



FIRST ANNUAL EVALUATION REPORT

**NEWLAND AND AVENUE SURE START
PROGRAMME**

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Anita Booth

Monitoring and Evaluation Officer

Newland and Avenue Sure Start Programme



Introduction

One of the underpinning requirements of the Sure Start Unit is that all local programmes produce an Annual Evaluation Report in January each year, for the first three years cumulating in an overall summary report of the first three years performance. This will provide the rationale for the direction that the programme development is to take in the next phase of its operation.

Within this context, this initial report aims to provide an overview of all evaluation activity conducted to date, policy recommendations for the future development of the programme, progress on meeting current targets and objectives and recommendations regarding future evaluation.

However, it should be noted that, for various reasons, our full compliment of Team Co-ordinators were not on board until early January 2004. Thus the main focus of our evaluation/ monitoring activity relates to early service delivery, baseline reporting and the future planning of our evaluation strategy. In addition, we aim to link in with the other Kingston upon Hull programmes, to provide a regional context to our programme delivery to enhance the work carried out which may be programme specific centring upon our original delivery plan that was finalised in February 2003.

The final underpinning requirement of our evaluation strategy is to be aware of the need to fit in the wider agenda of the Children's Centre Strategy within the city. Thus we need to be able to offer a model of local evaluation that feeds back into the programme delivery and development both in house, regionally, nationally into the wider agenda of an integrated approach to the provision of children's services within Kingston upon Hull.

Main Context of Report



Synopsis of local findings -

The first stage of our early evaluation strategy concentrated upon how to obtain an impartial overview of how local services were perceived before Sure Start was on the scene. To gain ideas how we could improve or supplement the local provision by targeting perceived gaps and introducing a more community focused provision within a Sure Start Framework.

1. **Baseline - Findings Parental Satisfaction Survey August 2003 (Services before Sure Start - How we can supplement) (disseminated at Steering Group Oct 03)**

1.1 The Evaluation Method

In order to be able to improve and expand upon the range of local services available to our families with children under 4 we initially needed to look at what was perceived to be available before we existed as a Sure Start Programme. Thus, during August and early September, a Parental Satisfaction Survey was undertaken externally by Consortium (Hull).¹

1.2 The final report² was produced and discussed at a programme level mid October 2003 and disseminated to the Steering Group on November 10th 2003.

¹ The Methodology is summarised in Appendix 1.1

² Available electronically from Newland and Avenue Programme direct and not included in this report

1.3 The dissemination report³ had a three pronged approach and focused upon stated explicit findings, issues to be addressed and considered within a programme developmental framework, and supplemented by any available initial data we already had assess to.

The second stage of our evaluation strategy looked at how we had delivered early services at a community level. This was to provide an insight of how we had initially been perceived in various locations through out the patch within a play and learn context.

2. Programme delivery

2.1 The Evaluation Method

In order to gain an insight into how the Sure Start ethos was beginning to emerge on a practical level and how any lessons learned could be extended to the wider programme we needed to try and consolidate various data sources from early service delivery. Thus, in late October, early November, the Early Services report⁴ was produced in house.

2.2 Early Services Report

This was produced for review at the programme's six month risk assessment and disseminated at the November steering group meeting

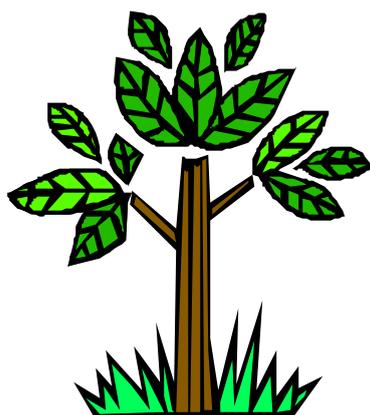
³ Appendix 1.2
⁴ Appendix 2.1

2.3 Evaluation Strategy – Focus and Timetable

In addition to reviewing early service delivery an evaluation strategy focus and timetable⁵ was produced at the six month risk assessment stage = to be progressed when all staff are in place.

3. Parental Input – Yorkshire and Humber Parent's Conference – Friday 19th September 2003

Two of our parents attended the regional Parent's Conference, mid September, to plan how to use parental input to direct, extend and spread the ethos of Sure Start at a programme, local, regional and even national level.



3.1 “Growing the Sure Start Family Tree”⁶

This report originated from the Parent's Conference and was disseminated at the January Steering group and also amongst the Newland and Avenue team.

The final strand of our initial evaluation strategy to date, at a local level, focuses upon in house Monitoring Information and feedback at a programme⁷, sub-group, steering/ management board level.

⁵ Appendix 2.2

⁶ Available from the Newland and Avenue Programme

⁷ Appendix 4.1

4.1 Monitoring Information Summary⁸

Report June to Dec 2003 (Disseminated at Steering Group Jan 2004) and within the team.. on a monthly basis. This report forms the basis of review productivity of the programme - It is intended in the future, as the programme expands, to produce and track various hard to reach groups, trends, area specific focuses for which these type of reports will form the data requirement of our triangulation approach to evaluation.(Strauss's Triangulation Process)

5. Health Evaluation of all Hull Sure Start Programmes

We are part of and are in the process of contributing to the above piece of work, which originated in the citywide Evaluation sub group.



⁸ Appendix 4.2

Summary

Recommendations

Initial signposting re useful areas to focus specific areas of evaluation

In house Focus/ training

Activity/ Service Evaluation –All activity providers will complete an in house activity evaluation form at the beginning of every new service⁹/ activity and review on a monthly/ quarterly basis. This will form the basis and direction of all in house activity evaluation.

Training – All in house and external training evaluated at a programme level re content, location, cost and reviewed and fed back at team level.

Evaluation feedback / training to be an on going process – monitored through Evaluation Sub Group with a diverse membership to include parental representation

Transient populations – How to gain access to our hard to reach, diverse population?

Feb/ March 2004 (Beginning the process of recruiting Community Friends - Recruitment process- documented/ monitored/ lessons learned re advertising process/ open events to expand recruitment process and help local residents become part of the team/ recruitment packs sent out and returned monitored in house feedback from applicants why they applied – ease of process etc

⁹ Appendix 5.1

External – Focus/ training

Training – All members of the team need to be considered for various evaluation courses as and when they come up both and feed back findings/ recommendations to other team members via presentations at staff meetings etc

Transient populations – How to gain access to our hard to reach, diverse population?

Feb/ March 2004 (Beginning the process of tendering for external evaluators – with specific expertise in accessing the needs of local asylum/ traveller communities)

IMMEDIATE FOCUS/ RECOMMENDATIONS

- 1. DISCUSS AT A PROGRAMME LEVEL INITIAL FOCUS OF EXTERNAL EVALUATION**
- 2. DISCUSS AT A PROGRAMME LEVEL – SUITABLE LIST OF EXTERNAL EVALUATORS TO TENDER FOR THE ABOVE**
- 3. BEGIN ASIGNING BUDGET CODES TO ACTIVITIES/ PROVIDERS TO BEGIN THE INITIAL STAGES OF COST BENEFIT ANALYSIS.**

Annex 1

a. **Methodology** – Parental Satisfaction Survey (August – September 2003)

- ❖ Local non-profit making organisation, Consortium Hull, commissioned to undertake a baseline survey using face-to-face questionnaire type survey method within the Newland and Avenue catchment area.
- ❖ Questions designed in plain language, easy to understand and complete. Focusing upon what services parents and carers of under 4's accessed and how these were perceived.
- ❖ The research team consisted of 2 Consortium employees, early Service Link Workers and a small team of local parent volunteers.
- ❖ A two hour training session with the team, including local parents covered the basic training needs of the project – The following points were encompassed:
 - The research aim and survey method used
 - Who needed to be reached and how to reach them
 - How to approach people and what to say (To promote a standardised way of using this method)
 - Guidance on conducting Community Questionnaires
 - Safety Issues

- ❖ The scope of the research was developed by attempting to reach over 200 local families across the four diverse areas of the patch – Princes Avenue, Chanterlands Avenue, Newland Avenue, Beverley Road

- ❖ Initially parents/ carers were accessed via the Early Service Summer Activity programme, but after two weeks the remit was broadened to include some outreach sessions. Finally, in late August and early September 2003, the face-to-face survey was focused upon four busy shopping areas, each located in one of main arenas of the local community.

b. **Evaluation** – Progress to date Timetable

Dissemination Timetable

1. Baseline – Satisfaction with services before Sure Start (Consortium Hull) Original Report
2. Disseminated to Steering Group October 2003
3. Early Service Delivery (In house – feedback to Steering Group)
4. Disseminated at 6th month Risk Assessment/ Steering Group November 2003
5. Monitoring June 2003 – December 2004 – disseminated at steering group January 2004