

SureStart

Bowthorpe and West Earlham

January 2004

Executive Summary

Sure Start providers and representatives of mainstream services have generated a pathway for joint working based upon the definition of a collective vision for the future and against this backdrop individual projects and services have developed. This work has been set within the context of meeting the National Public Service Agreement (PSA) targets, the local delivery plan and updated outputs and outcomes for the first six months of operation.

Sure Start represents a unique approach to early intervention for children 0-4, their families and communities. The initiative aims to secure accessible and acceptable services across traditional agency boundaries in partnership with parents and the wider community. The programme aims to act as a 'change agent' by re-shaping, adding value and increasing co-ordination between mainstream provision and the Sure Start community

The founding principles of Sure Start represent a departure from policymaking driven solely by professional or community interest alone. The programme tests a 'third way' based upon the active involvement of local people from policy formation through to provision. All sections of the community, not just those traditionally representing consumer interests are encouraged to be part of the process.

It is hoped that by seeking out marginalised and/or minority groups that a voice be given to those previously excluded from decision-making and most subject to health inequalities.

Introduction

With the agreement of the delivery plan by the Sure Start Unit, the Bowthorpe and West Earlham Sure Start programme was formally recognised in May 2003 and work immediately began to translate the document into actions.

This report outlines progress during the first six months of the programmes operation. It aims to help local providers and parents define the achievements of the programme thus far and set the scene for the next phase of work.

Work undertaken to date has resulted in the development an integrated team of Sure Start workers, additional child and family focussed services and an agreed pathway for the enrolment of eligible children and parents into the Sure Start programme.

In May 2003 the Evaluation Strategy was submitted to, and approved by, the Sure Start Unit. The approach to monitoring and evaluation described in the strategy draws upon multiple sources of information to provide an accurate and complete picture of how services are being provided.

Together they will provide a useful framework to consider 'programme governance',

incorporating service accomplishments, cost effectiveness, corporate learning and changes to practice.

The primary aim of the BWE Evaluation strategy will be to

- Provide information that can be used to inform stakeholders and Project Manager of ways to improve service delivery
- Meet the requirements of the Sure Start unit

The evaluation will focus on the delivery of Sure Start in BWE and assess what the programme is doing that is impacting on families, children and the community and how well we are doing it.

Monitoring requirements.

Good monitoring data is essential for good evaluation. Sure Start programmes are required to collect information on the numbers of children and families using their services, and progress towards PSA and local targets.

Data is drawn from all partner agencies concerning numbers of children and families seen, frequency of usage and outcomes. Sure Start will not just concern itself with numbers of people utilising particular types of services alone, but examine the extent of its combined 'reach' across the Sure Start community. In this way the total percentage of eligible children and families can be calculated and inform key decisions about the future of the programme.

Progress to date

Bowthorpe and West Earlham has made good progress in meeting its obligation to deliver robust and effective monitoring by:

- Identifying all eligible children within the Sure Start boundary.
- Collecting, analysing and submitting base-line data as required by the Sure Start Unit. This data will form one of the building blocks of the local evaluation and will help determine the programmes achievements and cost-effective use of public money.
- Designing and piloting data collection forms with service providers to inform the collection and collation of monthly monitoring statistics for the Sure Start Unit.
- Establishing a local database to act as a register of contacts and generate monthly monitoring returns as required by the Sure Start Unit. The database will be routinely up-dated by information supplied by partner agencies.
- Agreeing a pathway for the enrolment of local parents into the programme. This includes existing children and families resident within the boundary and new births.
- October 2003 – January 2004 approximately 33% families registered with Sure Start

Local Evaluation Requirements

Local evaluations should not be overly complicated and entail looking at the monitoring data in greater depth to understand more about the process of delivering services, how needs are being met (or not met) and outcomes for community members. Local

evaluations must satisfy themselves that they are not duplicating the efforts of the national evaluation and are sufficiently focused on what is actually happening at 'grass roots'.

Progress to Date

- Agreement on internal Evaluation by Sure Start Board
- Submission, and approval of, Evaluation Strategy to Sure Start unit May 2003
- Recruitment planned for Evaluators post

Objective 1 Improving Social and Emotional Development

Progress to date

Integrated Sure Start Team

- Agreement to reshape and extend current service provision, including development of an integrated Sure Start team.
- Discussions were begun with partner agencies and local parents to identify appropriate provision.
- Projects Workers (x2) recruited to provide vital 'link role' to all Sure Start partner agencies and local families – August 2003
- Additional Health Visitor and Nursery Nurse recruited to be based with current health visiting team December 2003
- Date for integration of Sure Start team set for Jan 2004.
- Midwife recruitment planned for February 2004

Parent Child Attachment

- Agreement with the psychology service to develop a programme that will underpin work with families across the whole programme specifically looking at early attachment.
- Infant Attachment programme approved by Sure Start Board, Psychologist to start as member of core team April 2004
- Additional support for parents identified for year two delivery. [Annex 2](#)

Outreach Support

Marginalised and hard to reach groups identified, services established to provide support.

- Teenage parent support – In April 2003 planning work started with the Embrace project to deliver support to Teenage Parents in the area, as extension of their work across the City. The project became operational in September 2003.
- Home Visiting parental support – additional capacity to current Home Start service to include planning for delivery of
 - weekly drop-in session for first time mothers (March 2004)
 - multi cultural support group. (April 2004)
- Traveller Support Service. Links with community at Roundwell site with warden, parents, health visitor and Traveller Liaison Service lead to agreement about service provision

- Project workers make regular visits to the site to work alongside the current health visitor and traveller liaison workers to increase support to families. (To date over 60% families of traveller families have registered with Sure Start)
- Requests for equipment and services met.

Capital Planning

- Premises identified for temporary office accommodation suitable for housing integrated team completed December 2003.
- Premises identified for temporary Families Drop in – completion February 2004.
- Premises identified for 'hub' provision; purchase completed December 2003
Annex 3 Capital timeline

Objective 2 Improving Health

Progress to date

Smoking Cessation

- Core Team attend Level 1 Smoking Cessation training and begin programme of cascade through programme
- February 2004 smoking Cessation information displayed in Sure Start office and Drop in.
- Smoking Cessation information, notices, window stickers, bibs etc distributed to families at other Sure Start activities

Safe Start with Sure Start

- Child Safety project initiated by steering group of local parents and professionals, supported by Project Worker.
- Free Safety Packs and information distributed to all families on registration
- Jan 2004 100 packs distributed in first 3 months of project
- First Aid courses undertaken by parents and core team
- Child Safety Training planned for March 2004.
- Child Safety calendar competition planned with local schools
- Safety Product Catalogue designed by local Health Project (Health First) for distribution in local community

Antenatal advice

- Agreement of additional midwifery provision
- Post to be recruited February 2004
- Breast feeding support to be co-ordinated by midwife
- Health visitors start to make ante-natal contact with all pregnant women in Sure Start area Jan 2004.

See also Integrated Sure Start Team (Objective 1), which underpins and supports all Objectives

Objective 3 Improving The Ability to Learn

Progress to date

Speech and Language

Consultation with local parents, professionals and community identify need for additional speech and language support across Sure Start area.

- Agreement with Speech and Language department to provide service

- Recruitment of two additional p/t SLT's December 2003 to Sure Start team

Pre School Project

Project Worker led service-ensuring access to Pre School for children who may otherwise have difficulties accessing early learning provision:

- Financial support for Pre School places referrals through health visitors
- Additional pre school workers
- Training package for pre school workers
- Support package for all pre schools to reach OFSTED registration
- Additional resources, toys and equipment for all pre schools, parents and toddler groups and LEA nurseries

Play Areas

- Local play area revamped
- Pre schools provided with suitable play areas and storage facilities

Toy library

- Additional Toy library provision across area, including provision to Roundwell Traveller site.
- Payment of membership for all registered families increases usage

Childrens Centres

- Proposal submitted for development in 2004 to Childrens Centre Status

Full Day Care

- NNI application approved, Clover Hill First School suggest use of site for temporary provision
- F25 submitted Jan 04, planning Feb 04
- Recruitment Day Care staff planned for February 2004.

Library Service

- Early Services monies provide resource for library service to provide extension of book Start provision and consultation of current library provision
- Agreement for Sure Start Library Club December 2003 to be operational from April 2004

Crèche provision

Consultation indicates need for high quality crèche provision essential to enable parents to access all Sure Start activities

- June 2003 Adult Education approached to provide crèches for Sure Start activities
- July 2003 crèche workers appointed to train to NVQ through Adult Education

Objective 4 Strengthening Families and Community

Progress to date

Community wide involvement has been essential to increase family/child access to supports and services, to reduce possible duplication of effort and create environments where good parenting can flourish. It is a key ingredient in making the community a safer and cleaner place to live. The continued involvement of parents and wider community will be secured through the wider local evaluation and involvement in service design and delivery

Parental Involvement

- Project Workers recruited to work in integrated Sure Start team to work with families to identify appropriate and accessible services.
- Parents Forum supported by Project Workers identify and appraise potential services
- Project Appraisal Group formed as forum for parents to plan and steer development of potential services
- September 2003 Parents Forum start own support group
- Activities, Fun days and Trips planned to highlight Sure Start in area and increase parental involvement

Community Learning

Early consultation with local parents, community and professionals showed need for community learning provision, with support to enable all families' access

- Agreement to delivery of community learning provision delivery of provision
- Recruitment of Community Education Development Worker as member of core Sure Start team

Board Representation

Project Workers support parents to attend Board meetings and take an active role in the management of the Sure Start programme:

- Service Appraisal Group formed with parents, local community and professionals to discuss and steer potential provision
- Parent representatives actively engaged in all Sub Groups and planning groups
- Project Workers develop role of maintaining parental involvement in management of programme

Links with Job Centre Plus

- Programme Manager makes links with Job Centre plus
- Meeting arranged to discuss future involvement and delivery in programme

Accessible Childcare

- Agreement with EYDCP to develop Childcare Strategy for Programme
- Agreement to implement local Childminding network – shared provision with adjoining LEA run Childminding Network
- NNI plans approved for 42 place day care sited in main Sure Start Childrens Centre building, with temporary 22 place provision due to open in Spring 2004

Drop in/ Clinic facility for Families

- Completion in February 2004.

Next steps

The local evaluation should reflect current priorities, based upon the formulation of clear questions to be examined through evaluative research. As well as looking at the programme overall, the evaluation will look at a sample of individual projects or activities in more depth at various times over the life of the project. The partnership board will need to consider which priorities they wish to focus upon and at what stage

In considering priorities the programme wishes to strike a balance between assessment of output (attendance and take-up rates) and outcomes which demonstrate how children, families and communities have benefited from the intervention. Qualitative data should help illuminate hard monitoring data to answer specific questions posed. Learning arising from the different parts of evaluation should be used to support the partnership

board make change to existing practice and will be available to local people and practitioners to inform the process evaluation described in the previous section.

Recommendations

1. A protocol for the research to be developed by the end of 2004 in order that work can be commenced by January 2005
2. Agreement on production and submission of annual summaries by all projects prior to 1st September 2004 to the Sure Start Programme Manager. These will compliment other reporting mechanisms including contract monitoring, associated with achievement of targets and milestones contained within the delivery plan;
3. Support from programme evaluator to local projects to agree criteria to measure their effectiveness against stated objectives and select appropriate methods of enquiry to allow assessment of performance.
4. Local evaluation workshop to consider how life for local people could be different.
5. Evaluation of Sure Start capital projects will require consideration.

Conclusion

Sure Start programmes are innovative by design and therefore local learning has implications for all mainstream services. Sure Start raises important questions about effective partnerships and the nature of communities. Further, it raises issues concerning the changing roles of professionals who will increasingly require analytical and community building skills in addition to mastery of their own area of expertise. Effective monitoring and evaluation is therefore critical to understanding whether services are succeeding, and if so under what conditions.

January 2004

Annex 1

Methodological information:

An initial questionnaire was carried out in December 2002 – January 2003 with local parents attending:

- ◆ Baby Clinic at the Bowthorpe Health Centre
- ◆ Clover Hill Playgroup
- ◆ Chapel Break Playgroup

Of those participating half were aged between 21 and 30 and over half were not working. The parents accounted for 97 children.

The main findings were broadly consistent across the locations included:

Health services- over 80% were happy with the services they receive and there were no major issues identified by several parents apart from the time to get appointments (6 parents). A number of additional services were requested by parents including child therapy, walk-in surgeries, NHS dental services and other health services.

Facilities for children- a quarter were broadly happy with local facilities. Nearly two thirds of parents were very concerned about the state of local play facilities and a fifth were either not sure whether there was a library service or said that there was not one.

Childcare- Parent and toddler groups and similar services are 'well used'. There was a mixed picture on the extent to which people would use different services- over two fifths prefer to use friends or family to look after their children. Having said this the same proportion would make use of a local authority nursery and 20% a childminder. A fifth of parents would make use of crèche facilities if made available.

Family Support- Around a half to two thirds of those taking part in the survey would make use of a range of services such as learning opportunities, legal advice, financial benefits, drop in facilities, work opportunities etc.

Health advice- around a fifth of participants would use ante and post natal support groups, breast feeding advice and support for quitting smoking. Using dietary and nutritional advice, if available, was mentioned by over 40% of those taking part.

Parenting skills and support- a range of issues was mentioned by a around a fifth of parents as areas they would like support on; e.g. crying babies, weaning, teething. A number of other issues were mentioned by around two fifths of those participating- child safety; toddler tantrums; sibling rivalry; toilet training and child development advice.

Other issues- one or two people mentioned a range of other ideas and suggestions for services but no one area stood out strongly.

Parents who are isolated or difficult to reach

Consultation with parents of the Roundwell Park Traveller site and parents not already in contact with early years services has been limited to date and action to redress this will be taken early in the life of the Scheme. (see *Project Workers*)

Specific plans for Roundwell Park travellers site include development opportunities for pre-school support and helping to overcome some of the barriers families on the site have to accessing services and resources for their under 4s.

Since we received encouragement in November from the Sure Start Unit to proceed with the inclusion of the Roundwell Travellers Site, consultation has taken place with the site warden, herself a traveller, the Traveller Education Service and the local health visitor to discuss the most appropriate Sure Start resource for traveller families.

Annex 2

I identified delivery plans year two 2004 - 2005

<u>Planned service</u>	<u>Date</u>
Midwifery	April 2004
Introduction of Sure Start Library Club	April 2004
Psychology service	April 2004
CI S and Job Centre Plus outreach provision	May 2004
Development of Day Care provision	June 2004
Development of multi cultural support group	June 2004
Breast feeding support	September 2004
Special needs support	September 2004
Fathers worker	September 2003
Additional support for parents and children	
Introduction of Solihull Approach Training	September 2004
Development of Infant Attachment programme	March 2005

BOWTHORPE AND WEST EARLHAM CAPITAL TIME LINE

