here the people representing organisations didn't feel there was a problem with jargon, however the parent representative felt that it could be worked on. Some people on the management board felt that they would like to increase their knowledge base and have short papers detailing information about activities and financial data. All in all training on jargon and provision of detailed information about each of the representatives on the management board was recognised as an area to improve. These were areas which were anticipated as required from the outset of the research and therefore the information recorded supported these needs to develop the management board.

Further research expanded on later in this report, used a simple face-to-face discussion design to allow for the free flow of ideas. The breakfast club established in a primarily Asian community was designed to give Asian ladies access to group activities with the provision of separate additional childcare. After initial consultation regarding the type of activity the ladies would like to undertake, evaluation was completed to assess the extent to which we had provided these activities and also to inform planning for future sessions. It was highlighted that the most successful activities had been the cookery and keep-fit sessions, and that these should be repeated the following year. Only the desire to complete a First Aid course hadn't been met, although this was planned for the coming months in a separate group, which the ladies could access. Being the first of its type in the programme, this group had proved to be very successful and welcomed by the ladies who regularly attended, although it was identified that some work should be done to

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increase the number of ladies who attended from the area. A mechanism of follow-up telephone calls was identified as an action point for the coming months and it was also decided that an increasing amount of signposting to other initiatives in the area should be more often undertaken in order that good work is not repeated when it is not necessary.

Later research at the stay and play groups was more innovative in design. Flipchart paper was used along with, bright interesting post-it notes and coloured pens to ask questions relating to the groups. Flipchart paper with different questions on, for example relating to the venue, day, staff, activities, future activities and improvements to make. Each was placed on the walls around the venue with post-it notes and pens for parents to write their comments on. It was designed to be quite informal. Parents were invited to record their response to the questions, but weren't necessarily required to complete each one. The results from the three venues visited were very positive, with comments praising staff, the venues and the organisation of the groups. Some suggestions for singing time and group activities were made and proposed for future groups and a couple of improvements relating to introductions for new people and a more hands-on approach were suggested.

Between Eid and Christmas Sure Start held a large party for all members to celebrate the season. The evaluation for this aimed to measure the level of satisfaction with the party. We used an evaluation chimney and post it notes and asked the basic question; 'What did you think of today's party?' Responses on the whole were very positive and all seemed to enjoy the activities and entertainment provided. It was agreed that it was so successful that a similar event should be held for the coming year.

In the final piece of research included in this report a survey style form of research was undertaken face-to-face at a Breastfriends lunch. The survey aimed to collect the general level of satisfaction from the parents who attended the breast feeding support group. The results were positive and many praised the support they had from the group and thanked the staff for the provision. Improvements only corresponded to the fact that parents would like occasional guest speakers at the venue and some suggested that more sessions would be welcomed.

We can see here that the research undertaken has encapsulated a variety of evaluation methods. The target for the coming year is to continue this work and increase the number of methods used in order to be inclusive to all groups of the community accessing services. The focus for future research will be related to the programme targets for Sure Start Duke Bar Burnley Wood for the coming year, 2005 - 2006.

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## Contents

	<u>Page</u>
<b>1. Introduction</b>	
1.1 Background	1
1.2 The Programme Area	1
1.3 Sure Start	2
1.4 Sure Start Duke Bar Burnley wood	3
1.5 Evaluation Activity	3
<b>2. Discussion of evaluation activity</b>	
2.1 Management Board	5
2.2 Asian Ladies Breakfast Club	11
2.3 Stay and Play groups	17
2.4 Seasonal party (Christmas and Eid celebrations)	27
2.5 Breast feeding support group	34
<b>3. Discussion of results and conclusions from evaluation activity</b>	
3.1 Improving social and emotional development	38
3.2 Improving health	39
3.3 Strengthening families and communities	39
3.4 Improving the ability to learn	39
<b>4. Future planned and proposed evaluation activity</b>	
4.1 Quarter 1 (Apr - Jun)	40
4.2 Quarter 2 (July - Sept)	40
4.3 Quarter 3 (Oct - Dec)	40
4.4 Quarter 4 (Jan - Mar)	41
<b>Appendices</b>	
Appendix 1 - Management Board survey	43
Appendix 2 - Breastfriends feedback	50

## **1. Introduction**

### **1.1 Background**

Sure Start Duke Bar -Burnley Wood was approved in April 2003, establishing a Wave 5 programme to work towards the Government's ten year childcare strategy. This programme was the second of three Sure Start programmes currently operating within Burnley. The first being Daneshouse and Stoneyholme and the third being South West Burnley. Both Sure Start Duke Bar - Burnley Wood and Sure Start South West Burnley have NCH as their Accountable Body and lead partner, who employs staff and provides advice, guidance and support on behalf of the board.

### **1.2 The Programme Area**

The programme covers a wide geographical area, but is divided into quite distinct areas and communities, including, Burnleywood, Fulledge, Leyland Road and Top o'th'Town in the southern area; and Duke Bar and Heasandford in the northern area. The northern and southern areas are divided by the town centre and large parks, which makes the programme area quite fragmented. There is therefore, a need to recognise the impacts of different services in each of the areas and identify any differences, in terms of implementation and access. The northern area also shares a boundary with the Daneshouse and Stoneyholme Sure Start - which places a great importance on the need to share information.

The area itself is situated close to the town centre of Burnley which lies in the North West of England, with the major cities of Manchester, Preston, and Liverpool are all within 45 minutes commuting distance. The town is linked to the major motorway network, via the M65 and also has links via the railways and canals.

According to the mid-2003 population estimates there were 88,500 people residing in Burnley, of whom 48.6 per cent were male and 51.4 per cent were female. Children under five accounted for approximately 6 per cent of the resident population of Burnley. This compares with almost 6 per cent for England and Wales overall.

The census data from 2001 is quite limited in accuracy for our Sure Start area as the boundaries of the programme are not the same as those provided for the wards in the census data. The following figures are therefore estimates for the programme based on the following information; presently the Sure Start area occupies the whole of Bank Hall ward, half of Rosehill with Burnley Wood, half of Lanehead, a third of Lower Brunshaw and a third of Queensgate. From the 2001 census, approximately 16,206 individuals live within our boundaries (18.31% of the total population of Burnley) and of these 997 have been identified as under 4

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however this is only an estimate, based on occupancy of the wards and through using figures provided by the Primary Care Trust (PCT) on new births, we have identified only 770 under fours in our area. There is some discrepancy and therefore no definitive answer, but we should bear all figures in mind.

Currently, as at April 2005, 445 under 4's are registered with us; which equates to 457 families and 372 parents. This is split into 120 under 1's, 130 under 2's, 92 under 3's and 103 under 4's, although these figures are subject to frequent change as children are born and others move onto school and out of our target age range. The majority of the registered families are white British, the breakdown is as follows:

Origin	No. of individuals	No. of families
White British	1013	337
White Irish	1	1
White other	8	6
White Asian	13	9
Other Mixed	9	2
Indian	4	2
Pakistani	270	80
Bangladeshi	36	8
Other Asian	8	5
African	3	1
Chinese	3	1
Unknown	75	54

Burnley as a district was ranked in the top 50 of most deprived Local Authorities in England in the 2000 index of deprivation. Burnley's population includes a significant minority ethnic community estimated at 7% of the population, mainly South Asian heritage and concentrated in the ward of Daneshouse, which is immediately adjacent to Duke Bar. Low value Victorian terraced housing is the dominant feature of Burnley's housing stock and in the Sure Start Programme Area a poor standard of housing is particularly marked in Burnleywood and has featured in many pieces of media coverage. Many households within Burnley experience real poverty, 40% of households are dependent on state benefit. Many Burnley residents suffer from relative ill health and the area also has high levels of teenage pregnancy, mental illness and drug and alcohol misuse. Relatively low educational attainment and high crime rates accompany these factors.

The Sure Start programme area was the site of the racial disturbances in June 2001, where incidents occurred in Duke Bar and Burnley Wood.

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### **1.3 Sure Start**

It is clear significant social problems are a feature of the Sure Start Programme area. However, Sure Start provides an opportunity for people and communities to focus on the present and the future and one encouraging aspect of the development phase has been the overwhelming commitment to make Burnley a better place to live for all children. The challenge for this Sure Start programme, therefore, is to translate that hope and expectation into real improvements for the quality of life for everyone.

### **1.4 Sure Start Duke Bar Burnley Wood**

Since the establishment of Sure Start in Duke Bar and Burnley Wood there have been a diverse number of groups and services established. At present services offered include a team of family support workers who offer core support in the home to build confidence, skills and offer advice and guidance. This team also run a number of groups for parents to attend namely; a positive parenting group; value of play session; little topics session, held in the local library; 4 stay and play sessions; a baby group; a dad's group; a breakfast club for Asian ladies and 'splash' session held at the local swimming pool. Furthermore, there is a health team who deliver a breastfeeding support group, offer a breast-pump loan scheme, offer one-to-one support in the home and work closely with the local Primary Care Trust. The Life Long learning team offer core courses for parents such as First Aid, Food Hygiene, Lunch Box Training and offer crèche support whilst these groups are running.

### **1.5 Evaluation Activity**

In order to measure the effectiveness of this programme and progress towards the Sure Start targets a number of evaluation activities have taken place since July 2004, when the evaluation officer took up post. This report will evidence the data and link it to the Sure Start targets for the year 2004. Specifically the evaluation undertaken has been:

- A study of the management board and examining the perceived roles and responsibilities.
- Evaluations of a new Asian ladies breakfast club to establish success and possible improvements.
- Establish levels of satisfaction with a number of stay and play groups held in the area, due to impending changes. This data is intended as a baseline to test against once the changes have been fully implemented.
- Measurement of satisfaction with a large multicultural event held between Eid and Christmas.
- Establish the perceived level of satisfaction with a group offering Breast feeding support to new mums.

- A number of short-course evaluations for newly established groups to establish success and possible improvements.

There are also a number of proposed evaluation activities for the coming year but the main focus in the early part of the year will be the establishment of a systematic procedure for conducting activity evaluation and developing a programme wide ownership of evaluation.

This report aims to look at all the evaluation activity to date and will therefore examine aims and methodologies used, results achieved, conclusions drawn for each of the evaluation activities listed above and the final chapter will set out proposed evaluation for the coming year.

## 2. Discussion of Evaluation Activity

The following section sets out the aims, methodologies, results and conclusions from each of the evaluation activities which have been undertaken since July 2004 when the Evaluation Officer was appointed. Following this section there will be a discussion of the results in relation to Sure Start targets, both local and national and then a section will follow which will outline proposed evaluation for the coming year.

### 2.1 Management Board Feedback - September/October 2004

Name of Group Evaluating	<i>Management Board</i>
Type of Group	<i>Multi Disciplinary Decision-making body</i>
Aim of Group	<i>Make decisions regarding the functioning of the Sure Start Duke Bar - Burnley Wood programme</i>
Location	<i>Various</i>
Time	<i>Various</i>
Day	<i>Various</i>
Date(s) evaluation took place	<i>22 September 2004 - 15 October 2004</i>
Evaluation Method	<i>Attitude Scale Questionnaire</i>

#### Aims of the Research

To try and obtain objective feedback about the role and responsibilities our management board members feel they have to the Sure Start Unit and highlight what if any training or future actions are required.

#### Background

The Sure Start programme in Duke Bar-Burnley Wood was approved in April 2002. It is part of a government strategy to provide early intervention to enable children to flourish both at home and when they get to school. In order for this to happen, it is mandatory that a management board is set up to represent the people in the community e.g. parents, voluntary services and statutory organisations. The management board is responsible for making the decisions regarding how the money is spent and tracking the development of the programme. This research therefore, was conducted to establish whether the management board members felt they were representative and were well equipped to make the important decisions which may impact upon the Sure Start programme in both the long and shorter term.

## Methodology

An initial search on the National Evaluation of Sure Start (NESS) website took place in order to ascertain whether research of this nature had been undertaken by any other programmes. Research by a programme in Torbay had been undertaken and a toolkit developed, this therefore formed a starting point for the research to be undertaken in this programme. Much of the information in the partnership toolkit supplied was not relevant to what we wanted to find out and so it was adapted to fit with our aims. Brainstorming specific ideas about what we wanted to ask were noted down and categorised into groups to fit into six different themes.

The research took the form of attitude scale survey which was e-mailed (if available) or posted out to all members of the current management board (See Appendix 1 - survey has been input with a summary of the responses). In its simplest form an attitude scale is "a list of statements to which we ask people to respond to by showing the extent to which they agree or disagree with a statement" (Edwards, A and Talbot, R, 1994). The survey was designed with simplicity in mind and aimed to answer questions under the following headings:

- *The Sure Start Unit*
- *The Management Board*
- *Views and Opinions*
- *Facts and Figures*
- *Training and Development*
- *Personal Details*

In order to gain more detailed information, the use of the attitude scale was coupled with a standard survey, in that, in each section, the participants were asked to answer one open-ended question - to take the survey to a deeper level. By answering each of these questions we hoped we could capture a full rounded view of the aspects which contributed to the roles and responsibilities of the management board members. In total 17 surveys were distributed between 29<sup>th</sup> and 30<sup>th</sup> September to all management board members. A follow-up e-mail and phone calls were made week commencing 19<sup>th</sup> October to chase-up non-respondents.

The responses to the surveys were recorded on a spreadsheet for later analysis.

## Discussion of Results

There are some trends that have formed in the various categories in the survey, however, these should be taken with limited reliability as there were only seven

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responses from the 17 posted out ( just a 41% return), so although there are obvious trends, with a higher percentage of return, these could be more widely generalised. A return of 60% or more is classed as good return, which in this case would be more than 11 completed surveys. A full display of the results can be seen in Appendix 1. The completed surveys were received from representatives of Social Services, a parent representative, Early Years and Child Development Department (Lancashire County Council), Council for Voluntary Services, Burnley Borough Council, Burnleywood One Stop Shop and Social Services and the results of these are summarised below.

#### ***The Sure Start Unit***

The majority of the respondents strongly agreed that they were aware of the Sure Start aims and objectives and strongly agreed or agreed that they were aware of their role and responsibilities on the management board, in respect of meeting these targets. Six out of the seven responses agreed that disputes are solved easily within the Management Board with one response strongly agreeing.

In relation to the question 'Are there any specific challenges you feel the management board need to overcome in order to operate at the full potential?' the responses suggested that greater involvement from the Sure Start Unit, in particular attendance at management board meetings in order to give updates on current issues, would have been useful in relation to the Children's Centre Initiative. Also openness, trust and transparency were suggested as challenges which should be overcome, however, this respondent also stated that they were relatively new to the management board and hadn't witnessed any disputes so far. Finally, one person felt that there should be more parent representatives on the board and use less jargon.

#### ***The Management Board***

There was a mixture of responses to the statement, 'Your role on the management board is clearly defined and understood,' with three strongly agreeing, 3 agreeing and 1 disagreeing. The majority of respondents agreed that the working relationship between all members of the management board is on the whole very good but although five people agreed the management board was representative of the community we serve, two disagreed. All agreed that the management board was representative of our stakeholders, those being, parents, voluntary and private sector organisations and statutory bodies and six respondents felt that information was shared easily between all management board members.

The reasons people joined the management board were quite varied, for some it was because decisions may directly affect their 'business' and environment, especially with the new build in the Burnley wood area of the town. Some were present for

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strategic reasons e.g. council being aware of Sure Start progress, and LEA striving to move the Sure Start agenda forward. Others felt that Sure Start had similar targets to their own line of the work and therefore, to support each other would be in the best interests of all concerned. Maximising parental involvement and contributions towards the new building ideas were also regarded highly. The costs to all concerned were mainly highlighted in terms of staffing resources and time.

### ***Views and Opinions***

Five people agreed that they felt their views and opinions were valuable to the Sure Start Unit, the two remaining respondents stated that they strongly agreed with this statement. Again, in the following statement, all respondents either stated that they strongly agreed or agreed with the statement that they felt they could openly express their views at the management board meetings. The majority of people agreed that they felt included rather than excluded at management board meetings and many agreed that there was no over-riding decision maker within the management board, although one person did disagree with this statement. Likewise the following statement reflected similar results, whereby, the majority agreed that the use of jargon was kept to a minimum but again one person did disagree.

The answers to the question relating to the efforts to maintain fairness of the management board and any improvement that management board members would like to see were once again quite mixed. One felt that transparency was key; others felt that having parent representatives on the board and as a chair was a contributing factor for the fairness of the management board and finally, that everyone has the opportunity to make their views. There were some improvements suggested; more relevant information to board members, better links to the delivery plan and staff reports, also presentations from different staff teams occasionally, reporting back isn't always as clear as it could be and it was suggested that a good idea to increase parental involvement would be to hold a 'meet the management' session during a lunchtime, make it informal and allow parents to recognise that the management board are 'human' after all.

### ***Facts and Figures***

Four people agreed that they knew how the Sure Start grant was spent month on month, two disagreed and one strongly disagreed. The financial data was understood six of the seven respondents, although one did disagree. Two people strongly agreed and three agreed that information relating to the number of children Sure Start has been in contact with would be informative. Six people agree that they feel informed of the delivery plan for this programme, one disagreed. The majority (4) disagreed that the development plan is regularly reviewed and monitored in line with its aims and targets, although three people agreed, that this was undertaken. Four people agreed that the development plan is

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updated with changes that are identified, but three people disagreed with this statement. Five people agreed that they know the milestones and target for the programme and also knew when these should be achieved by, two people disagreed.

In relation to information the management board would like to receive there were two suggestions; one suggested a short paper each board meeting to update on the monthly monitoring figures, delivery plan progress and amendments and the milestones and target information. Also, details of activities on offer from Sure Start presently would be seen as useful.

### ***Training and Development***

There were quite mixed responses to this set of statements. One person felt that they would like to undertake training to support their role on the management board, but the remaining respondents disagreed or strongly disagreed. Likewise the majority (four) disagreed that they would like specific topics of interest at the meetings, but the remaining respondents either agreed or strongly agreed that interesting topics would be useful.

With regards training needs to assist the role of the management board, it was suggested training should be available for all new management board members and training on abbreviations and jargon would be useful. Also, a job description of the duties of each individuals on the management board would increase understanding of each other, copies of finance and monitoring information to link with target information specific information relating to activities the programme is doing along with information on the complaints procedure, mental health support - available or planned, were more specific suggestions for training.

### **Conclusion**

On the whole, comments to the survey were positive and some suggestions were made about improvements to the operation of the management board. The majority of the management board felt that role and responsibilities were clearly defined and representative, but with some disagreement; it is clear that a little work could be done to develop this. Every respondent felt that they were free to make contributions, although some effort to minimise jargon would be helpful. A little work should be done to work more closely within the delivery plan and report back more clearly at meetings; also more interaction with the staff of the Sure Start programme and the Sure Start Unit was suggested to increase knowledge base. Although many respondents felt that training was not required to support their role on the management board, there were some areas of possible education which could be identified, for example, there were very mixed opinions about whether the development plan was reviewed, monitored and updated, other suggested short

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papers at each meeting detailing financial data and information about activities the programme undertakes. Training on jargon was identified as a need and more detailed information about the role of each of the management board members was highlighted.

### **Recommendations**

- Feedback the results of this survey to the management board
- Work on delivering the identified training needs where feasible.
- Pin point any action points for future development.
- Work on incorporating additional information e.g. activity programme, feedback from staff base, short financial reports into each meeting.
- Look to increase the parent representation on the management board, perhaps through a 'meet the management' event, as suggested.

## 2.2 Asian Ladies Breakfast Club Sept - Dec 2004

Name of Group Evaluating	<i>Ann and Shahnaz's Breakfast Club</i>
Type of Group	<i>South Asian Women's Group</i>
Aim of Group	<i>Provide relaxation, new skills and support to the South Asian ladies living in the Sure Start Duke Bar Burnley Wood area.</i>
Location	<i>Ennismore Community Centre</i>
Time	<i>9.30am - 11.30am</i>
Day	<i>Wednesday</i>
Date(s) evaluation took place	<i>Wednesday 22<sup>nd</sup> September, Wednesday 15<sup>th</sup> December</i>
Evaluation Method	<i>Wish-wall, group discussion, observation and photographs</i>

### Aim of Research

Initially, to consult with the ladies to establish what they would like to do in the group and then formulate a scheme of planned activities to carry out in the session over the coming weeks. At the second evaluation session the aim was to evaluate all aspects of the group so far - including all successes and failures and plan to make any changes and build on successes for the next round of sessions in the New Year.

### Introduction

It was recognised that there was a lack of provision for South Asian ladies in the Sure Start Duke Bar - Burnley Wood area. Asian ladies were not accessing current services and therefore a need to provide a separate group was identified. Ann and Shahnaz, the Community Development Worker and the Bi-lingual worker respectively, worked on the group to ensure that Asian ladies were able to access activities and support close to the area where they lived.

Various venues were considered but Ennismore Community Centre was highlighted as being the most appropriate to hold the session as it was central to the area where a lot of the ladies lived and was used very often for before and after school clubs - so many were familiar with the venue. Wednesday was highlighted as an appropriate day because the venue was free and so during the first session a coffee morning was held and all South Asian ladies registered with Sure Start were invited (over 70) in order to find out what type of activities they would like in the group. From this morning suggestions were made about the content of the group and Ann and Shahnaz spent the coming weeks planning and implementing a timetable

of activities based on what the women had asked for - taking the group right up to Christmas.

The group was then re-evaluated before finishing for Christmas, with the understanding that then any changes required could be implemented when planning for the sessions in the New Year.

### **Methodology**

The initial coffee morning was planned on the day that the actual sessions would take place in future weeks. It was decided that a 'wish-wall' mechanic would work best, as the ladies would be free to write in their own language or make verbal suggestions which could then be added to the wall.

This involved setting up some presentation boards, which the ladies could stick their ideas to. Post-it notes and pens were provided at the venue and a few ideas that had been suggested in the past were added and discussed to get the session started. Sure Start information boards were also set up with the majority of information translated into a number of languages, to assist even those ladies with limited English language skills to understand the services offered through Sure Start. Shahnaz was also present to translate on behalf of the ladies if required.

The morning was planned to be informal in nature, where ladies could just drop-in at whatever time they wanted. Tea, coffee and a selection of food - English and Asian were available. The wish-wall was set up, with post-it notes and pens, so the ladies could take the opportunity at any point during the morning to write their suggestions for the group and pin them to the board.

Childcare was organised in the adjoining room, with experienced female staff who had planned activities for the children. It was anticipated that there may be a number of children who weren't used to being left in a crèche environment, and so this was taken into account when the activities were planned.

All South Asian ladies on the Sure Start database were invited, which totalled 73. Ten of these ladies arrived on the actual day and they offered various suggestions. The group started the following week (6<sup>th</sup> October) and was attended by a community art worker who would spend the next 3 weeks helping the group to create a 6 sided display on the topic of Eid to be used at the forthcoming 'Big Sure Start Party.' Ann and Shahnaz then put in place a programme of planned activities to take place over the following 10 weeks, using ideas that the ladies had suggested.

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On the final session, of the 10 week block the Evaluation Officer was invited to attend and observed the group and took some photos before taking part in a discussion with all members of staff who had been involved in the running of the group. The discussion was attended by Ann and Shahnaz, Paul, the crèche worker, myself in my role as Evaluation Officer and Farah, a volunteer for the programme at the time (or recently having been employed as a family support worker - April 2005), who attended a number of the sessions to assist in interpreting and translating. We considered various aspects of the group over the weeks, including:

- The Suitability of the venue
- The Day and time of the session
- Most popular sessions/topics
- Structure of the session
- Any concerns or issues to address
- Future ideas and planning
- And finally, considered the overall satisfaction with the group.

The discussion was lead by the Evaluation Officer and a number of conclusions and plans of action were determined. These are shown in the following sections.

## **Results**

The consultation coffee morning provided a number of ideas for the coming sessions at Ann and Shahnaz's Breakfast Club, they were as follows:

- Sewing
- ESOL
- World Cooking
- Belly Dancing
- Confidence an Assertiveness Training
- IT
- Paediatric First Aid
- Urdu Classes
- Beauty and Pampering
- Stress Management
- Basic DIY
- Numeracy and Literacy
- Holiday Activities
- Exercise for Adults and Children
- Arts and Crafts
- Homework support during holidays.

From this list Ann and Shahnaz formulated a plan to follow over the coming weeks - made up of activities which could be organised quickly and effectively in the coming weeks. The programme which was established was as follows:

Week 1	Arts and Crafts - Eid Display
Week 2	Arts and Crafts - Eid Display
Week 3	Arts and Crafts - Eid Display
Week 4	Centre Closed
Week 5	Centre Closed
Week 6	How to save energy and money in the home?
Week 7	Eid party - plus a visit from Groundworks with free bulbs.
Week 8	Cook and Taste Session - 5-a-day co-ordinator
Week 9	Exercise taster session
Week 10	Health and Beauty & Consultation
Week 11	Health and Beauty & Oral Health Promoter - free toothbrushes

Each of these sessions was prioritised in terms of timeliness in setting up the programme. Feedback from the sessions was all really positive and educational. Once all the sessions had been completed the evaluation session was held and the following results were concluded.

Overall, it was felt that the group had offered a number of practical ideas and skills to the South Asian ladies who were accessing the group. There had been a stable attendance, with a set of regulars coming to the group each week. It was felt that the group was strengthening and a great dealing of bonding was occurring as the women got more used to spending time in each others company. The following issues were discussed in detail:

#### *Venue*

The venue was suitable and in very good location and all people seemed satisfied with the facilities available at Ennismore Community Centre. It was felt that the venue was convenient and spacious and had the added benefit of a separate room for the crèche. The centre is very safe and secure although there are issues of health and safety as at present there is no sign on the door and the buzzer is very difficult to see, so the main door is often left propped open and someone could easily gain access to the building without anyone seeing. This issue therefore needs to be address immediately. Also the fire alarm cannot be heard in the crèche room and therefore this needs to be brought to the attention of the management of the community centre. It would also be useful to run through a fire drill to ensure that the ladies in the group understand how they must exit the building as translation may be required. It is also important that the children understand what to do too.

There have been issues in the past with the temperature of the crèche room either being far too hot or too cold, although this seems to have been resolved in recent weeks. The main room where the group takes place is a little on the cold side - but it is much better than if it were too hot.

The venue is in a good location for the Duke Bar area of town, but is a long way from the Leyland road area - where there is also a high concentration of South Asian families.

#### *Time*

The group started as a drop-in, which worked well, but now it is becoming more important to be able to start the session at 9.30am as it is more structured, in order that it can be finished by 11.30am. The crèche only runs for 2 hours and therefore to get through everything in the main group and coincide with the crèche the women need to be there by 9.30am. The time the session starts appears to be good for everyone and they don't appear to want it later as it is on the way after the ladies have dropped their children off at school. This therefore is an issue which needs to be examined in later evaluation sessions through consultation with the ladies.

#### *Attendance*

There have been a maximum of 5-6 people per week from a prospective 73 on the database - this isn't a good majority - less than a 10% take up. Some recommendations were drawn up to try to improve this in the New Year. We need to ask the questions are we doing something wrong? And indeed do the ladies in this area really want this type of group? It was decided that in the first week of January Shahnaz and Farah need to contact the 73 names on our database, by telephone - guided by a set of questions created with the help of the evaluator - to try and establish why those ladies are not accessing the group. This should then be followed up with some printed matter, to inform the ladies of other sessions and groups available in this Sure Start area - hopefully the aim is to arrange for this information to be translated - although how soon this can be completed is hard to say.

#### *Crèche*

The crèche needs to be ready to start at 9.30am and it is important to allow a minimum of 30 minutes to set-up the group - therefore the crèche workers need to be at Ennismore Community Centre by 09.00am.

#### *Content*

The women loved the keep fit session and this has been the most popular by far - the ladies even said that if they could have that regularly they would be prepared to pay a contribution.

The cookery sessions were good - particularly the taster sessions. The 5-a-day training was good, although the instructors are very busy and it's impractical to offer this on a regular basis. It has therefore been proposed that Sure Start could develop their own programme using the resources already available within the

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programme. Some lunch box training would be good with possibility to extend to a lunch Club once the Sure Start programme expands into the new Queens Park Lodge.

The beauty and pampering sessions have been popular and the ladies have found it useful to be able to create beauty treatments from normal store cupboard items.

The taught sessions with visits from Kim, the Oral Health Worker etc, have been popular and educational. The women particularly liked the freebies they took home with them.

Overall response to the sessions which have been offered so far has been good. It would therefore be good to repeat the format for the coming New Year - to develop further and learn more exciting things.

#### *Ideas for the Future*

It would be interesting to arrange some visits to other groups and centres in the area - Shahnaz and Farah could offer some mentoring and support to these parents to increase uptake.

The ultimate aim is to allow the Breakfast Club to offer taster sessions of activities and then offer some signposting and support to attend other centres and groups which run in the area and already offer full courses of similar activities.

Arts and Crafts sessions would be good - in particular pin cushions, as these are easy to teach and very effective - this also brings in a sewing element which was one of the suggestions from the ladies in the consultation morning - but has not been offered yet.

It would be good to link in with the college and provide links to computer courses in the area - again offering more of a signposting service than trying to do everything ourselves.

Sewing - in particular learning how to make their own Shalwar and Kameez. This is currently offered at the Daneshouse and Stoneyholme Sure Start and has been a real success. Therefore, it would be good idea to offer a taster course and then signpost to Daneshouse and the Healthy Living Centre.

#### Conclusion

Overall, response to the sessions and the group activities has been very positive, the keep fit and cookery sessions were particularly popular and we should look to repeat these in the New Year. The majority of suggestions made in the first consultation have been addressed and we are starting a First Aid training course in the New Year, however, this will not be in the group - it will be at another venue which the ladies can access if they wish. Repeating the structure for the sessions is a good idea and this could perhaps be developed into a rolling programme of taster sessions, perhaps with the incorporation of sewing sessions. The group should not aim to deliver full courses of activities; rather offer a taster of perhaps a couple of weeks and then signpost to other venues and courses in the area. We

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still need to address the issue of building up the numbers attending the group. Presently, there are a possible 73 South Asian ladies on the database who could potentially be accessing the group, although regularly there are only 5-6 women who attend. It is proposed that brief telephone calls, made by Shahnaz and Farah in the New Year could aim to find out why the ladies aren't accessing the group and then we can move on and build numbers from there.

### 2.3 Evaluation of 'Stay and Play' sessions - January 2005

<b>Name of Group Evaluating</b>	<i>St. Catherine's, St. Mary's, and St. John's Groups</i>
<b>Type of Group</b>	<i>Stay and Play</i>
<b>Aim of Group</b>	<i>Provide a safe and supportive environment for parents and children to come together and play.</i>
<b>Location</b>	<i>St. Catherine's Parish rooms, St. Mary's Parish rooms and St. John's Parish rooms, All Burnley</i>
<b>Time</b>	<i>St. Catherine's: 9.00am - 11.00am, St. Mary's: 9.30am - 11.30am, St. John's: 1.00pm - 3.00pm.</i>
<b>Day</b>	<i>St. Catherine's: Thursday St. Mary's: Friday St. John's: Friday</i>
<b>Date(s) evaluation took place</b>	<i>St. Catherine's: 20 January St. Mary's: 21 January 2005 St. John's: 21 January 2005</i>
<b>Evaluation Method</b>	<i>Use of Flipchart question sheets placed around walls on day of group</i>

#### Aim of Research

To evaluate the level of satisfaction and the effectiveness of the current service provision at all the above Stay and Play groups. In addition collect ideas and suggestions which may be incorporated into the groups in the future. The data collected should also act as a baseline to test against in six months time.

#### Introduction

The groups were established in the early phase of the programme following the initial consultation whereby there was an identified need for playgroups, nursery and crèche provisions, especially in the Oxford road area of the programme, around Basnett Street Nursery and in the Duke Bar area of the town. The groups at St. Catherine's and St. Mary's parish rooms are close to the Oxford Road area of the town and the St. John's group is within the Duke Bar area of the town. Sure Start has also made provisions at Basnett Street Nursery, in order that all areas of the initial consultation are addressed, although this hasn't been included in the evaluation at this stage.

Some comments from the initial consultation include:

'I think that playgroups are important, not only for the child but for the mother. Children's social skills are given the chance to improve and support is available for the mums.'

**'Need good play workers who are on their level to work with children.'**

*'Would go to a playgroup if there was one in the area.'*

*'I think playgroups would be good for the children, so they can be ready for nursery and crèche would be good for parents.'*

**'More playgroups (safe ones)'**

*'Sometime in the afternoon maybe mums/dads toddler group'*

*'More facilities where mothers/parents/carers etc can take their children for free play (unstructured) and where the children can run off some of their energy.'*

*'...need to have more play areas and groups for children to go for a couple of hours.'*

*'Something in the afternoon to go together locally like a toddler groups or mums and tots group. Play school. Dance and Music sessions would be good for children and parents especially in the afternoons. I found that in the winter afternoons there was nothing to do or nowhere to go locally.'*

As is possible to deduct from these statements there was an identified need in the early stage and therefore the 'Stay and Play' groups were established to help satisfy the needs of the local community.

The groups are set for two hours duration and offer a meeting place for parents to come together with their children in a supportive environment. Sure Start staff provide the toys, attend the session to give advice and support and provide a healthy snack for the children, and each week there are planned activities as well as 'free' play and for this Sure Start request a donation of £1 to cover the costs, mainly for beverages and food. Materials, provision of staff and the hiring of the venue are supported by the Sure Start programme. It is important therefore that parents continue to be supportive of the groups through attendance, in order to make it cost-effective and beneficial to the families in the area. We must also strive to collect data which supports the Sure Start targets of:

- Improving social and emotional development
- Improving health
- Improving children's ability to learn

- Strengthening families and communities

Sure Start programmes recognise the need to be continually evaluating services in order to be responsive to the needs of the community whilst also monitoring progress towards these targets; as an outcome this evaluation has been undertaken.

Since their establishment these groups have been supported by the Early Years Play Development worker with support from crèche workers. The evaluation however, also acts as baseline data to measure against in 6 months time as the structure of the groups is being altered. As part of the continuing development of the programme the Early Years Play Development worker is withdrawing from the groups in the future to allow for time to be allocated more effectively. The groups will still be supported by Sure Start; crèche workers will attend and healthy snacks, venue, toys and crafts will still be funded by Sure Start. This move supports the Sure Start strategy, in that a greater emphasis will be placed on the need for the community to help deliver the services. The group at St. John's will hopefully be lead by a parent volunteer, who will be supported by Sure Start staff, the other groups will be supported by crèche worker/early years worker.

### **Methodology**

After discussions with the Early Years Play Development worker it was decided that a survey would not be the appropriate method for this evaluation, and something a little more innovative would be beneficial. The questions were agreed in partnership with the evaluator, programme manager and the Early Years Play Development worker and were written onto flipchart paper, so that each question could be placed around the venue. Interesting shaped post-it notes were placed on each flipchart along with pens, then parents could take any opportunity through the session to give their comments and responses to the questions asked. The following questions were agreed on, in no particular order:

1. What improvements could we make?
2. Do you like the group as it is, or would you like it organised differently? E.g. less/more formal, more of a certain activity, better planned etc.
3. What are the best things at the group?
4. Do you have any ideas we could try out in the future groups?
5. What do you think about the staff who run the group? E.g. friendly, good for advice/support, do a good job?
6. What do you think of the place, day, time and length of this group?

At each of the venues, the flipcharts were placed around the walls of the building. The Sure Start staff then drew the attention of the parents and carers to the

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flipcharts and they noted their comments on the post-it notes. These comments can be viewed in the results section of this report.

## Results

This section displays the comments recorded on the flipcharts from each of the 'Stay and Play' venues. They have been colour-coded into groups of similar comments in response to each question, over the three groups, and on first glance it is easy to appreciate that there are a few themes emerging.

### *What improvements could we make?*

St. Mary's	St. Catherine's	St. John's
Make introductions to new mums and dads and children.	None I can think of.	For potty training, could we have a potty and a child's toilet seat?
All the staff to take a more hands on approach (some already do) more meet and greet new people, board of Sure Start activities, other playgroups etc.	Help, advice, support board? About Sure Start. Notice of other playgroups in the area.	Check food for additives, vegetarian etc. 'skips' are not veggie, so some kids have to go without
		Planned activities that encourage learning rather than free play.
		Alcohol for grown-ups! (joke)

### *Do you like the group as it is, or would you like it organised differently?*

St. Mary's	St. Catherine's	St. John's
As yet not sure if I like a bigger group attendance	Everything fine	More group activities please
Song time or music playing quietly? Free play is good, but one organised activity a day is fine as these are different.	More song time, more greeting and inclusion of new people. Formality and activities perfect.	Organised fine, apart from I think the children need to do group activities.
Everything is fine as it is.	Everything just right don't need to change.	No more or less formal - more group activities.
Fine as they are	Yes, love it!	I think its fine as it is

organised.		(although some singing activities might be nice)
Fine as they are	It is great just as it is.	

*What are the best things at the group?*

St. Mary's	St. Catherine's	St. John's
Good range of toys and friendly people.	People, food and toys	Arts and crafts sessions and playbus.
Friendly atmosphere, range of toys.	Everyone looks after each other	Snacks are always good! Meeting other parents.
Range of activities, meeting old and new friends. *** learning to play with other children.	Atmosphere, choice of food, choice of toys, different activities.	The people - this is the friendliest playgroup I have ever been to. The snacks are nutritious too
Good atmosphere.	Everything is just great - food, toys, people.	Food! Meeting other people.
Nice to meet new people and new toys for the children to play with so they are happy.	People! Sing song time! Atmosphere!	Meeting other parents and children. Forming friendships. Good snack for everyone. Good play sessions. Enjoy Molly when she comes.
		Everyone gets on. Looking after each others children.
		The way you and your child are treated you're made to feel very welcome!

*Do you have any ideas we could try out in future groups?*

St. Mary's	St. Catherine's	St. John's
Food involvement, making pizzas, salt dough etc.	Outdoor play (in the summer!) structured song time (at least some each week)	Activities to get children to play in a big group rather than in 2's or alone.
More group activities for the children.	More sing song time.	Water and sand outside on hot days (close gates)
	More baby toys	Themed weeks such as colours, shapes, seasons.
	None @ all.	Finger painting

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	Baby groups taking place in the morning.	Singing with actions
	Trips out	Group activities i.e. group story, action songs, and dance sessions for kids.
		Perhaps some messy play, sand etc.

*What do you think about the staff who run the group?*

St. Mary's	St. Catherine's	St. John's
The staff are very friendly and do a good job.	Very friendly and organise the group very well.	The staff are great there very supportive not only for the children, adults too!
Staff are helpful and supportive	Wonderful! Wonderful! Excellent! Superb!	Friendly - especially Natalie
Staff have been helpful and friendly. They are very good organising everything.	Very good staff work as a team.	
Some staff fine, helpful both 'home and away' other staff do not seem to participate. Children left to paint without supervision etc.	Friendly staff both in and out of playgroup, same staff each week so the children learn who is who. Good food and coffee makers!	
Friendly and there if advice needed.	They are friendly and do a good job	
The staff are friendly and do an excellent job.		
Very friendly, offers good support, fights well for the parents 'in' or 'out' of the area. Communicated well to the powers that be.		

*What do you think of the place, day time and length of this group?*

St. Mary's	St. Catherine's	St. John's
Place, date and length of group really fit in with	Good place and time.	Friday afternoon is good for us, 2hrs is just right.

my working life and ***'s sleep pattern.		Good location for us.
Place - easy to find Day - fine Time- good, drop older children at school first then come here. Length - fine, enough so it doesn't get boring!	Place - fine, central location and big enough. Day - fine. Time - good, drop older children at school first. Length - could be longer as the children eat 'dinner' at 10.00.	Fridays are perfect for me, 2 hours about right, afternoons fit in well, place...could be warmer and floor could be better (probably not a Sure Start matter)
Fine	Great	Just right.
Place, day, time good for picking up other children to and from school.	It is just perfect.	Well planned group, wish there were more just like this one!
	Lovely, lovely, lovely, lovely.	Friday's good, 2 hrs just right.
		Place, day, time and length, fine.
		Friday aft fits in nicely with us.

### Discussion of Results

The results are quite positive on the whole and a number of suggestions have been offered by the parents and carers who attend all the groups. You can see that there are mixed numbers of responses to each of the questions, as it was decided that no-one should be forced to give their opinions and some may not wish to answer some questions. This discussion will look to link the responses into groups and order them within the relevant Sure Start targets.

*Objective: Improving social and emotional development*

*Local targets related to this objective are to: provide extra emotional support for parents.*

Through examining the comments recorded by parents, it is possible to note that the parents feel that they have support from the staff and the parents who attend the groups, which in addition to the play, learning and social skills the parents and children attend the group for. In the question; *what do you think of the staff at the group?* seven of the parents from the St. Mary's group gave comments to this question and the majority (five) stated that staff were there for advice and support and were very helpful. At St. John's from the two comments received, one stated that;

'The staff are great; they're very supportive not only for the children, adults too!'

One parent at St. Mary's and one at St. Catherine's thought it would be a good idea to have an information and advice board at each venue with interesting information linked to the work we do at Sure Start including the other playgroups which run in the area, in order to develop these support links further.

It appears that the parents are also aware of the importance of playing with their children and the importance of their children interacting and building social skills through playing together with other children, in response to the question; *do you like the group as it is or would you like it organised differently?* and *do you have any ideas we could try out in future groups?* Three of the parents at St. John's and one from the St. Mary's group requested more group activities. Another common theme when asked '*What are the best things at the group?*' was meeting other parents and children, which again supports this aim to increase the support network available to children and their families.

*Objective: Improving the ability to learn*

*Local targets related to this objective are: all children in Sure Start area to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school.*

The comments which support working towards this target are evident at all the venues. When asked; *What are the best things at the group?*', the majority of the responses praised the range of toys, the play sessions, the range of activities and the fact that they are meeting other parents and children, but parents would like more chances for group activities - to allow children to interact more. Also, suggestions for singing time that allows for learning through music and actions was also suggested by parents from all the groups.

*'Group activities i.e. group story, action songs and dance sessions for kids'*  
and one parent stated that the best thing had been;

*'\*\*\*\* learning to play with other children'*

At St. John's one parent suggested that planned activities to encourage learning may be better than free play.

In addition to these comments which link in well with the Sure Start targets, there were a number of other suggestions and comments for the groups. At St. Mary's parents suggested that it would be good to use food in play i.e. making pizzas, salt dough etc. At St. Catherine's they were interested in outdoor play areas in summer, some more baby toys, trips out and setting up baby groups in the morning. At St. John's again, more messy play was a common theme, in particular, sand, water and finger painting and themed weeks were also suggested. Parents at St. Mary's

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and St. Catherine's also wanted new parents to be introduced to the group, to make people feel more included and at St. John's there were suggestion for a child's toilet seat and potty to assist with potty training and also for food to be checked for additives etc and check that it is suitable for vegetarians. Many thought the food and snacks were the best thing at the group and many praised the friendliness of the staff. The venue, time, day and length of the sessions were appropriate for everyone, at all the groups, who gave their answer, although one parent from the St. Catherine's group

### **Conclusion**

As is possible to see there were a number of very positive comments from this short evaluation exercise. Many praising the staff, organisation and venues the groups run from. There were also a number of comments which link in and support the Sure Start local and national targets and also a number of suggestions and ideas to try out in the future. Overwhelmingly, at all the groups parents wanted a singing time incorporating into the groups and also more group activities, where all the children could play together.

There were a couple of things the parents felt we could work on; a comment from one parent suggested that staff should take a more hands-on approach and participate more with activities. Some parents were keen for Sure Start staff to make introductions for new parents and children and one thought that the floor and temperature of the venue could be better.

### **Recommendations**

The following recommendations have been split down individually into each of the 'Stay and Play' group, in order for them to be actioned individually.

#### *St. Mary's Group*

- Make new parents attending the group feel more welcome on their first visit by introducing them to other parents and children at the group.
- Place and information board at the venues to inform of other groups in the area and where to go for particular advice and who to speak to.
- Establish time at each session for singing and music
- Structure group with at least one or more planned group activity, to involve all children.
- Think about incorporating food into activities i.e. pizza making, salt dough etc.

#### *St. Catherine's Group*

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- Place and information board at the venues to inform of other groups in the area and where to go for particular advice and who to speak to - which may include new groups and signposting for baby groups etc.
- Make new parents attending the group feel more welcome on their first visit by introducing them to other parents and children at the group.
- Structure group with at least one or more planned group activity, to involve all children.
- Establish time at each session for singing and music
- Allow for outdoor play during the summer months.
- Think about organising a trip for parents and their children.
- Keep place, time, day and length of session as it is now.

*St. John's*

- Order potty and child's toilet seat for use at the group.
- Check all food for additives and be mindful of healthy eating initiatives.
- Structure group with at least one or more planned group activity, to involve all children.
- Establish time at each session for singing and music
- Plan some messy play activities - water and sand would be good during summer outside.
- Continue to ask Molly from Tiny Trumpets to attend the session on an ad-hoc basis.
- Think about planning the occasional group around a theme i.e. colours, shapes, seasons etc.

*All groups*

Continue to offer high quality groups which work towards encouraging parent and child interaction and place an importance on the value of play; working towards satisfying the Sure Start targets.

## 2.4 Seasonal Party (Christmas and Eid celebrations) Nov 2004

Name of Group Evaluating	<i>The Big Sure Start Party</i>
Type of Group	<i>One-off seasonal party</i>
Aim of Group	<i>Say a big thank you to all parents and children we work with and have fun in a party atmosphere to celebrate Eid and Christmas.</i>
Location	<i>The Clarets Foundation Club, Burnley</i>
Time	<i>11.00 - 1.30pm</i>
Day	<i>Sunday 5<sup>th</sup> December 2004</i>
Date(s) evaluation took place	<i>Sunday 5<sup>th</sup> December 2004</i>
Evaluation Method	<i>Evaluation Chimney</i>

### Aim of Research

To try and establish the level of satisfaction with The Big Sure Start Party and find out if necessary what we could do better next year and what we should repeat next year.

### Introduction

The party was designed to encompass a celebration of both Eid and Christmas, and generally encourage people to come together and have a good time in a party atmosphere. A small group of workers got together to make all the arrangements and decisions for the party. These staff were family support workers, health workers, life long learning workers and office based staff. This multi-disciplinary approach proved to be successful as a wider breadth of experience and input was achieved. This working party met weekly or fortnightly and was crucial to the successful planning and decision making prior to the party.

It was decided that it would be interesting to have some information boards at the entrance to the party, briefly outlining the celebrations of both Eid and Christmas. The Breakfast Club, One Stop Tots and the Parents' Forum all contributed to the creation of these display boards, which were completed in the weeks leading up to the party and involved various different aspects of arts and crafts and showed the different ways each different culture celebrates at this time of year.

A date was set for the party as Sunday 5<sup>th</sup> December; this was roughly mid-way point between Eid and Christmas. It was decided that the party would be held on a

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Sunday, in order that everyone could be given the opportunity to attend. It was found that last year holding it on a weekday meant that only those parents who didn't work were able to attend.

The time of the party was planned to extend to lunch time so a buffet could be provided, providing a wide range of both English and Asian foods. Throughout the day various activities were offered such as face painting, mendhi (Asian henna painting), drawing and colouring Christmas and Eid pictures, party games, badge making and music from Molly from Tiny Trumpets, who sang and played musical instruments with the children in two separate sessions. A children's entertainer, Mr. Jolly also came to the party and made balloon animals and generally kept the children amused all afternoon. Father Christmas came to the party at the end and with the help of some of the staff gave party bags to each child as they left.

### **Methodology**

A working party was established to organise and plan the event and to assist in collecting different ideas and perspectives. This group of staff made decisions regarding the venue, date, time and day of the party, the activities and entertainment which should be on offer, what food should available and booked, gifts for the children of different ages and who should be invited. Appropriate evaluation methods were also discussed in this group to decide how best to get feedback from the parents and children attending on the day.

The method chosen for evaluation was an 'evaluation chimney.' This mechanic was adapted from the common 'wish wall' method, in that people were free to write what they thought about the party on post-it notes and then stick them up anonymously onto the chimney, rather than a wall.

The chimney was made from a large cardboard box, covered with brown paper and a marker was used to draw brick shapes onto the box. The top of the chimney was then covered with cotton wool to make it look like snow and a small flag was made with the question "what did you think of today's party?" and this was place in the top of the chimney.

It was decided to use a chimney, decorated with snow, rather than a wish wall or graffiti wall as it was seasonally apt and eye catching which would hopefully encourage more people to give their comments. People could also group around all four sides of the chimney to write their responses, which helped with the overall delivery of the evaluation. Colourful post-it notes in the shapes of teddy bears, hearts and leaves were used along with multi-coloured pens, again to attract more people to give their views of the party.

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The chimney was placed close to the exit, so when people left the party they could easily fill out a post-it note and stick it to the chimney, and as staff gave out party bags they also directed the parents to the chimney, so they could give their opinions.

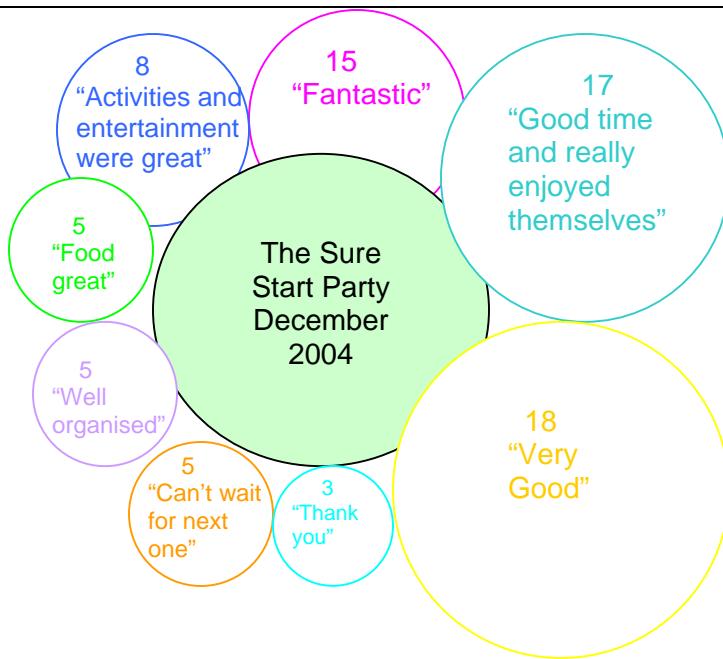
In addition to the chimney, the Evaluator also attended the party to observe how successful it was and the administration staff took photographs of the event to be included in a forthcoming newsletter.

### **Results**

Approximately 150 invites were sent out for the party, to all families currently accessing Sure Start services and on the day 53 families, which equalled 152 people turned up. Of these 58 written responses were recorded and a further 29 picture contributions from the children were made.

All the post-it notes which were completed can be seen in Appendix 1. They were completed by both parents and children which was important as we were able to look at how the parents enjoyed the party and thought their children enjoyed it, the children also completed some of the post-it notes which was very insightful as it showed how the children felt about the party, whether this was drawing a smiley face or just scribbling for fun. Deeper analysis of the children's drawings may extract more meaningful interpretations, but for now, we will mainly focus upon the trends in the comments from the adults and older children who were able to record their thoughts in response to "What did you think of today's party?"

Various themes emerged and the majority of comments were extremely positive, these are illustrated below in figure 1.1. Eighteen people said the party was very good and a further 15 thought the party was fantastic, brilliant and The Best! Seventeen people said that the kids had a good time and really enjoyed themselves with eight saying that the activities and entertainment were great. People enjoyed the food and thought it was well organised (5) and a further five can't wait for the next one. A couple of people commented that the staff were really friendly, five said the food was great and three wanted to say thank you very much for providing the party.



*Figure 1.1 Summary of comments received from parents attending the party*

There was a really good, fun atmosphere at the party and everyone was in really good spirits. An article was published in a subsequent newsletter and the local press came to photograph the event, which appeared in the local newspaper. The mayoress attended the party and all children and staff seemed to have a really good day. Many people had double helpings of the buffet as it was so good and then enjoyed dancing, singing, colouring and talking to Father Christmas. Some of the children had got dressed up in festive costumes and face painting and mendhi decoration made the day extra special.

### **Conclusion**

All-in-all everyone had a really good day and all the parents seemed to thoroughly enjoy it, which was evidenced in the feedback comments. The staff also enjoyed the day - even though all the planning and organising was hard work! A lot of things went really well and there won't be many changes for next year.

The range of activities available on the day ensured that there was plenty to occupy even the shortest of concentration spans, which proved to cause problems the previous year. Also, the fact that the party ran at the weekend meant the party was open to all and many attended on the day. The mixture of European and Asian foods meant people could experience some foods which they may not usually get to try.

The event had a good community feel to it and everyone was in good cheer. Observationally, the party was a great success and the comments received were all really positive and some said they couldn't wait for the next one - obvious evidence that the day was well received by all.

The following positive and negative aspects emerged from the planning and implementation of the party.

#### Planning

- + There was a lot of time spent planning and organising the event. This thorough planning enabled the group to assess any potential pitfalls and suggest ways to over come them before they occurred. For example, the previous year, there had been times during the party where some children didn't want to take part in e.g. singing and there were no other activities to keep them entertained. This year the group decided to avoid this activities should run simultaneously. Staff also had some party games to play with children if they became distracted from the other activities at any time.
- + During the planning process individuals on the working party were each assigned different task to avoid duplication and ensure that maximum productivity was achieved. The planning process started some 6 weeks prior to the party date - in October and was crucial in the smooth running and organisation of the event.
- + The day was well co-ordinated and everyone knew where they should be and at what time of the day. The party was split into two sessions for the staff running the party - some did the first half and others turned up half way through the party and stayed until the tidying away the end. In reality however, everyone ended up working most of the event.
- + The party involved everyone from the Sure Start team on the actual day - not just those who had been involved with the planning.
- + Although the budget was limited and had to be increased on a couple of occasions, it was stuck to rigorously, which was very challenging at times.
- + An event of this nature needs for 1 person to co-ordinate and lead the rest of the working party - this emerged as the Ann the community development worker.
- The same people were on the working party as have been on organising committees for other events - It would have been good to get other people's valuable input at the planning stage.
- Very time consuming - planning, organising and final implementation all took a lot of prior planning. People had to take time out of their normal busy working lives to shop for Christmas presents, for children of varying ages on a tight budget, book caterers, search for good children's entertainers, book face painters etc and finally add up all the expenditure and check that party was still within budget.

### The Event

The food was very good and well received by all. We felt that the food was running out at one point and went to buy some more - but actually we were left with too much at the end of the party.

- + The games, Molly from Tiny Trumpets, Mr Jolly the children's entertainer and all the other activities were excellent to have at the party and really made the day. It took pressure off staff to perform party duties and enabled them to float around and chat to the parents rather than try and do everything. It was also great to have a number of activities going on at once - and all activities were being used by someone all the time.
- + Everyone turned up who had confirmed their attendance and others came along too, which meant that on the day 53 families, 152 people, came for the party.
- + Everyone who signed in on the day stayed for the whole two and half hours.
- + The caterers and the entertainment were of a high standard - and people commented on this.
- + The venue was large and spacious and meant that each of the activities could be set up in a different area and still have space for free play and party games on the dance floor area of the room.
- + There was a very diverse mix of families attending the party, who had obviously come to celebrate both Eid and Christmas.
- The display boards were outside of the main room - which meant that people didn't really take much notice of them, which was a shame because a lot of work had gone into them.
- Children were constantly climbing up on the stage, which presents a Health and Safety risk.

### After the Event

- + The newsletter provided a good promotion opportunity - to raise awareness of the type of things that Sure Start provide.
- + There were plenty of photos taken on the day - and a couple of these were included in the Newsletter, once consent had been obtained.
- + The write-up in the local press ensured that Sure Start activity was publicised and helped to raise the profile again of the type of work the project is undertaking.
- Very little feedback from staff, other than they really enjoyed it and felt like it had been a success and all went to plan.
- Comments from the parents were quite general - mainly due to the fact that the evaluation was asking only one question.

### Evaluation

- + The evaluation chimney was placed in a good location, close to the door, where people queued to meet Father Christmas. This created a good response rate of 58 comments and 29 pictures from the 58 families (152 people who attended)
- + The chimney provided a chance for parents and families to give their comments about the party anonymously and therefore enable them to give a more honest response.
- + People were very attracted to the chimney and were interested in it as it was something a bit different. It was felt that there was a better response rate than if the parents had been given an evaluation form to fill in.
- The chimney only aimed to answer one question and therefore only obtained a general over view of the feelings from the day. It would have been interesting to find out more detailed information, relating to opinions of the venue, day, time, refreshments, each of the activities available, staff etc. However, the feasibility of conducting this type of evaluation at this type of event would have been difficult.
- It was difficult to read some of the post-it notes which were filled in because the markers smudged - it would be better to use biros or pencils next time to alleviate the problem.
- The children were really attracted to the chimney, which was good on the one hand because it gave them chance to have their say - even if it was through pictures, but it meant that some parents couldn't get near to the chimney and give their comments. Also some children were drawing the same picture or writing their name over and over again.
- The chimney was very cumbersome to transport
- The number of responses relies heavily on the literacy competencies of those involved in the evaluation.

### Recommendations/Actions to be taken

The party was great success and that was largely due to the organisation and planning which went into the event in the weeks leading up to party. Therefore, it is suggested that this planning and multi-disciplinary group should be formed for tackling in large scale event like this in the future.

There have been a large number of positive points arising from the Sure Start party and it was great to have such a positive response from those who really mattered - the parents and children who attended on the day.

## 2.5 Summary of 'Breastfriends' Evaluation - November 2004

Name of Group	Breastfriends
Type of Group	Breast feeding support group
Aim of Group	Provide a safe and comfortable environment for mums-to-be and new mums to gain effective breast feeding support and advice.
Location	United Methodist Church, Burnley
Time	1pm - 3pm.
Day	Tuesday
Date of evaluation	Tuesday 21 <sup>st</sup> September 2004

### Aim of Research

To evaluate the level of satisfaction and effectiveness of current service provision at Breastfriends. Also to collect information and ideas to incorporate into future sessions, through consultation with service users.

### Introduction

In response to the lack of any breast feeding support groups in Burnley, a Working Group was initiated as a partnership between Sure Start Duke Bar Burnley Wood, Health Visiting and Community Nursery Nursing - resulting in 'Breastfriends', established in April 2004.

The group is primarily co-ordinated by the Through Birth Support Worker at Sure Start Duke Bar Burnley Wood supported by designated Health Visitors, a Community Nursery Nurse and the Health Co-ordinator at Sure Start Duke Bar Burnley Wood. The Working Group meets every 4-6 weeks to guide and plan development and activity.

Breastfriends is informal in nature and gives new mums a place to meet others and seek advice and support in a comfortable, relaxing environment where they can feed their babies. There have been a number of regular attendees to the sessions. The group usually attracts 6-8 mums\*, who come from both the Sure Start area and from further a field. This has been steadily increasing in recent weeks (\*December '04 - this average has now increased to 10).

### Methodology

It was decided that a survey approach which was administered face-to-face where possible, would be the best method to enable maximum response rate and reliability and validity. The Health Visitors designed the first draft of the survey, with the

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questions and factors they wanted to explore. This then came to the staff at Sure Start - the Evaluation Officer, the Health Co-ordinator and the Through-Birth Support worker, for input. After some discussions, minor tweaks were made to the form before being administered at a Breastfriends session. All people who had attended the group were invited on this day to provide feedback.

Staff attending the Breastfriends session distributed the questionnaire and encouraged participants to complete it and place it in the box provided. Those that chose not to complete it on the day were asked to return it in the stamped addressed envelope provided. People who could not attend Breastfriends that day (or who had stopped coming) were contacted by post, asked to complete the form and return by a given date.

All forms were completed by the mums themselves and anonymity was maintained. It was estimated that the survey should take 5-10 minutes to complete. Attendees of the group, past and present, completed the survey which gave us a stratified sample.

The completed forms were collected and returned to the Evaluation Officer for collation and feedback. Collation of the survey was completed as a transcript with commonalities and themes extracted from the largely qualitative data, to form trends in opinion.

The following section details the results found and the full transcript can be seen following this document.

### **Results**

The response from the survey was good, with 18 questionnaires returned (69%). The majority of people had heard about Breastfriends from their Health Visitor (61%), and attend the group often or have visited once and plan to return. No respondents stated that they had been to the group and wouldn't return. Some responses to the survey were from people who had attended the group previously, but were no longer attending for reasons such as returning to university, a desire to attend another group running on the same day, at the same time (Baby Massage), lack of availability of childcare for older children during the summer holiday months (now returned to the group) and lack of transport. All factors which did not reflect upon the quality of the group being delivered.

Overall satisfaction with the venue, day and time was very high, with 94% rating the venue, day and time as very satisfactory or satisfactory. No respondents reported being dissatisfied with any of these aspects.

The most popular elements of Breastfriends were having the information and advice from both other mums and healthcare professionals (67%),

*"It becomes easy to find lots of answers to questions running in my mind. I know lots of things about Breastfeeding which I wasn't aware of."*

and the support network which was maintained through meeting other mums and their babies (72%). The stimulation through children interacting and the nice toys, comfortable venue and the friendly people were all other positives taken from the evaluation day.

*"Comfortable play area for the babies (nice, new toys!), lovely venue, friendly staff and helpers. Ability to talk about Breastfeeding in comfort."*

There were a number of ideas and suggestions which arose as a result of the evaluation activity. Three people suggested that they would like the session to run more than once a week and a further three people thought that weekly or fortnightly discussion topics would be good to give the group more structure:

*"Maybe discussion groups on a topic that you can participate in or not depending how you feel."*

One person suggested that we should:

*"....invite expectant mums, via antenatal care to meetings to discuss breastfeeding BEFORE the birth of their child. This would help them decide and encourage them to try breastfeeding."*

It was also felt to be important that we provide facilities for older pre-school children who may be accompanying their mums and babies to the group.

The ultimate aim of Breastfriends to assist new mums to breastfeed has been very successful. Over 73% felt that the group had helped them to continue Breastfeeding. Overwhelmingly, mums felt that this was because of the information, advice and support from staff and other mums available at the group (87%), as well as building confidence and being 'proud' to breastfeed. One mum also mentioned the benefit of the Breast Pump Loan Scheme, which was initially established and run by the Through Birth Support Worker at Sure Start.

The final question asked of mums was "Do you like Breastfriends as it is, or would you prefer it to be organised differently (for example, with a regular guest to discuss different topics)?" The majority of the responses felt that to have discussion sessions on 'hot topics' would be a really good idea (61%):

*"I do find it organised perfectly but regular guests to discuss different topics would be a great idea and getting lots of more knowledge."*

Topics such as First Aid, oral health and feeding came high on the agenda for discussion points for the future.

### Conclusion

Overall satisfaction of the group, Breastfriends, was very high. Respondents were very happy with the venue, day and time and were really grateful for the help and support they receive, not only from the professionals who run the group but also the interaction and support they get from meeting other mums in the same situation. Many mums wanted to use the survey as an opportunity to thank the team for offering the group:

*"You have all made a great effort for all Breastfeeding mothers. Thank you very much."*

*"I'm really going to miss this group now I have returned to University. I would love to pass on my thanks to the staff at Breastfriends."*

*"Thanks for providing a lovely group - sorry I can't come anymore."*

Suggestions such as more sessions a week and the introduction of guest speakers on occasions were supported but whilst some wanted more structure to groups, many were happy with the group as it was presently running.

### Recommendations

- Look to provide more than one group a week - perhaps in a different area.
- Think about providing a follow-on group, for example with weaning as a focus.
- Plan some sessions to incorporate discussion topics and guest speakers.
- Look at facilities available for older pre-school children, who may wish to attend with their mums and babies.
- Continue to run session from United Methodist Church, Burnley
- Continue to run sessions on Tuesdays, 1pm-3pm.

### **3. Discussion of Results and Conclusions**

This section will draw together the results and conclusions from all the evaluation activities which have been undertaken since July 2004 until the end of the financial year, April 2005. It is important to evaluate in order to establish not only whether the members of Sure Start are enjoying and attending the groups available, but to also examine whether we are achieving what the Government intended. This discussion will therefore will be grouped under the Sure Start targets, set by the Government, which are:

- Improving social and emotional development
- Improving health
- Improving the ability to learn
- Strengthening families and communities

And will discuss the evidence base collected through evaluation to support working towards these targets to date.

#### **3.1 Improving Social and Emotional Development**

*Local targets related to this objective are to: provide extra emotional support for parents.*

Through examining the comments recorded by parents at various venues through the programme area, in particular those which have been recorded from the Stay and Play sessions, it is possible to note that the parents feel that they have support from the staff and the parents who attend the groups, which are in addition to the play, learning and social skills the parents and children attend the groups for.

It appears that the parents are also aware of the importance of playing with their children and the importance of their children interacting and building social skills through playing together with other children. Another common theme when asked '*What are the best things at the group?*' was meeting other parents and children, which again supports this aim to increase the support network available to children and their families.

Comments from the Breastfriends group shared the common theme that the best things at the group were the extended support network available to the new mums, not only that provided by the staff, but also from the other parents and the availability of the group, again this supports the target of providing extra emotional support for parents.

It is important to note however, that we are only providing extra support to those parents and children who are currently accessing services. Although support is

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available to all, it is also important to constantly promote and aim to attract new members.

### **3.2 Improving Health**

*Local Target: Ante-natal advice and support available to all pregnant women and their families living in Sure Start local programme*

Again results and comments from parents attending groups, in particular Breastfriends support this target, in that mums-to-be and new mums can receive advice and support and form links with the through birth support workers at the programme. Although we are not reaching all mums and are only targeting those who breastfeed, it is a start and there is a planned ante-natal group for the future.

### **3.3 Strengthening Families and Communities**

*Target: An increase in the proportion of families with young children reporting personal evidence of an improvement in the quality of family support services.*

As yet, no data has been collected to support this. However, parents are continuously making comments which reflect positively on the support they get from the staff, note particularly comments from the stay and play sessions and Breastfriends evaluation. There are plans to look more closely at the provision of the family support network, both in Sure Start and with other agencies providing support in the future.

Community parties, such as the one held between Christmas and New Year are also contributing towards bringing different sectors of the community together and hopefully strengthening these communities and educating the families. Positive comments collected after the party support the notion that these types of event are very successful and enjoyed by all.

### **3.4 Improving the ability to learn**

*Local Target: All children in Sure Start area to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school.*

The Stay and Play groups that have been established throughout the Sure Start area allow children to have access to play and learning opportunities. Through comments from the parents, it is possible, also to notice that the parents are also recognising this need for play opportunities and are taking away useful hints and tips to be used in the home environment and recognise the learning opportunities available through interacting with other children and playing. Parents have also

made comments relating to the increased confidence their children have and the way the group has improved their social and communication skills.

#### **4. Future and Planned Evaluation Activity**

The initial focus of evaluation in the early months of 2005-2006 will be to establish a thorough system and to develop common practice for evaluation across the programme. It is proposed that practitioners should, wherever feasible conduct their own evaluation, the results of which are then passed to the evaluation officer for collation. In addition, the evaluator should be a resource to consult with regarding any planning and implementation advice. Developing this systematic approach, will hopefully give more human results and allow time for the evaluator to focus on more detailed pieces of work.

The general focus for evaluation work in the future, once again is to continue to collect results, comments and suggestions from parents at the various groups running in the programme, in order to provide an evidence base for the Sure Start targets and milestones. This evaluation should be ongoing, consistent and reliable and wherever possible accurately reflect the opinions of those involved throughout the next 12 month period. In addition, more detailed evaluation activities are planned for the coming year these are broken down into quarterly targets;

##### **4.1 Quarter 1 (Apr -Jun)**

- Relating to the target of improving health, there will be an evaluation of the teething parties which aim to increase the numbers of children accessing oral health services.
- To support the target of strengthening families and communities, there will be some evaluation activity concentrating on the personal evidence collected relating to the quality of the family support services, in support of the target to show an increase in the proportion of families with young children reporting personal evidence of an improvement in the quality of family support services, this will form a baseline of data to measure improvement against later in the year.

##### **4.2 Quarter 2 (July - Sept)**

- Under the target to improve children's health, there are specific targets relating to information and guidance and nutrition and hygiene, a Tot's lunch club will therefore be evaluated as a reflection of a need to meet this target.

##### **4.3 Quarter 3 (Oct - Dec)**

- Again, the target to deliver information and guidance on nutrition and hygiene will aim to be met through delivery of a food hygiene course; the success of this will be measured in terms of increase in knowledge base at the evaluation stage.

- Relating to the target of improving children's health, once more the aim to provide information on safety will hopefully be met through the provision of the ACAP safety equipment scheme; this will be evaluated at this stage.
- Again, as above, relating to the safety information target, a First Aid Training provision will be evaluated for effectiveness in this quarter.
- As a direct link to the evaluation completed in quarter one, focusing on the provision of teething parties, as an aim to increase the number of children accessing oral health services in the area, a tooth brush scheme will be evaluated at this stage.
- By aiming to strengthening families and communities, the Sure Start programme is aiming to establish effective links with Jobcentre Plus, therefore at this stage evaluation will aim to measure the effectiveness of the Jobcentre Plus outreach programme at Sure Start groups.
- Finally in the quarter, evaluation will concentrate, again under the strengthening families and communities target, to evaluate the provision of the Citizen's Advice Bureau (C.A.B) providing a service on site. In addition, by trying to meet the target to provide welfare rights advice to Sure Start families will carry out a survey of families attending Sure Start groups to measure their awareness of the welfare rights information available through Sure Start.

#### **4.4 Quarter 4 (Jan - Mar)**

- Under the target of improving social and emotional development, Sure Start is aiming to visit all families within local programme areas within the first two months of their babies' life and give advice and support about the services available to them. In trying to meet this target, this programme specifically is trying to establish an information system to be inclusive to all those eligible families in the area. This service will be evaluated in this final quarter of 2005-2006.
- By aiming to reduce the number of mothers who continue to smoke during pregnancy a number of smoking cessation activities will be rolled out over the third quarter, these will be evaluated in the final quarter.
- Again, under the need to provide information around nutrition and hygiene a 'Cook Club' will be established over the coming year, this will be evaluated in it's final quarter.
- By aiming to improve learning, the programme need a 10% increase in the proportion of young children with satisfactory speech and language development at two years, to support this target, the programme is specifically aiming to deliver a speech and language focused group, this will be evaluated in the final quarter.
- Linking back to the evaluation collected in the first quarter, regarding the quality of family support services, this will be tested against at this stage of the evaluation process, to measure the level of improvement.

- Formal evaluation of a teenage parents group will also be done at this stage, with an aim to show the increase in the availability of support for teenage mums.

Evaluation activity shows an obvious increase towards the latter end of the financial year. This is a natural progression as many activities are only in the developmental stages into the first quarter of the year. Also, we need to be mindful of the fact that the evaluation systems are still at the developmental stage and will take some time to establish and maintain and develop commitment to.

## Appendix 1

### **Results**

The results below are shown on the survey which was mailed out to all management board members. It shows the collation of all the results and responses received. In total 17 surveys were despatched and of these, 7 were returned completed.

#### **Management Board Feedback**

##### **The Sure Start Unit**

To what extent do you agree with the following statements in respect of the management board?	Strongly Agree	Agree	Disagree	Strongly Disagree
A. I am aware of the Sure Start aims and objectives	6	1		
B. I am aware of my role and responsibilities on the management board, in respect of meeting these targets	3	4		
C. Any disputes are solved easily within the management board	1	6		

##### **1. Are there any specific challenges you feel the management board need to overcome in order to operate at the full potential?**

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I think we would benefit from greater involvement with SSU e.g. attendance at meetings to ensure that the MB is up to date with SSU thinking. A particular problem has been the development of the Children's Centre initiative which has been beset by changing policy/objectives etc

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Trust, openness, transparency. As a relative new member of the Board it is too early for me to make value judgement on dispute. None witnessed at any meetings I have attended.

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To have more parents on it. Use less jargon

### **The Management Board**

To what extent do you agree with the following statements in respect of the management board?	Strongly Agree	Agree	Disagree	Strongly Disagree
A. Your role on the management board is clearly defined and understood	3	3	1	
B. The working relationship between all members of the management board is on the whole very good	2	5		
C. The management board is representative of the community we serve		5	2	
D. The management board is representative of all stakeholders i.e. parents, voluntary and private sector organisations and statutory bodies		6		1
E. Information is easily shared between all management board members		6	1	

**2. Why did you, your organisation or group decide to contribute to this partnership? Can you tell us about the main benefits and costs of participation?**

BWOSS contributes to SS in the following ways: a) as a key partner in the regeneration of BW and adjacent areas b) as a provider of learning opportunities for adults in BW and adjacent areas. C) BWOSS is currently investigating potential in the area of Asset and Enterprises and ideally would see 'spin offs' for SS within this. The main benefits to SS of BWOSS participation are as follows: a) BWOSS provides both local and professional knowledge. b) BWOSS participation supports avoidance of duplication. c) BWOSS ensures that the voice of local people is heard. The main costs to BWOSS of participation in SS is as follows: a) BWOSS contributes a relatively significant amount of time to both the SS Management Board and Capital Sub Group Meetings. BWOSS supported the 6month 'lead in stage' on the DBBW SS via support of group meetings, events etc. This participation for a relatively small organisation is quite high in terms of staffing resources.

Information is easily shared but not always clearly understood by all. This is a strategic service. It should impact positively on the government's main operational targets. I can assist in making changes and looking at issues such as main streaming. The council needs to be aware of Sure Start, its progress and how services can be maximised. Costs relate to my time and the loss of capital receipt in any gifting of land (This hasn't yet been confirmed).

Ensuring parental involvement. Ensuring progress on the critical issue of the capital

plan.

LEA was actively involved in ensuring the delivery of the Sure Start agenda throughout the County Council. New responsibilities are being agreed to the LEA which will now be practice lead only. Will ok in agenda, try bringing to other ( ) in order to move the Sure Start agenda forward! Taking responsibility including strategic planning for delivery, consultation, financial accountability, monitoring performance and promoting child development.

Jobcentre Plus and Sure Start have similar targets with helping people back into work and training and offering support. As we are working to the same goals it seems sensible that we have a good working relationship.

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**Views and Opinions**

To what extent do you agree with the following statements in respect of the management board?	Strongly Agree	Agree	Disagree	Strongly Disagree
A. My views and opinions are valuable to the Sure Start Unit	2	5		
B. I can openly express my views at the management board meetings	3	4		
C. I feel included rather than excluded at management board meetings	4	3		
D. There is no over-riding decision makers within the management board	2	4	1	
E. The use of jargon is kept to a minimum	2	4	1	

**3. Can you describe the efforts the Management Board makes at present to ensure that its business is conducted in a fair way? Are there any improvements you would like to see?**

More relevant information provided to Board - better links between the Delivery Plan and the staff reports. Appropriate financial information - with relevant member of staff presenting this information. Presentations to the Board by different staff teams on occasions - and to be short and sweet! Output information could be broken down more into various categories that link contact with the overall objectives of the Plan.

Business is conducted transparently. Business delegated to sub groups is generally made clear through submission of minutes, notes and verbal reports although sometimes this reporting back isn't as clear and precise as it could be.

We now have a parent as Chair which followed a sensible decision for a statutory agency to relinquish. It is always important to ensure that meetings operate efficiently e.g. by making reports, sub-committee minutes available in advance.

Everybody is given the opportunity to make their views (unable to read remainder)

Better time keeping by some board members would be good as interruptions can be a real handicap to proceedings. Some parents may be put off management board by thinking of it as operating above them socially. Something like a 'meet the management' leaflet could be printed and sent out. Put the event on at lunchtime - with free food - offer free crèche - and make it about 3 hours long. That way parents can feed the children, let them play in crèche while parents can 'meet the board' and find out we are human (well most of us!) with it running for 3 hrs different board members can come and go as necessary and parents can bring their children before or after their 2 and 1/2 hr

nursery slot (if applicable)

**Facts and Figures**

To what extent do you agree with the following statements in respect of the management board?	Strongly Agree	Agree	Disagree	Strongly Disagree
A. I know how the Sure Start grant is spent month-on-month		4	2	1
B. I fully understand the financial data that is produced monthly		6	1	
C. I would like information relating to the number of children Sure Start has been in contact with etc. i.e. the monitoring data, monthly	2	3	2	
D. I feel informed of the Delivery Plan for Sure Start Duke Bar-Burnley wood.		6	1	
E. The Development plan is regularly reviewed to monitor how effectively its aims and targets are being met		3	4	
F. The Development plan is updated in accordance with any changes-that are identified.		4	3	
G. I know what the milestones and targets are for this programme.		5	2	
H. I know when these targets should be achieved by		5	2	

**4. Is there any specific information relating to the Management Board or the Sure Start unit that you would like to receive?**

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A short paper to each board meeting on all the above would be very useful.

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Details of all activities with as much notice as possible direct to myself

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### **5. Training and Development**

To what extent do you agree with the following statements in respect of the management board? (in support of these statements please complete the section following)	Strongly Agree	Agree	Disagree	Strongly Disagree
A. I would like to undertake some training to support my role on the management board		1	4	1
B. I would like to see specific topics of interest to me in the meetings	1	1	4	

#### **What training would you like to undertake to assist your role on the management board? What topics would you like to see covered in the meetings?**

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Training for Board Members - new members arriving

Whilst I ( ) issues such as finance and operational statistics are dealt with in the working groups it would be helpful if the Board could be given copies of these monitoring information in order to understand what progress is being made against targets.

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Training and employment are top of my agenda

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Training on abbreviations (Jargon) and a job description for what everyone does on management board - e.g. what does Julian actually do at Burnley College?

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I would like there to be specific items relating to what the programme is doing i.e. what courses are running etc

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Specific topics I would like to see covered: Complaints procedure, what mental health support is available or planned and which Sure Start staff member(s) will be dealing with it? Both of these topics have been raised by parents recently.

**Personal Details**

**4. Please place a tick in the boxes which apply to you**

I always attend meetings (A)	4	I sometimes attend meetings (B)	2
I rarely attend meetings (C)		I never attend meetings (D)	

If you rarely or never attend meetings, why is this?

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**5. Please place a tick in the boxes which apply to you**

Times of meetings are always planned in agreement with all concerned (A)	5	Times of meetings are always appropriate (B)	2
Times of meetings are sometimes inappropriate (C)		Times of meetings are never appropriate (D)	

**Appendix 2****Breastfriends Feedback****1. How did you hear about Breastfriends?**

<b>Response</b>	<b>No. of Responses</b>
Health Visitor	11
Through a friend	2
Advert in Baby change facility in Early Learning Centre	1
Basnett Street baby group - friend saw in doctor's surgery too!	1
Nursery Nurse	1
Midwife	1
Through Birth Support Worker	1
<b>Total</b>	<b>18</b>

**2. How often do you attend Breastfriends?**

<b>Response</b>	<b>No. of Responses</b>
Often	7
Sometimes	3
Rarely	3
Been Once & Plan to return	5
Been Once & won't go again	0
<b>Total</b>	<b>18</b>

**If you have been once and don't plan to go back, what might have encouraged you to continue?**

- I would come more often, but I don't drive. I tend to be walking elsewhere on the day.
- Friendly atmosphere and support from the worker and other group members.
- I attended every week for a couple of months but I'm now studying on Tuesdays - unfortunately!
- Older child having summer school holidays prevented me from attending during July/August.
- Unfortunately wanted to also attend Baby Massage and it also falls on Tuesday Afternoons.

**3. What do you think of the:**

	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
<b>Venue</b>	13	4	1	0
<b>Day</b>	11	6	1	0
<b>Time</b>	12	5	1	0

**4. What are the good things about Breastfriends?**

- Nice friendly people and clean place for baby to play too. Helpful information too.
- It becomes easy to find lots of answers to questions running in my mind. I know lots of things about Breastfeeding which I wasn't aware of.
- Friendly atmosphere, clean - bright room, lots of good toys and mats, knowledgeable staff who assisted with a variety of problems. Meeting other breastfeeding mums.
- Chatting to other mums getting help and support from Lyndsey and colleagues watching the children interact with each other.
- Meeting other mothers and babies
- The toys are clean and age appropriate. It gives you a chance to talk to other mums and staff about things you are worried about. Stimulation for children.
- Meeting new mums and babies talking and learning about children and everybody having different things to say about babies.
- It gives me chance to talk to other mums about breastfeeding and talk about any worries I have. Also, it gives me a break and my baby can play with the other babies whilst I have a brew.
- Comfortable play area for the babies (nice new toys!), lovely venue, friendly staff and helpers, Ability to talk about breastfeeding in comfort.
- Supports and promotes breastfeeding, safe environment for feeding in public.
- Talking to other members.
- Meeting new people and talking about breastfeeding.
- Talking with others about breastfeeding.
- Meeting and talking to other mums. Sharing experiences.
- You get to meet new people and you don't feel alone.
- Meeting others to share worries gather advice.
- Mothers get a chance to talk and get advice from each other. Also the babies get to play with different toys.

- Get to talk to other mums and learn different things by talking to them. Baby and me get to socialise, talk and feel good about any worries or concerns.

**5. What could be improved and how can we make it better?**

- Try to get more known workers and try to make it twice a week.
- More mums! Maybe covering particular topics each week which we could discuss e.g. weaning, oral health, common problems, home safety and we could then share tips and advice.
- Baby Bouncers for the small children
- Prefer more structure to meetings
- I would like it if the group was on more than once a week, maybe two days a week.
- Maybe discussion groups on a topic that you can participate in or not depending how you feel.
- Facilities for older pre-school children - v. difficult to relax whilst watching your other kids.
- More discussions in a group.
- I enjoyed it but find that it is hard to find time to fit it in.
- To invite expectant mums, via antenatal care, to meetings to discuss breastfeeding BEFORE the birth of their child. This would help them decide and encourage them to try breastfeeding. I was only confident to try after my sister breastfed her baby and she offered me advice. I was able to watch her.
- Encourage more Asian women. Better? More tan once a week.

**6. Has Breastfriends helped you to carry on breastfeeding?**

Response	No. of Responses
Yes	11
No	4
Total	15

**If so, can you tell us how it has helped you?**

- Information on breast pumps and you can hire them.
- By making me aware of most benefits from breast feeding.
- I found the advice helpful and also the use of the reference book which was provided. It also helped chatting to other mums.
- I had problems getting baby latched on properly.
- Support, being around other mums.
- It made me feel good about breastfeeding knowing that I wasn't the only one doing it as no-one in my family had breastfed or my friends.

- Made me feel really proud to be carrying on breastfeeding my son Patrick.
- It has encouraged me because I know that other people breastfeed as well. It also made me feel not as embarrassed about feeding in front of people and talking about it.
- Was very low, spoke to another mum, with older baby who experienced some problems, was able to overcome and gave me inspiration that it does improve.
- I got advice when I went back to work which helped me carry on.
- All information given that 'Breast is Best.'

**7. Do you like Breastfriends as it is, or would you prefer it to be organised differently (for example with a regular guest to discuss different topics)?**

- Regular guests would be interesting
- I do find it organised perfectly but regular guests to discuss different topic would be a great idea and getting lots of more knowledge.
- Would have liked to learn about first aid for babies and also about oral health.
- No, it's great.
- Prefer to have structure, as stated, above; therefore guest speaker on 'hot' topics would be good.
- Regular guest speakers would be interesting i.e. first aid, feeding etc.
- Keep it as it is!
- I am really happy with the group as it is and really enjoy coming.
- Yes - see 5 (*maybe discussion groups on a topic that.....*) - but maybe more informal - not every week.
- I found it very disorganised when I visited. Would prefer a bit more structure i.e. diff topics.
- Different topics would be interesting.
- Would prefer it if it was organised differently, needs more group discussions, everyone to sit down in a group and talk openly about breastfeeding.
- Yes a regular guest would be good to focus and perhaps learn something new each week.
- To have some meetings with more structure. Yes guests to discuss topics and some themed meetings.
- I like Breastfriends just as it is.
- Like it as it is.
- It would be nice if guest did come to talk.
- Yes (*to regular guest to discuss different topics*).

**8. Is there anything else you want to tell us?**

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- You have all made great effort for all breast feeding mothers. Thank you very much.
- I really miss going to this group now I have returned to University. I would love to pass on my thanks to the staff at Breastfriends.
- Thanks for providing a lovely group - sorry I can't come anymore.
- I am still exclusively breastfeeding my 6 month old baby - haven't started weaning yet. Would be nice to have some advice on this.
- Just to reiterate point 5 above (*To invite expectant mums, via antenatal ....*) I do think that more new mums would try breastfeeding if they had opportunity to talk to and see other breastfeeding mums before they themselves give birth. This would also encourage new mums to then come to meetings after the birth of their babies = flourishing breastfeeding group!!
- Toys are excellent for babies, also I found out I had thrush in my breast by reading information and talking to health visitor.
- Glad there is Breastfriends for those who feel not too sure about breastfeeding. Lot of encouragement given.