

Contents

1.	Introduction	Page	2
2.	Children's Centre	Page	2
3.	Monitoring	Page	2
4.	Evaluation within Mackworth/Morley	Page	2
5.	Community User Satisfaction Survey	Page	3
6.	Service Evaluation	Page	6
7.	Future Evaluation	Page	14

1. INTRODUCTION

Sure Start Mackworth/Morley is a designated 5th wave programme and was the final programme of four within Derby to be developed. Demographically, the catchment covers the Mackworth Ward and holds a population of 13040, 687 (5.3%) of whom are under the age of four. The ethnic community is predominately white at 97%. However there has been a slight increase in numbers from refugee communities.

2. CHILDREN'S CENTRE

Derby's Children Centre agenda will see the creation of 7 centres, by March 2006 and an additional 8 centres by March 2008, Mackworth/Morley is planned to be the third Sure Start programme in Derby to be designated as a 'Children's Centre' in March 2005. Capital building programmes are to commence in 2005 and the programme is moving towards meeting the Children's Centre core offer. The Mackworth/Morley Children's Centre will dovetail with other developing Children's Centres.

3. MONITORING

Weekly monitoring takes place and information is kept confidential and in line with the Data Protection Act 1998. Local data collection enables the programme to monitor service attendance and its accessibility to "hard to reach" groups, and will enable the programme to make informed choices with regard to its future service provision.

4. EVALUATION WITHIN MACKWORTH/MORLEY

This report summarises the evaluation activities undertaken by Sure Start Mackworth/Morley to date. This report is not intended to be a complete account, and will present a summary of findings. The programme is still in the first phase of its evaluation although evaluation on current activities and those planned for the future is taking place.

5. COMMUNITY USER SATISFACTION SURVEY

In order for the programme to gain an understanding of how its services are accessed and to gain baseline data in accordance with the sixth wave guidance, the Programme undertook its user Satisfaction Survey in August 2003. However at that particular time there was very little in terms of service provision available with the programme running with only a quarter of its staffing ratio. This survey prompted a very small response rate and it was felt that a further survey should be carried out when the programme was fully established. The programme undertook a second satisfaction survey in August 2004, This current survey provided the programme with information by which to judge if improvements have been made over the last year and to identify service usage and satisfaction of the programmes current services and identify where improvements need to be made.

The survey's design was based on those used in two other Derby Sure Starts, and through discussion with the Evaluation Officers at these programmes. The Evaluation Officer discussed content and layout with the programme team in order to refine the questions. The survey was then piloted to a sample of 5 parents and included significant variations in the areas population profile.

The programme posted 350 surveys and received 72 returns, providing the programme with a 21% return rate. The programme acknowledged that postal surveys attract a low response rate, and are not particularly good for exploratory research, which requires large numbers of open-ended questions. However, time and resource implications mean that the programme was unable to individually interview families within the area or individually hand out the surveys.

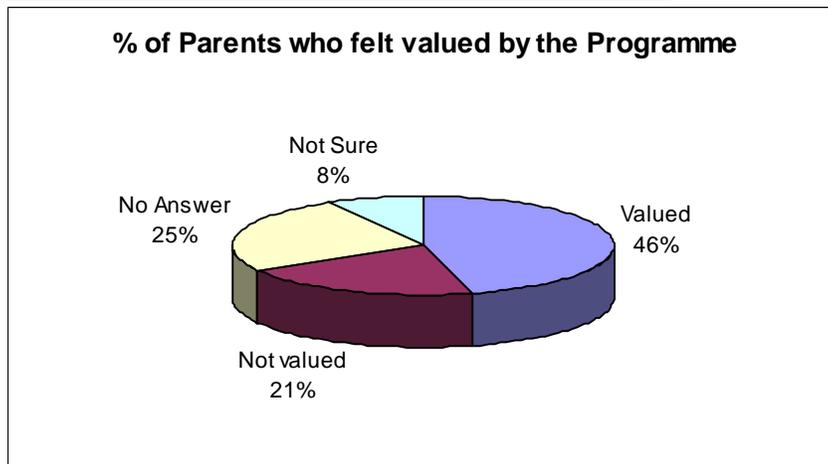
Satisfaction levels were high amongst service users, 83% of survey respondents recorded answers in this section of the questionnaire. The table below records satisfaction levels for current programme services.

Service	Overall Satisfaction %	Number of Responses
Health Clinic at Step In Centre	95%	20
Health Clinic at Streatham	93%	29
Rhyme Time in Morley	90%	11
Rhyme Time in Mackworth	63%	11
Soft Play	91%	23
Story Sacks	100%	7
Baby Massage	100%	11
Trips and Events	95%	20
Daisy Chain – New Mothers Group	77%	9
Breastfeeding Support Group	83%	6
Childminder/Carers Group	85%	7
Toddler Group	92%	12
Short Break Sessions	93%	14
Coffee Morning	92%	13

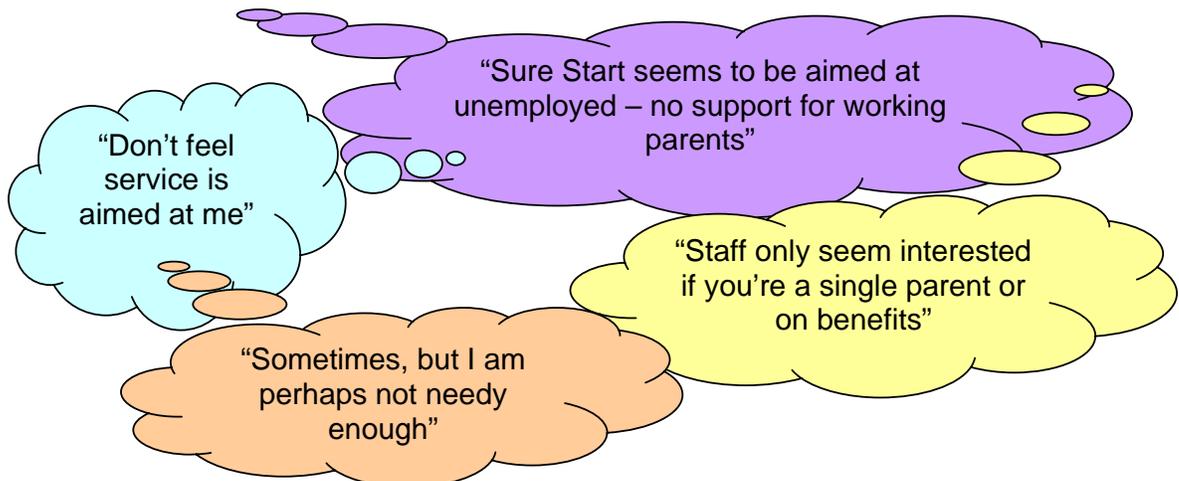
66% of survey respondents felt that they have benefited from using Sure Start services and the key themes arising from the survey tended to emphasize the social inclusion that the parents and children feel that they have gained from coming to activities and services, with the highest benefit cited being that of “making new friends”.

The Programme wished to establish whether Sure Start Parents felt valued, in order to improve the service provision it offers and develop new ways of working and including parent participation within its services. 46% (33) of respondents felt valued as a Sure Start Parent; 21% (15) felt unvalued; 25% (18) declined to answer the question; 8% (6) were not sure how they felt.

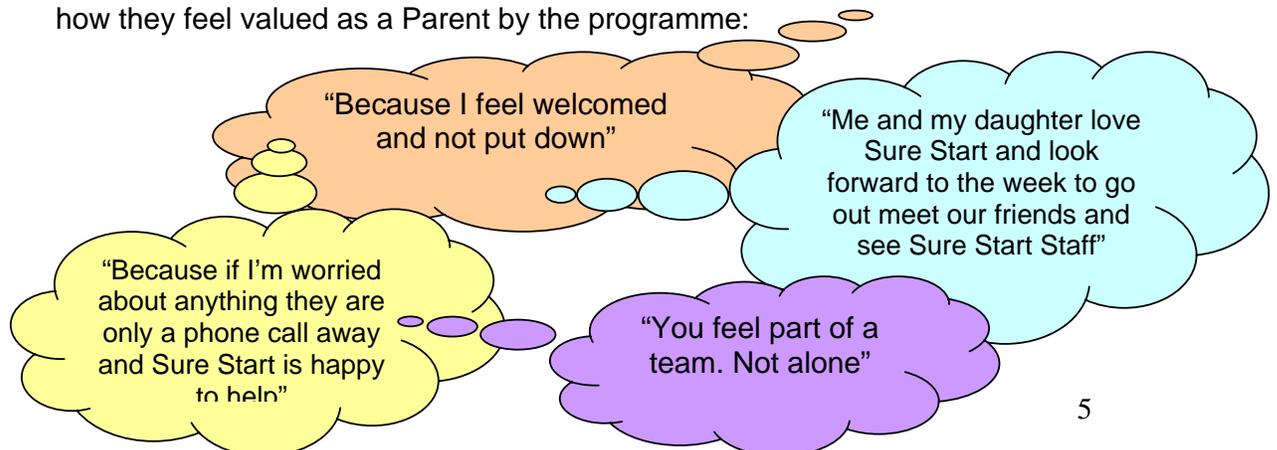
Chart 4.5 parents who feel valued by Sure Start



A recurring theme amongst respondents who did not feel valued is one that is a difficult for all Sure Starts i.e. whether or not it is targeted at those of greatest need. This assumption can often make families feel excluded or unable to participate. Comments taken from the surveys highlight this feeling amongst some parents:



The Programme also received many positive statements from respondents on how they feel valued as a Parent by the programme:



Recommendations for the Programme to address taken from the satisfaction survey results are:

- Circulation of information around the area of services and activities that Sure Start is providing.
- Extending its service provision to cover a Saturday
- To offer advice and support to breastfeeding mothers via the establishment of a peer support group.
- To encourage greater involvement of parents in the development of future services/activities and trips.

6. SERVICE EVALUATION

The programme is currently developing services within each of the Sure Start National Objectives to complement its existing service provision. The Evaluation Officer has conducted or is commencing evaluation within each of the core objectives in collaboration with Sure Start and other agency staff. The details of the evaluation are compiled under the appropriate Objective headings.

6.1 OBJECTIVE 1

Improving Social and Emotional Development

Evaluation in progress

The Programme currently runs a Carers Support Group for non-parent carers, Foster carers and Childminders within the area. This group was established in May 2004 due to a popular request from local carers. The support group takes places on a Wednesday morning from 10.00am to 12.00 noon at the Step In Family Centre. Between 6 and 7 carers attend the session, and all attendees were given a welcome pack which contained a selection of six books and various information guides. The group is a social/play session, which is overseen by a member of the Programme's staffing team. .

The programme is also setting up a Tea Time Club for Children primarily aimed at those children in significant need and their parents to provide support to the family. It will be co-ordinated by the Programme's Nursery Nurse. The club will promote the health and development of children with very specific needs and who are unlikely to achieve a reasonable standard of health or development without this support. The programmes health team will refer to the teatime club.

The Programme has 6 children living with carers and 20 classified as children in need, and as a result of this the programme has decided to conduct a baseline assessment of the carers and tea time club, as it is hoped that these and related services will prevent children becoming 'looked after'. This will hopefully mean that children are accessing more cost effective preventative services and remaining with their families for longer.

6.2 OBJECTIVE 2

Improving Health – Daisy Chain New Mums Group

Background

The Programme developed a new mums group in February 2004 called Daisy Chain. The group is for new mums living within the catchment area with newborns up to the age of eight months old. The group meets every Monday at 12.00 until 1.30 prior to the Health Clinic at Streatham Road, and is predominantly a social group with input from the Health Visitor on various health topics each week, a light lunch is provided and the session runs at no charge.

Evaluation Method

This evaluation session was conducted to gain feedback from parents who regularly attend the Daisy Chain group. Feedback was given via a group interview to semi-structured questions designed by the Evaluation Officer and the Health Visitor who runs the group. Notes were taken during the interview

and then the data was recorded afterwards in order to control bias and produce reliable data for analysis.

Evaluation Findings

All mothers felt that being able to access the group prior to the health clinic was very useful as it meant not having to make repeated trips due to parents being able to get their babies weighed during the session. Mothers felt that the Health Team and Sure Start staff that attend the group and health clinic are very helpful and approachable.

Social interaction is the main reason given by the mothers for attending the group, they welcomed the health input and stated that staff were knowledgeable and felt confident with the advice given to them. However all stated that the peer support given is invaluable to them and being able to swap stories and give advice to each other was the main reason they attend.

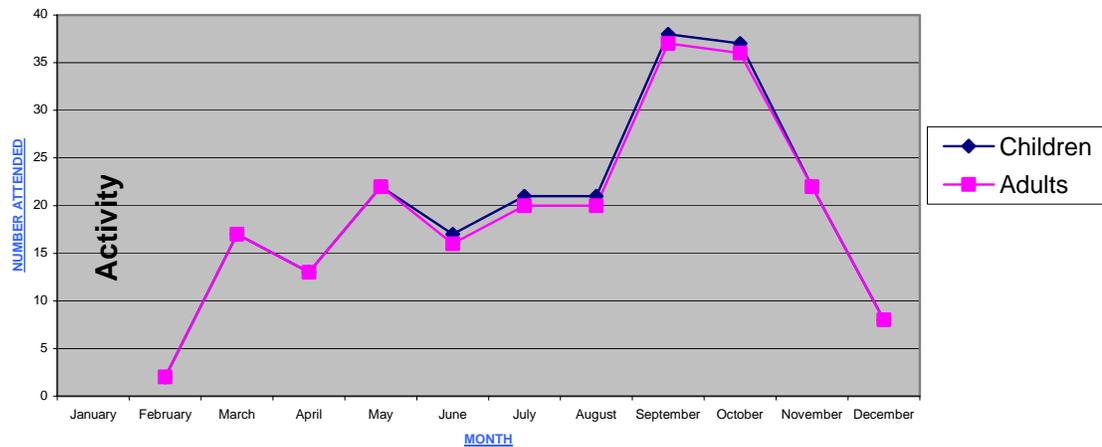
All mothers stated that the weekly health topics have been a useful resource, and they would recommend that they be continued to provide all new mothers with the information. All especially liked the messy play and craft activities and would like to extend these to their new group. They realised that they are age appropriate and that the younger babies are unable to participate, but the mothers enjoyed taking part in the craft sessions and felt it them to be stress relieving.

All mothers stated that they would encourage new mothers within the area to attend the group as they thought it would be beneficial to offer new mums help and support, when the group was established most of the attendees were encourage by the Health Visitor to attended. They are now encouraging other friends to come along to the sessions.

Due to the success of the Daisy Chain Group, attending parents did not wish to leave the group when their children reached the age of 8 months old. As a result of this and through consultation with the parents a new group called Angels and Rascals has been formed for children aged 8 to 18 months. The

parents decided on the name for the group and the time and day that it would run. They decided that there would continue to be input via the Health Visitor, however not on a weekly basis, as the group is more of a social collective of peer support in line with the parent's wishes.

A LINE GRAPH TO SHOW THE NUMBER OF CHILDREN AND ADULTS THAT ATTENDED DAISY CHAIN IN 2004



NB. Attendance figures decreased in December due to the Christmas/New Year holiday period where the session was running. However parents did not realise that it was continuing over the holiday period.

6.3 OBJECTIVE 3

Improving Children's Ability to Learn – Soft Play Session

Background

The Soft Play session takes place on a Wednesday morning at the Mackworth Community Centre. The session is divided into two sections within the room. A smaller sectioned off area for 0-1 years and the main hall used for 1-4 year olds. The session takes place on a Wednesday morning and is held at the Mackworth Community Centre. Soft Play is the Programme's most established service. However attendance had been decreasing during the beginning of 2004. It was therefore felt that evaluation should take place in order to try to uncover the problems the service was experiencing.

Evaluation Method

Initially a postal survey was carried out in March 2004 to all soft play users, whose details were taken via monitoring data held on the programmes database. This resulted in a very low return rate of only 17%. The Evaluation Lead attended a couple of Soft Play sessions in order to talk informally with attending parents to gather their thoughts and ideas. Following this the Evaluation Lead drew up some open-ended questions relating to the service including the equipment, venue, and structure of the session. The Evaluation lead again attended a session and obtained feedback from the twelve attending parents.

Evaluation Findings

The overall feedback gained from parents regarding the session was fairly negative. Concerns regarding the layout of the equipment were evident. Parents with under one years olds were concerned that older children were “taking over” the under ones areas and felt that this exposed the babies to potential accidents. Two parents felt so strongly about this that they stated they were not going to attend further sessions. Concerns relating to the venue were high, parents felt that the room was too cold and there were no adequate baby changing facilities or hand washing facilities. Parents offered good suggestions regarding improving the equipment and toys available they also suggested having a craft table and also a reading corner for some quiet play.

Recommendations and Action Undertaken

The social interaction was again a high priority for parents and they felt that the children benefited from both the social and physical aspect of the session. In light of parents requests the following changes have been made to the session:

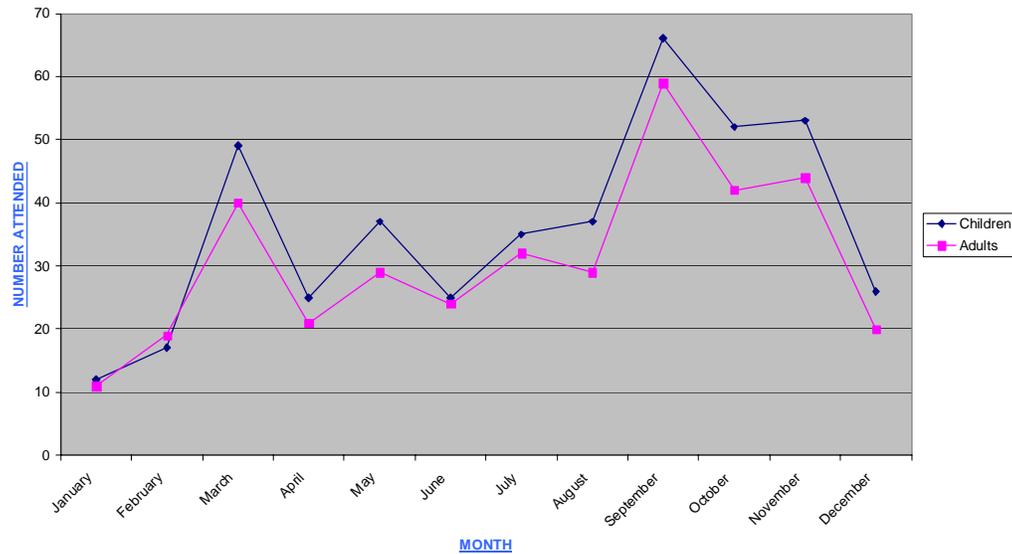
- A permanent baby area has been identified – this will be set up each week, enabling parent/carers to easily identify designated area.

- Buggy store – buggies will now be put in a storage area.
- Toys and equipment to be cleaned – A date has been arranged for staff to clean all equipment and a suggested cleaning rota book to be kept, highlighting what equipment has been cleaned and when. This will enable staff to identify what equipment needs cleaning.
- Changing facilities and hygiene – staff will take nappy changing facilities with them each week and hand washing equipment.
- Refreshments – due to Dental Health advice we no longer supply children with juice, but alternatives are being looked into (cartons of milk). This may mean a price increase for the service. Safety drinking cups have been provided for the parents so that they can have refreshments.
- Activity – small child friendly tables & chairs have been taken to community centre for colouring/play dough/jigsaws/threading activities, and current planning procedures are in place to ensure activities are regularly changed.
- More structure to session – Meeting with all staff who deliver soft play, will be arranged and some kind of structure debated. This is a difficult one as service users come to session and leave session at different times of the morning.
- Regular info sheets – A sheet with one months supply of craft activities needs to be devised and a system for getting advice services to come to sessions once a month, for example some one to give advice on sun cream usage, dental health, healthy eating, careers, fire safety, and crime prevention.

In light of the changes that have been made to the session attendance has increased consistently over the last eight months, and the session is now one of the most popular with parents and children. A purpose built soft play area

has been purchased by the programme and will be incorporated in to the new building.

A LINE GRAPH TO SHOW THE ATTENDANCE OF CHILDREN AND ADULTS AT SOFT PLAY IN 2004



NB. Attendance figures decreased in December due to the Christmas/New Year holiday period where the session was running, however parents did not realise that it was continuing over the holiday period.

6.4 OBJECTIVE 4

Strengthening Parents and Communities – Pamper Day Training

Background

The Programme's is developing a comprehensive training schedule for local parents in line with their requests. One of the training courses requested by local parents is that of Health and Beauty. In response to this the programme arranged a Pamper Day for parents to provide them with some relaxation and "pampering" treatments and also to give parents a taster of treatments which they could undertake as a short course. Places were booked in advance and the take up was very high.

The event was divided into a morning and afternoon session, with a crèche provided. The treatments on offer were:

Manicure

Henna tattoos

Facial

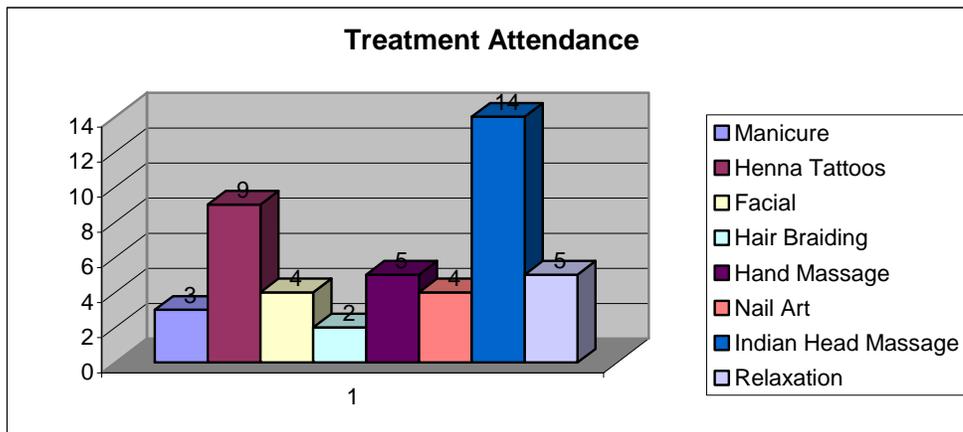
Hair braiding

Hand massage

Nail Art

Indian head massage

Relaxation techniques



Evaluation Methods

Comments sheets were provided for all attending parents to complete which highlighted which treatments they had received and their overall views on the venue, treatments, times, and staff. This provided the parents a chance to identify which treatments they had received and whether they would like to undertake them as a short course in the future. Group discussion also took place with both the morning and afternoon attendees.

Evaluation Findings

The verbal feedback received was very positive. Many of the parents explained that they had never received such treatments before and really enjoyed the experience; they were very enthusiastic about undertaking a short course in Indian Head massage. The parents stated that they felt very pampered and that there was a very warm and friendly atmosphere at the venue. Many of the parents were informed of the event by the health visiting team or via poster advertising the session. However some parents explained that they were not sure what to expect of the day when they read the poster and only made the decision to attend when the nature of the day was explained to them. The relaxation session was only able to take place in the morning session and many of the parents who attended the relaxation expressed a wish for a regular weekly relaxation session.

Recommendations/Action Points

Ten parents who attended the day are interested in undertaking a Mendhi and practical art course. The Programme is working towards running this course for parents. The programme team also acknowledged that through holding such events such as the relaxation sessions there is the potential to support mother's physical and mental well-being through alternative therapies.

7.0 FUTURE EVALUATION

Monitoring data on service attendance reveals that the activities are well attended. However it appears to be the same families who are attending services. The programme will be looking into why this is happening and will be looking into what it could do to attract the families who are registered with us but not accessing services.

The programme will continue to evaluate its service provision and will be gathering some baseline data on the "Movers and Shakers" group and an exercise class for parents in order for future evaluation to take place around obesity.

The Sure Start Mackworth/Morley programme is positive in its view of evaluation as a mechanism for improving its service provision and is dedicated to involving parents in future evaluation. The Evaluation Officer is liaising with other Derby evaluators with regards to organising introductory training for parents in basic research techniques. The programme will endeavour to involve parents in future research as it recognises the benefits that local parents can play through their local knowledge of the community.

Michelle Burton
Monitoring and Evaluation Officer
Sure Start Mackworth/Morley