

**Table of contents:**

Preface and acknowledgements.....	2
Introduction .....	3
Programme community context .....	3
SureStart Ryde annual progress summary .....	4
SureStart Shop.....	5
Oral health Smile Team project .....	5
Parent Plus .....	5
Speech and language project .....	6
Family Link Workers .....	6
Health Visiting.....	6
SureSteps .....	6
Special Educational Needs and Sunbeams.....	6
HomeStart .....	7
Community development .....	7
Fathers Development.....	7
ESOL – English as a Second or Other language .....	7
ENCO - Equality Needs Coordinator .....	7
Little Squirrels NNI .....	7
Toy Library .....	7
Parent Groups.....	8
Evaluation overview within the programme .....	9
Evaluation strategy .....	10
Evaluation methodology.....	11
Parental evaluation Teams.....	11
Project based evaluations .....	12
External evaluators .....	12
Monitoring and Evaluation Officer.....	13
Summary of annual evaluations.....	14
Formal evaluation projects.....	14
Evaluation of the Training Project (Appendix 5).....	14
Family Link Child Accident Prevention road show (Appendix 6).....	14
Maternity Resource bag/Home Safety Starter Set (Appendix 7) .....	14
Evaluation of the SureStart Ryde Monitoring Database (Appendix 8).....	14
Evaluation of the Ryde Women’s Event (Appendix 9).....	14
Informal evaluations.....	15
Fathers Development random survey (Appendix 10).....	15
Isaac Hayward Memorial Paddling Pool (Appendix 11) .....	15
What’s On Guide – What do you think? (Appendix 12).....	15
Thursday Play Sessions Consultations (Appendix 13) .....	15
Family Group Evaluation (Appendix 14) .....	16
Sunbeams Evaluation (Appendix 15 and 16).....	16
Toy Library feedback evaluation (Appendix 17) .....	16
Next years plans and work in progress.....	16
Evaluation of the Parent Plus Midwifery Services .....	16
Provision of oral health facilities in Ryde. ....	16
Satisfaction with young children’s services in Ryde .....	17
Evaluation of the ‘safety equipment’ scheme.....	17
Evaluation of the Baby Massage course .....	17
Ryde Babes Evaluation (Appendix 18).....	17
Appendices starting from page .....	18

## **Preface and acknowledgements**

The report has been written and compiled by Penny Rushton, Monitoring and Evaluation Officer for the SureStart Ryde local programme. Having been appointed at the end of June 2004, credit for the majority of the evaluation work conducted this year must be given to the individual project teams, external consultancy organisations and parent evaluators who developed and carried out the majority of the evaluation assignments which form the body of this report and have provided much of the impetus for next years evaluation activities.

The parent evaluation team (Isle Participate) is particularly acknowledged and thanked for the quality of the work they conducted last year in evaluating play facilities within the Ryde area. Their work established a benchmark for evaluation within the local programme and it is hoped that the new group of parents receiving evaluation training will join with the remaining members of the Isle Participate group to continue their excellent work.

Particular thanks and acknowledgement are given to Sue Erridge, who as Programme Manager has promoted, supported and coordinated evaluation activity throughout the year. She has been primarily responsible for the dissemination of evaluation findings to SureStart project leaders and teams, partnership organisations, SureStart Board and external associated service providers who have benefited by using the results and findings of evaluations to improve and extend the level and type of services that are delivered. In addition her support and advice to a newly appointed Monitoring and Evaluation Officer have been invaluable and greatly appreciated.

Thanks are also given to the NESS team (particularly Nigel Lloyd) for the advice and support given throughout the year and specifically in the preparation of this report.

## **Introduction**

This is the annual evaluation report for SureStart Ryde covering the period 1<sup>st</sup> February 2004 to 31<sup>st</sup> January 2005. This report aims to provide details of the evaluation work that has been carried out this year, highlight the lessons learned, and inform on the future development and mainstreaming of services and the changes that have (or will) be made to ensure the ongoing success of the programme. The purpose of this is to demonstrate the quality and community oriented nature of the services and support provided by project groups and the extent to which they are valued by the Ryde community having been developed in consultation with the people of Ryde, the wider Island community and the professional and statutory organisations that provide for their needs.

The report begins with a brief overview of the programme within the context of the community it serves, followed by a summary of the evaluation strategy and methods applied. The specific details of projects currently in progress and findings of evaluation work undertaken this year forms the body of the report, followed by details of evaluation work currently in progress and evaluation plans for the coming year. The final 'appendices' section of this report contains documents that are referenced elsewhere in the report and copies of evaluation documents that may be required to gain a detailed understanding of evaluation conducted within the context and scope of the SureStart Ryde programme.

## **Programme community context**

SureStart Ryde sees itself very much as part of the community of Ryde and in this context it has developed strong links to the statutory and voluntary sector organisations that serve the wider Island community. As a second wave programme, SureStart Ryde has broad experience in cross-discipline and multi disciplinary delivery of needs lead services that complement and supplement each other and provide easy access to expertise that benefits the community on a variety of levels, whilst meeting the PSA targets set by the SureStart unit.

In addition to its reputation for cross-discipline and multi disciplinary expertise and innovative service delivery, SureStart Ryde has developed a trusted reputation within the community for being an approachable and easily accessible 'one stop' point of contact for families looking for services, support or information. Signposting between SureStart and non-SureStart services has strengthened relations with professional, voluntary and statutory organisations within the Ryde area and wider Island community and encouraged greater cooperation and understanding of the roles of interagency operatives throughout. As Sure Start, Ryde will become a Children's Centre in September 2005, these relationships are expected to grow to the benefit of all concerned. This model of service delivery will help inform Children's Centre Development across the Island.

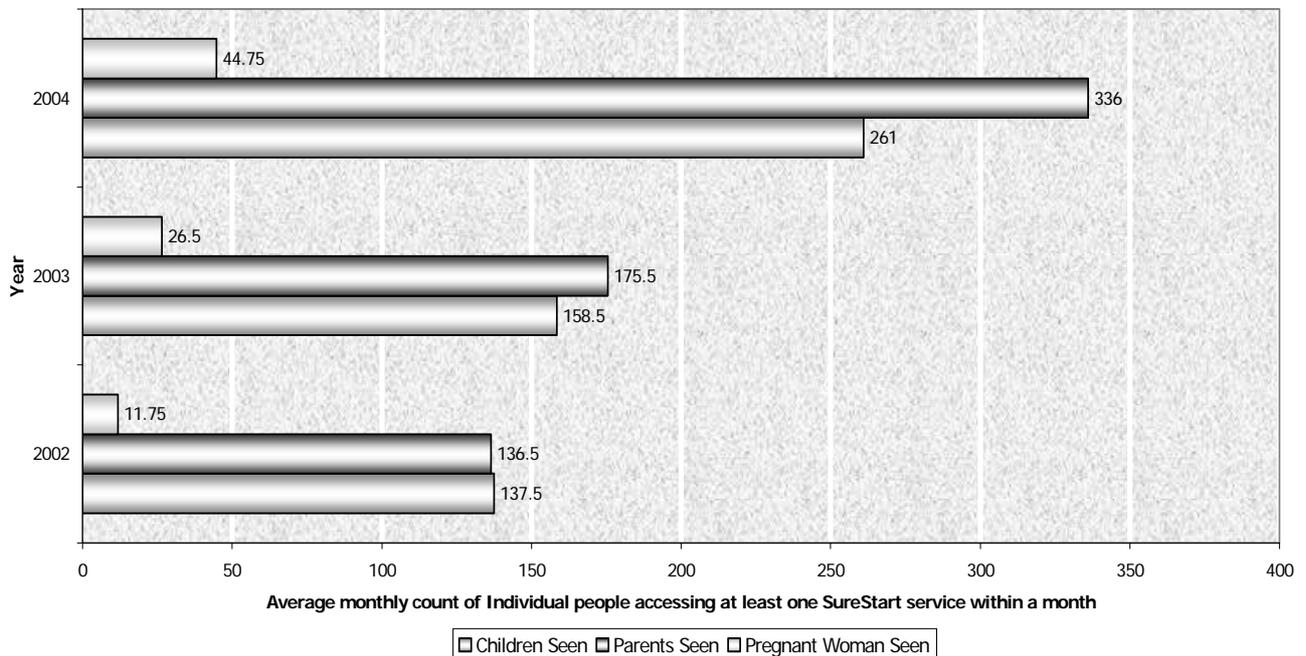
## SureStart Ryde annual progress summary

This year SureStart Ryde has developed and broadened the range of services it provides to meet the requirements of the PSA targets set by the central SureStart unit. The range and type of services provided have been designed to complement and embellish the services already provided through the statutory agencies that operate in the area. The objective is to ensure that the outcomes achieve the required effect in terms of meeting PSA targets as well as meeting the identified needs of families and young children in Ryde

The number of individuals accessing services has increased dramatically during the last year. This is currently believed to be due to increased awareness of the programme, better signposting from statutory agencies and complementary organisations and improved marketing of the presence of SureStart in Ryde through involvement with community projects and improved distribution of the programmes services literature. The development and implementation of a new database system to capture the monitoring information gathered by the projects has also significantly improved the accuracy and levels of contact recorded.

### Comparison of average monthly reach figures per year 2002-2004

The source data used to create this chart was extracted from the SureStart Database that is used to collate monthly M3 monitoring reports required by SureStart Central Unit. The data (collated on a monthly basis for submission during one month of each quarter of a year) represents the average number of individuals who have accessed any SureStart service in each monitoring month and does not represent the number of times that a service user has accessed a service within that month i.e. the number of individuals who have accessed any service rather than the number of times all services have been used.



Evaluation is planned later in the year to establish the extent of awareness of SureStart and Children's Centres within the community as well as to evaluate the extent of satisfaction within the area in respect of the degree of provision and the quality of services available and to measure the impact on families and children's wellbeing and ongoing development.

SureStart Ryde will become a Children's Centre by September 2005 offering the full core of services which will include a dedicated teacher employed through Isle of Wight Council. This represents an exciting new challenge to the project teams that work within the structure of SureStart Ryde and will also have an impact on early years and pre school settings in Ryde.

With the development of the Children's Centres on the Isle of Wight, the need has been recognised to mainstream the services provided by SureStart Ryde through the extended Schools and Children's Centre Agenda. The details of actions and progress towards this goal are regularly reported to the local programme's Management Board (See Appendix 3) and form the basis of a review of the project by the Isle of Wight council in February 2005.

To date the following list of services, projects and organisations have developed with the support or direct funding of SureStart. Although listed separately, the projects all work in close collaboration, providing a previously unparalleled level of support and advice for families with young children in Ryde. The SureStart Ryde team have developed an exceptionally strong bond through working closely together and sharing a common dedication to deliver high quality, needs lead services designed to meet the changing requirements of the community in support of the provision given by alternative statutory, professional and voluntary organisations operating within Ryde and the wider community.

### **SureStart Shop**

Based in the main High Street of Ryde, the shop provides a 'one stop' drop in centre for families looking for support and advice within the community. The shop also provides the administrative centre and focal point for SureStart within Ryde.

### **Oral health Smile Team project**

A SureStart Ryde project developed to promote good oral health practice for young children. The project provides a weekly toothbrush exchange and 'bin that bottle' health promotion from the SureStart Shop and healthy eating and nutritional advice. The project delivers a popular programme of educational sessions within local primary schools and nursery facilities as well as drop in advice at the SureStart shop.

### **Parent Plus**

The community midwife and her support team work in close association with the Midwifery Department at the Islands hospital and local Health Visitors as well as with the other SureStart project groups. In addition to providing individual support and midwifery services to very young and high dependency mothers to be, the community midwife provides group sessions to support very young mothers and encourage peer support (Ryde Babes) and breast-feeding support and advice sessions for mothers (Breast Mates).

### **Speech and language project**

The speech and language project team provides drop-in and home based advice for parents, Little Talkers groups operating within pre-schools and Baby Sign and Hanen sessions for parents and toddler groups. The Speech and Language team is also responsible for successfully conducting the SureStart Language Measure and additionally provides Special Educational Needs support and advice.

### **Family Link Workers**

Providing support and advice for families in Ryde, especially those who are expecting or have recently had a new baby, the Family Link project workers are an essential and highly valued team that provides essential signposting services to other SureStart projects and statutory and voluntary agencies working within the community. They carried out post and ante natal home visits to families, provide postnatal support particularly for distressed families and take the lead for SureStart Ryde's accident prevention programme and Parent Education Training scheme.

### **Health Visiting**

The SureStart Health Visitor supports the work of the Family Link Workers, particularly in respect of the Accident Prevention and health related signposting services they provide. Having a Health Visitor working with the SureStart team also enables families with special needs to receive additional support that is not available through other sources and supports the work carried out by the SureStart project teams through professional knowledge of family health related issues.

### **SureSteps**

Located within the grounds of Ryde High School, SureSteps is an OFSTED registered crèche facility and family learning centre that was opened with the support and funding of SureStart. SureSteps offers support for young mothers attending the high school with Compact club linked to training opportunities within the High School, including GCSE and A Level, NVQ in Play Work and IT training courses. Additionally sexual health drop-in advice, Fathers Saturday play scheme, cook and eat sessions and crèche supported training courses (used by a variety of projects) make SureSteps a valuable and unique asset to SureStart and the entire community.

### **Special Educational Needs and Sunbeams**

The project was designed to support families with children that have special educational needs with advice and encouragement combined with play sessions (Sunbeams) and informal meetings to encourage peer support. The SEN Sunbeams project organises play sessions with appropriate facilities for these families needs, where they can access multi disciplinary support as the sessions are attended by health professionals, social services advisors, educational specialists and other professionals who give advice and support in an informal setting, without the need for an appointment or special referral. Sunbeams is following on from the success of the SunRyders project, which provides outings, parties and other events for families with children that are disabled or have additional needs and concerns.

The network of voluntary play workers developed by the project also support the other SureStart projects by providing play workers to look after children whilst their parents attend training or advice sessions.

### **HomeStart**

The HomeStart team provides support, friendship and practical help to families under stress or in need of support that does not need the intervention of more formal social support services. The HomeStart team work in close collaboration with Family Link, Health Visitors and other professional organisations and SureStart project teams to promote social wellbeing within families and the community they live in.

### **Community development**

This project provides a diverse range of services aimed at empowering the community and developing skills and services to meet its changing requirements. Training provision for parents including NVQ's (through East Wight Training), ECDL IT training and OCN (Open College Network) accredited courses were all developed and managed through the Community Development project which also took the lead in developing the Fathers Development project.

### **Fathers Development**

The importance of fathers in the healthy development of young children and empowering them to actively participate in the upbringing of children was identified as an issue in Ryde which has a high proportion of single parent families. The objective was to raise awareness of 'fatherhood' issues and provide practical advice and support for fathers of young children. The project published a leaflet to advise fathers and has developed an 'Active Dads' support group with regular play sessions and meetings to encourage peer support.

### **ESOL – English as a Second or Other language**

With a very small proportion of BME (Black and Minority Ethnic) families in the Ryde community, the need was recognised to provide this important project to meet their needs and provide for the increased number of BME families joining the Ryde community who do not speak English as their first language. Group training sessions in conjunction with Isle of Wight College are provided, with advice and support for families and individuals as well as a friendship group.

### **ENCO - Equality Needs Coordinator**

This is a new SureStart Ryde project with a key worker engaged and trained to promote all aspects of equality within the local and wider community.

### **Little Squirrels NNI**

A new day care nursery facility opened on the outskirts of Ryde, part funded by SureStart Ryde. The facility includes a family/community room which provides an additional resource for SureStart group activities and SureStart Ryde also directly funds several childcare places at the nursery to support families with young children.

### **Toy Library**

This was a joint project funded by SureStart Ryde and EYDCP to providing children with a large choice of good quality, educationally stimulating and safe toys and games they can take home on loan. The Toy Library is a mobile service that has developed a good working relationship with the local Library, which they visit weekly. This has encouraged children to join the library and develop an interest in books from a very early age.

### **Parent Groups**

STIR (SureStart Together In Ryde) is the parent forum developed at the beginning of the programme in Ryde and now supported by SureStart Ryde. In addition to publishing a regular news letter focusing on SureStart projects and events in Ryde, they also organise regular fun days and events for the Ryde community and support the work of SureStart by providing an independent view of the impact the programme is having within Ryde.

Isle Participate is the parent evaluation team trained by SureStart to enable effective parental participation in evaluating projects and services. With a new group of parent undergoing the TWICS Community Consultation training it is hoped that Isle Participate will continue to make a valuable contribution to evaluation work for SureStart Ryde.

## Evaluation overview within the programme

Since the launch of SureStart in Ryde, evaluation has been regarded as an essential tool for developing, maintaining and raising the quality and user uptake of the services provided to the local community. In addition evaluation combined with monitoring is regarded as the main tool to ensure that appropriate outcomes are being delivered in accordance with the National PSA targets that have been set by Government.

As a second wave SureStart Programme, evaluation is firmly established within the programme and the appointment of the Monitoring and Evaluation Officer in June 2004 has focused project team's attention on improving the quality of evaluation and the accuracy and consistency of monitoring figures provided by projects that will ultimately support evaluation projects in the future. The appointment of a Monitoring and Evaluation Officer and reorganisation of the administration team resulted from an evaluation of the Administrations Team, conducted by the Office Manager in September 2003 (Appendix 3A), which was conducted at the request of the SureStart Board and Programme Manager following the SureStart Ryde Management Review carried out in 2003

The importance attached to evaluation is reflected in the inclusion of the need to conduct regular evaluation in the SLA (Service Level Agreements) SureStart Ryde has with all projects receiving funding or alternative non-financial support. Projects with a SLA contract are additionally obliged to provide monthly figures detailing the individuals they have had significant contact with and the local programme uses a monitoring database to centrally collate this information. The resultant data provides 'reach' information summaries that is used to inform development of future services to ensure that PSA targets are being achieved as cost effectively as possible.

Preparation for current and anticipated mainstreaming of SureStart project services following the implementation of the Children's Centres in 2005 has focused attention on the need for evaluation as a tool to demonstrate the value of specific projects. This recognition and increased emphasis on the value placed on evaluation (particularly within the context of empowering and gauging the opinion of the end users of local services) should lead to improvement of local services tailored to meet the need of the recipient individuals. Such improvements are considered to be core to the ethos of SureStart and as such are actively encouraged by SureStart Ryde.

Increasingly local organisations (external to SureStart Ryde) who provide services directly to the public are becoming obliged to provide far greater levels of monitoring and evaluation for the organisations that govern their practice. The awareness that SureStart Ryde has developed expertise in providing quality monitoring and evaluation has led to increase numbers of requests for advice and support, which has strengthened the relationships between SureStart Ryde and the local service providing agencies and statutory bodies, improving awareness of the work conducted by SureStart Ryde and the value that the community places upon its work.

## Evaluation strategy

A 'Local Evaluation Strategy' and 'Local Evaluation Plan' (see Appendix 1) was developed in March 2003 by BD&M Management Consultants in association with the SureStart local Programme. The evaluation plan and strategy was designed to cover a period of two years (ending in March 2005). The year 2 recommendations to review the management of the programme resulted in an evaluation and general review, which was conducted by the Bridge Consultancy in May 2003 and informed by the results of this exercise a 'Moving Forward Action Plan' was devised 2004 (see Appendix 2). A further cross cutting evaluation of the management board completed in 2004 by BD&M Management Consultants informed a change in the way the Management Board conducted business and prompted a meeting between the Chair and Vice chair and the then Senior Regional Officer, Tania Proctor to advise the SureStart Unit of the difficulties encountered by the SureStart Ryde Board in the recruitment and retention of Managing Directors and Board Members and prompted a recommendation to the Isle of Wight Council to take SureStart Ryde 'in house'.

The activities recommended within the 'Local Evaluation Strategy', 'Local Evaluation Plan' and 'Moving Forward Action Plan' have been completed or are nearing completion, including a change in the structure of the local programme and its evaluation strategy and the appointment of a Monitoring and Evaluation Officer to coordinate evaluation activity. In accordance with the SureStart ethos to develop in association with the changing needs of the community and local programme, the need has now arisen to develop a new evaluation strategy plan to reflect the changing nature of the programme. The new Evaluation Strategy Plan document detailing the revised strategy and evaluation plan will be published within the first quarter of 2005 for immediate implementation (following approval from the SureStart Ryde Programme Manager and Management Board) and some of the changes in strategy required to coordinate evaluation activity have already been implemented as they were regarded as vital to the progress and management of the programme.

In the interim period (prior to approval and publication of the new Evaluation Strategy Plan) questions relating to evaluation posed by the Management Board have been made directly to the Monitoring and Evaluation Officer who has responded according to her understanding of the guidance given by NESS and the SureStart Central Unit with advice from (Sue Erridge) Programme Manager and (Alana Cooke) Finance Officer seconded from Isle of Wight Council (see Appendix 4).

## **Evaluation methodology**

SureStart Ryde uses a variety of different methods to carry out its evaluations and also uses different types of evaluators. The methods and practitioners chosen to carry out evaluations depend on the nature of the information that is being gathered and the people and topic that is the subject of the evaluation. Diversity in methodology and practitioners is regarded within the programme as a major strength as it provides a balanced and realistic evaluation methodology that is flexible and able to adapt to the varied types of evaluation that are required.

### **Parental evaluation Teams**

The involvement of parents in evaluation is particularly valued by SureStart Ryde as their knowledge of the area and experience of having used many of the services provided by the programme gives them a unique perspective. Last year a group of 6 parents were trained through the OCN (Open College Network) accredited TWICS Community Consultation programme and formed a group called 'Isle Participate'. By developing this skills base and building capacity in the community this empowers community representatives to be agents of change. The work conducted by 'Isle Participate' in evaluating the play facilities within the Ryde area was an enormously informative, high quality piece of work that established the benchmark for evaluation within the programme.

Several of the Isle Participate team were (or became) valued members of the programme's Management Board and were also leading members of the STIR (SureStart Together In Ryde) parent forum that produces regular newsletter and organises fun days and family events to support and promote SureStart within the community. Later in the year SureStart also employed two of the Isle Participate team as Family Link workers where their evaluation skills were utilised in conducting an evaluation of the accident prevention road show and the resource bags given to new and expectant mothers.

Currently a further eight parents (and the Monitoring and Evaluation Officer) are in the progress of receiving the TWICS training programme and it is hoped that, once trained, they will combine with the Isle Participate group to provide SureStart Ryde and other local agencies with a strong parent evaluation team for the future. Further training using the TWICS Community Consultation training programme is planned in the future and the inclusion of the Monitoring and Evaluation in the current training programme is part of a longer term plan to deliver parent evaluation training as a regular programme that will be delivered by the Monitoring and Evaluation Officer with the support of TWICS and Sue Erridge (Programme Manager), who is an accredited tutor and moderator for TWICS.

## **Project based evaluations**

As part of the contract SureStart Ryde has with service and support providers that received direct funding or support from the programme, ongoing evaluation and monitoring is a requirement and is built into the Service Level Agreements for all contracted services. This primarily takes the form of 'User Satisfaction' and 'Service Provider' evaluations that are conducted by project groups, generally at the point of service delivery.

These take several forms:

- Simple questionnaire constructed typically of a few 'closed format' questions to gauge user satisfaction with the service received. There is generally at least one 'open question' at the end of the form which is used to gain elicited opinion and provide information about how users of the service would like to see it develop.
- User opinion verbal questions (not documented within this report) conducted by project providers to establish informally whether the service is meeting the needs of the service recipients. This type of evaluation is often used prior to the creation of an evaluation survey questionnaire.
- Service provider questionnaires aimed at gauging the level of satisfaction of professionals and practitioners attending groups in supportive and signposting roles that add value to the sessions by providing session participants with access to services and professional experts they would not normally have access to without a formal referral.

## **External evaluators**

This year external consultancy organisations have been used to support the evaluation of the Training Project (see further details later in this report and Appendix 5). BD&M Management Consultants helped in the development of the evaluation project that was primarily carried out by Julie Cocker in her role as Community Development Worker who was responsible for the administration and development of the project. This informed a change in direction and focus of this post.

TWICS are providing the training programme for the new group of parent evaluators. In conjunction with this training programme an evaluation of the SureStart midwifery project – Parent Plus will be conducted.

In general the services provided by external evaluators are considered relatively expensive and inclined to a rather clinical approach that is not currently seen as appropriate to a SureStart programme that is as well developed as SureStart Ryde. In previous years the services of external evaluators were used, especially in the context of evaluating the management of the local programme, but it is not anticipated that external evaluators will be required in the coming year. The skills provided to the programme by the parent evaluation teams, previously trained parent evaluators who are now directly employed by SureStart Ryde and the Monitoring and Evaluation Officers should provide the programme with a balanced and enthusiastic team with the objectivity to carry out future evaluations.

## **Monitoring and Evaluation Officer**

Trained to an advanced level in evaluation methodologies from previous employment in systems analysis for software development projects and IT training needs analysis, combined with Certification in Adult Education and following accreditation (currently in progress) through the TWICS Community Consultation training programme. The Monitoring and Evaluation Officer should be able to support all local evaluation projects without the need of external evaluation consultancy agencies that are used by many SureStart programmes.

## **Summary of annual evaluations**

Previously conducted evaluation activities by SureStart Ryde have provided much the impetus for this years evaluation projects, specifically were previous evaluations highlighted good practice that could be implemented in other areas of the local programme or where the need to make immediate changes was indicated to meet the needs of the recipients of services. Evaluations are conducted at various levels within the programme and by a variety of methods and practitioners.

### **Formal evaluation projects**

Each year SureStart Ryde conducts several major evaluation projects. This year four large projects have been completed, with several major evaluations in progress that will be described later in this report. Complete copies of these evaluations are included within the appendix section at the back of this report and further detail regarding these evaluations is included within the body of the evaluation reports.

#### **Evaluation of the Training Project (Appendix 5)**

Julie Cocker, Community Development Worker conducted this evaluation with support from BD&M Management Consultants. This evaluation was carried out to establish the effect of training provided against the SureStart PSA targets and to understand the impact of the project on the lives of the individuals involved.

#### **Family Link Child Accident Prevention road show (Appendix 6)**

Family Link Workers, Rachel McKernan and Sandy Ciccognani (both former members of Isle Participate parent evaluation team) conducted this evaluation to find out the impact of the Child Accident Prevention Road Show organised by Family Link that was run in conjunction with Child Accident Prevention Week.

#### **Maternity Resource bag/Home Safety Starter Set (Appendix 7)**

This evaluation was conducted by Family Link Worker, Rachel McKernan. New families registering with SureStart Ryde are provided with a resource bag with home safety equipment by the Family Link Project. This evaluation was conducted at part of a review of the resources currently provided with the intention of using the results of the evaluation to develop the pack to better meet the needs of recipient families.

#### **Evaluation of the SureStart Ryde Monitoring Database (Appendix 8)**

Conducted by Penny Rushton, Monitoring and Evaluation Officer. The monitoring database used by SureStart Ryde was evaluated to establish the level of accuracy of the information it produced and its relevance and ease of operational functionality for SureStart workers.

#### **Evaluation of the Ryde Women's Event (Appendix 9)**

Ryde Young Women's Enterprise and the Social Services Community Development Worker, Fran Shelley organised this popular event supported by SureSteps (SureStart funded crèche and family learning centre), who provided the crèche facilities for young children of women enabling them to attend workshops. The evaluation report helped evidence the impact of providing child care from the perspective of empowering women by providing an equal opportunity to attend the events.

## **Informal evaluations**

In addition to the major evaluation projects conducted by SureStart Ryde, several less formal evaluations have been completed. These are much simpler evaluations designed to follow up the results of evaluation work undertaken in previous years or to provide a high level view of the impact and quality of a project. These informal evaluations are mostly designed to inform the project groups and management of SureStart Ryde, rather than for publication and review by external organisations. Consequently the format of these documents is informal and conclusions and reports are brief or not included. Copies of the evaluation reports and samples of the questionnaires are included within the appendix section at the back of this report.

### **Fathers Development random survey (Appendix 10)**

Fathers Development Coordinator, Jeanette Harris carried out a random postal survey of 100 fathers registered with SureStart Ryde in order to collate information for the development of a Dads Resource Pack and to gauge opinion in respect of the services and facilities fathers of young children would like to see available in the Ryde area.

### **Isaac Hayward Memorial Paddling Pool (Appendix 11)**

This was a 'snap shot' evaluation project by Monitoring and Evaluation Officer, Penny Rushton. This evaluation was conducted to follow up last year's in depth evaluation into the play facilities available in Ryde for young children, which was carried out by the parent evaluation team 'Isle Participate'. This simple questionnaire was designed to find who was using the pool and when and to address points of concern that were raised by parents during the previous years evaluation. The results of the evaluation were verbally communicated to Isle of Wight Council who is responsible for the maintenance of the facility.

### **What's On Guide – What do you think? (Appendix 12)**

Developed by the Community Development Worker, Julie Cocker and Consultant and journalist Di Coppell this publication has been regularly updated every 6 months to publicise the events and activities available through SureStart in Ryde. Administrator Gemma Matthews has undertaken in-house training in the use of the Quark publication software package and now designs and collates this document in house at a reduced cost from the original publication. This simple questionnaire was included in the back of the guide and used 'closed format' questions to gauge user satisfaction with the service received with 'open question' to gauge opinion regarding the usefulness of material included within the booklet.

### **Thursday Play Sessions Consultations (Appendix 13)**

Marie Griffin, (Oral Health Promotion worker and member of the former SureStart Ryde Play Team) designed this questionnaire to be completed by families attending the Thursday play sessions. The intention was establish the extent to which the drop in playgroup would be used in the summer holiday period and to establish the type of events that would be of interest to families. The chart produced as a summary of the responses informed decision regarding the activities that were organised for the summer.

### **Family Group Evaluation (Appendix 14)**

Sheila Grimes from the HomeStart Project designed this questionnaire to be completed by families attending the Family Group sessions operated by the HomeStart project. The questionnaire was designed to give families the opportunity to express an opinion regarding the service provided and make suggestions about how the sessions could be improved for the future.

### **Sunbeams Evaluation (Appendix 15 and 16)**

These questionnaires were designed by Helen Watkins, SureStart Ryde's Special Educational Needs Coordinator and Sunbeams Project Leader for the Sunbeams project, which provides play sessions, outings and support for families with disabled children. The first questionnaire (Appendix 15) was designed to get feedback from families including how much they enjoyed the session and which resources they used during the sessions, which is summarised in the covering attendance and resources monitoring sheet. The second questionnaire (Appendix 16) was designed for completion by the various health and education professionals who also attend the sessions to evaluate how many people they had seen, the outcomes of the consultations and to gauge opinion regarding how useful they felt the sessions were.

### **Toy Library feedback evaluation (Appendix 17)**

This questionnaire was designed by the Toy Library service with the objective of gauging the level of satisfaction of users of the Toy Library. The results are used to inform future choice of toys and to improve the services by providing toys that are appropriate and enjoyable for the children and parents that use the service.

## **Next years plans and work in progress**

### **Evaluation of the Parent Plus Midwifery Services**

This evaluation project is regarded as a very important work to support the implementation of a new 'community based' midwifery delivery model to be piloted by the NHS trust based on an existing model which has been successfully used in other areas of (REF Southampton and Wales), which is being piloted in Ryde later this year. This evaluation project is being developed in conjunction with the TWICS Community Consultation training programme that is training a new group of parent evaluators.

### **Provision of oral health facilities in Ryde.**

With oral health provision regarded as a weakness in the Ryde area, this evaluation is planned for later in the year following SureStart Ryde's successful oral health project to promote good oral health practice and sound nutrition for young children and their families.

On the completion of the Midwifery evaluation project, this is planned as the next project for the parent evaluation team. This project will be successfully mainstreamed in 2005 through Health Promotions in the NHS Trust and Children's Fund.

### **Satisfaction with young children's services in Ryde**

This evaluation project is planned for later in the year (early autumn) with the intention of gauging public opinion regarding the quality and availability of provision for young children. The evaluation project also is intended to act as a marketing exercise to coincide with the launch of the Children's Centre in Ryde to raise public awareness of the facilities available and ensure that the projects in operation are reaching the appropriate recipients.

### **Evaluation of the 'safety equipment' scheme**

This evaluation project is nearly completed with the objective of investigating the effect and impact of that 'safety equipment' scheme that has been operated by SureStart Ryde through the Family Link workers. The project provides families who have young children with stair gates and fireguards and advice on maintaining a safe environment for young children.

### **Evaluation of the Baby Massage course**

Following a successful series of 18 Baby Massage courses, the results of the end of course questionnaires completed by mothers attending the sessions is being compiled to produce a summary. The intention is to provide a broad overview of the immediate impact attending the course has had on mothers and their babies, particularly in the context of demonstrating how the course has helped mothers to bond with their babies and help them to relax and enjoy the experience of motherhood. The longer-term benefits of the course will later be investigated by a follow up evaluation with the mothers who attended the course.

### **Ryde Babes Evaluation (Appendix 18)**

Helen Newbury (who supports the work of the Community Midwife sponsored by SureStart Ryde) designed this simple questionnaire to be used this year at Ryde Babes, which is the midwifery project designed to support teenage and young mothers living within the Ryde area. The questionnaire is designed to evaluate the future activities that would be enjoyed by the mothers and to find out which other SureStart services they use.

