



# **Sure Start Four Woods**

# **Annual Evaluation Report**

**January 2004**

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## **1. INTRODUCTION:**

- 1.1 This report focusses evaluation activity at Sure Start Four Woods (SSFW) in North-West Plymouth for the period June 2003 to December 2003, when the evaluator was recruited. Although it focusses specifically on this period it is important to recognise that work towards the evaluation strategy has been underway since the planning stages of the programme and many activities undertaken relating to the evaluation were prior to this period.
- 1.2 The report first gives a background and introduction to SSFW in order to contextualise the evaluation strategy. It will then briefly detail the history of the evaluation strategy for the programme and provide details about certain aspects of the programme, the staff team and capital builds. The following sections provide details of evaluation work and activities to date including the establishment of baseline data and service development. The report finally examines the work towards each of the targets set by the Sure Start Unit.
- 1.3 Appended to the annual interim report are all reports written in the previous six months by the Research and Evaluation Officer, including a mapping report, a membership database analysis. Other appendices include contact figures for activities, examples of service specifications and publications sent out to households in the area.

## **2. BACKGROUND:**

### **Introduction to Sure Start Four Woods**

- 2.1 Sure Start Four Woods (SSFW) is a round 4 programme (approved November 2001) located in Northwest Plymouth. The accountable body for this Sure Start is NCH.
- 2.2 The SSFW area covers two wards, namely Budshead and Honicknowle and consists of four estates; Whiteleigh, West Park, Honicknowle and Ernesettle. The area is located 6 miles from the city centre and few non-residents would have reason to pass through the area.
- 2.3 According to the Sure Start North West Plan July 2001, the area has a poor infrastructure, examples include:

- Inadequate public transport
- No full day care
- Limited dental service

- Few community facilities
- Insufficient training opportunities

2.4 The work of Sure Start Four Woods involves a wide range of services designed to include and involve families with children under 4 years of age. The aims taken from the Sure Start North West Plymouth Plan, July 2001, include specifically that it should strive to ensure:

- The best start in life for local children with the help and support of their families and others.
- It is intended that we will build a community that cares more and works together to support children and their families to do their best
- To continue to consult and plan with parents and children about the services providing ensuring they respond to need.

2.5 According to the data provided by the local context module of the national evaluation the SSFW area is a large geographic area with a population of 16,200 individuals. This is a larger population than the round 4 average, which stands at 11,200, and the South West average, which is slightly higher at 13,500.

2.6 The Sure Start area in July 2003 contained 790 children aged 0-3, higher than either the round 4 average or the South West average. In July 2003 199 live births were recorded in the area (data taken from Index of Multiple Deprivation July 2003). Most households (82 %) have one child under four years, but some have two (17 %) or three or more (1 %) (data taken from MORI parents survey report, February-March 2003).

2.7 The structure of the programme has been dictated by extensive community consultation (see below 2.9) in which parents prioritised a home visiting service. The model for the programme has therefore been developed around the team that provides this service.

### **History of the Evaluation**

2.8 The internal evaluator for SSFW was appointed on 1<sup>st</sup> June 2003. This report therefore acts as an interim report focussing on 6 months of work, rather than a full annual report on Sure Start Four Woods. Work had been undertaken prior to this appointment in the form of strategizing the evaluation and undertaking data collection through community consultation. An evaluation sub-group, consisting of; Sure Start

management, a PCT representative, and a EYDCP representative, a head teacher, the assistant director of NCH and an independent academic advisor has been established and working with the partnership board for some time.

- 2.9 One of the priorities in terms of workload for the evaluation has been the collection of and negotiations for baseline and monitoring data from various agencies. In order to assist data collection processes in the city SSFW has been working to set up one data collection system for the 4 Sure Starts in the city and Sure Start plus. This has led to arrangements for data collection with the Local Education Authority and Social Services. The four Sure Starts in the city have contracted a service level agreement with Child Health Information at the PHT to provide much of the annual health monitoring data. During the last 6 months, however it has been found that some of the data is incomplete, whilst other aspects prove to be inconsistent. Work is being undertaken in 2004 to attempt resolution of this issue.
- 2.10 Most of the baseline data for the area was collated at the planning stage, when extensive community consultation was undertaken. This was seen as a crucial guide to the provision and development of services for and with the local community. It was found that parents in the community wanted contact with trained people who were not necessarily health visitors, G.Ps or other health professionals. These findings resulted in the provision of the Outreach Home Visiting Team which is the focus for services at SSFW. This information is useful in that it allows for comparisons in terms of changes in attitudes and opinions' concerning the quality of services (Objective 4).
- 2.11 Baseline data for the SSFW area was collected in February/March 2003 in a piece of research undertaken by MORI. SSFW wanted to revisit baseline data collected by senior agency representatives. Many Sure Starts across the country have used MORI in the collection of baseline data which is not available through other organisations. SSFW has found this data to be useful in the development of services and the data a great deal of information about the preferences and feelings of the local community where primary and secondary health care services are concerned.
- 2.12 A lot of evaluation time in the second half of 2003 was dedicated to the membership database, in terms of management and 'cleaning' to ensure robust, good quality data in line with Annex 6 (Sure Start Guidance). In July 2003 an initial membership database report (see appendix 2) was produced and fed back to the staff team via various evaluation structures (see methods 3.5). The process of cleaning the database and setting up systematic structures for monitoring took many weeks but was essential to the smooth running of the programme and accurate evaluation.
- 2.13 Finally the evaluation in 2003 produced a 'mapping report' (appendix 3), a report which maps our particular Sure Start in terms of the staff, structures and services

provided. The report preparation involved semi-structured interviews, lasting 1.5 hours with key members of staff (for interview structure, see appendix 3). The report has been found to be a useful orientation tool within SSFW.

## The Staff Team

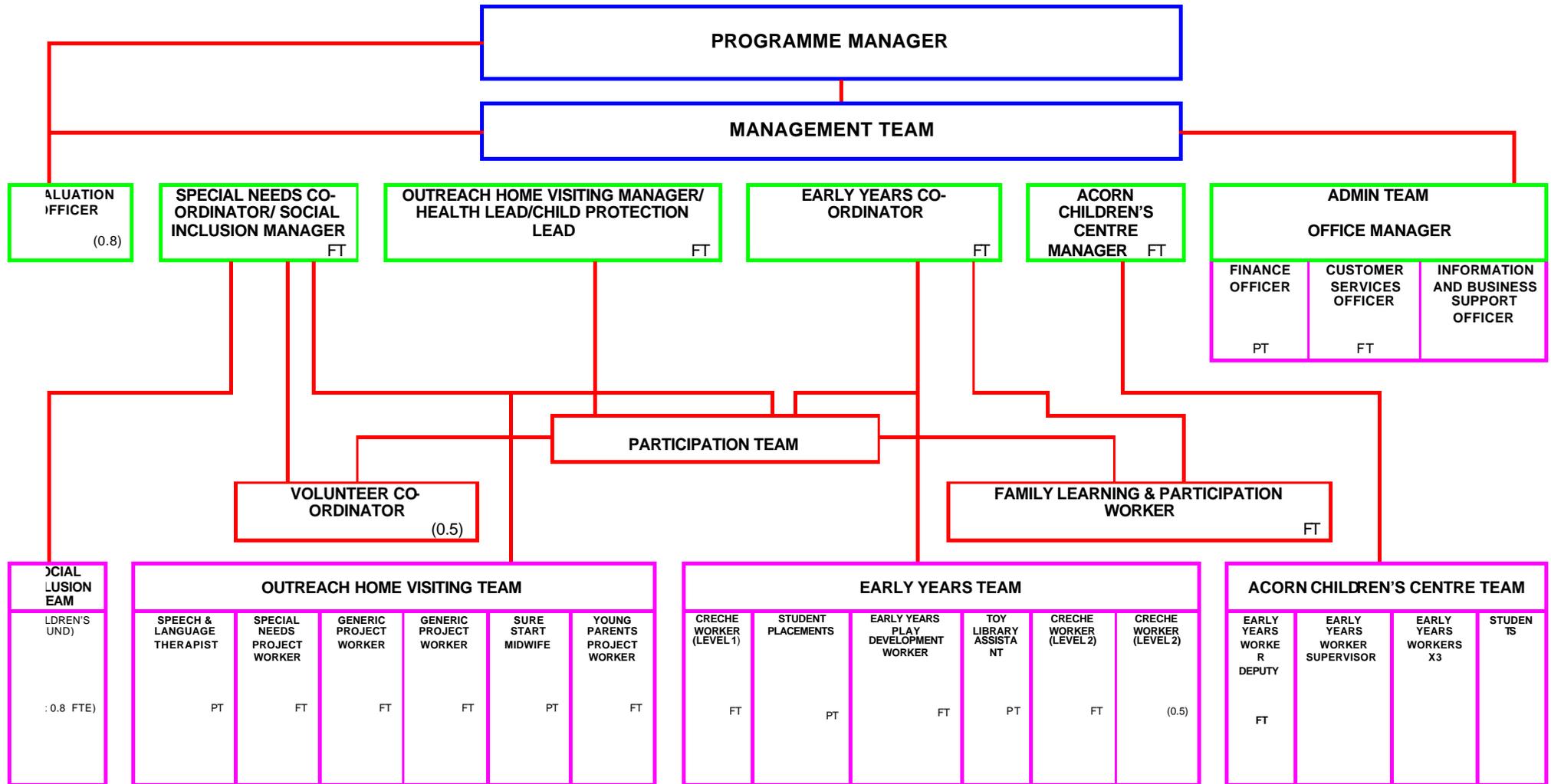
2.14 The staff team at Sure Start Four Woods consists of<sup>1</sup>:

- Programme Manager
- Office Manager (current vacancy)
- Health and Family Support Co-ordinator
- Early Years Co-ordinator
- Special Needs Co-ordinator
- Volunteer Co-ordinator
- Research and Evaluation Officer
- Family Learning and Participation Worker
- Children's Fund Social Inclusion Workers (x2)
- Sure Start Midwife
- Information Officer
- Customer Services Officer
- Finance Officer
- Speech and Language Therapist
- Generic Outreach Home Visiting Project Worker (x2)
- Young parents Outreach Home Visiting Project Worker
- Special Needs Outreach Home Visiting Project Worker
- Play Development Worker
- Toy Library Worker
- Student Placements
- Early Years Workers (x3)

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<sup>1</sup> See 2.15 for a diagram of the staff structure.

**2.15 Staff Diagram:**



\*\* The student placement is open throughout the academic year for college students

## **Capital Build Projects**

- 2.16 Capital is one of the programmes challenges because of a lack of existing services in the area and the geographical size of the area. Sure Starts in urban areas tend to be created for high-density populations, this however does not reflect the nature of the area. The programme conceptualises the area as combination between an urban and rural programme due to it's location, this has meant utilising a range of community venues across the area.
- 2.17 The nerve centre of SSFW is contained in a porta-cabin at the local primary school. It consists of a reception area where administration for the programme is based, a group room and a special early years play room. Space is a precious commodity at SSFW and as such one of the capital builds in partnership with the LEA is to extend the porta-cabin and link it with another on the same site. This will provide a new school nursery and the connection of the buildings will provide integrated early learning with child care and additional group room space. Phase II of the build is now complete and building work for phase III (the linking of the porta cabins) is due to begin in March 2004 .
- 2.18 SSFW also has a capital project at Woodfield primary school in Whitleigh. The build aims to provide a 30 place day care unit with additional space to provide health and family support activities. This initiative is being developed in partnership with the Neighbourhood Nursery Initiative and the LEA. Completion is due in June 2004.
- 2.19 The main capital project, and the biggest, is to convert an old trading standards building located in West Park in partnership with the children's centre initiative. The building is currently in a state of disrepair and building work is due to be completed by the autumn term 2004. The aim is to be able to provide all of the key services from this building, including a wrap around day care unit and a space for local midwives and health visitors. Eventually most of SSFW staff will be based in this building.

## **3. METHODS:**

### **The Evaluation Approach**

- 3.1 An internal evaluator employed by SSFW's accountable body, NCH, carries out the evaluation of Sure Start Four Woods. The evaluation is based on an 'action research' model in that it involves 'the application of fact finding to practical problem solving in a social situation with a view to improving the quality of action within it, involving the co-operation of researchers, practitioners and laymen' (Sarantakos, 1998:111). This is the model that fits best with the Government's 'what works' approach.

- 3.2 The main thrust of the SSFW evaluation has only been underway for 6 months and the main activities so far have involved data collection and immediate feedback to project workers. Both quantitative and qualitative information will be used to inform the evaluation and planning of SSFW in to 2004.
- 3.3 The Research and Evaluation Officer is employed part time (4 days a week) and is supported through a variety of structures, including:

- The Programme Manager: Acts as line manager.
- An Independent Academic Consultant: Employed for 10 days a year is used to support the academic work and provide methodological guidance for the programme.
- The Evaluation Sub Group: Consists of the programme manager, a PCT representative, independent academic consultant, assistant director of NCH, research and evaluation officer, Plymouth children's services planning officer and a head teacher of a local school. The group is used to guide the development of the evaluation, offer advice and support and provides a link to the partnership board.
- The Evaluation Task Group: Consists of all operational team managers, research and evaluation officer, programme manager and any staff interested in contributing to the evaluation. The group is used to discuss operational issues around monitoring, evaluation and inform service development.
- Parents Together: A parent's forum which supports and guides the work of the evaluation from the perspective of local parents.
- Information Officer: Spends two days a week dedicated to data management and inputting for SSU monitoring. Managed and trained by the research and evaluation officer.
- Sure Start Regional Support Officer: Provided by the support module of the national evaluation to provide guidance and support for the evaluation process.

- 3.4 Evaluation practices are well embedded in to the team working of SSFW; there are many regulated avenues for feedback to the team concerning evaluation and programme development. These structures aid in the provision of an understanding of how well the services are performing. They also help to keep track of progress in meeting targets and objectives and they provide a way of changing the programme as a result of evaluation findings (see annex 6: Sure Start guidance on evaluation). The structures include:

- Evaluation Sub Group – a management steering group (quarterly).
- Evaluation Task Group – a staff based service level group (monthly).
- Team Days – used to review activities and plan ahead (termly).
- Team Meetings – used to discuss practical day to day issues (weekly). Once a month the entire staff team come together for feedback of all varieties including monitoring and evaluation (monthly).
- Half Termly Review Meetings – used to plan the term ahead based on learning experiences (half termly).
- Planning Meetings – weekly meeting for SSFW management staff to plan the week ahead according to targets and objectives (weekly).

## Evaluation Activities

### 3.5 Evaluation activities completed or in process at this stage:

- Community consultation/base line data collection – July 2001
- MORI baseline research – March 2003
- Membership database analysis report – July 2003
- Mapping report – January 2004
- Staff termly activity evaluations – ongoing
- Advice from Sure Start midwife on reaching families with new babies
- Advice in various monitoring and evaluation issues for Outreach Home Visiting Team
- Plymouth Sure Start Information meetings – ongoing
- Establishment of service specifications – October 2002
- Service specification review – January 2004 + ongoing

### 3.6 Planned evaluation activities for 2004:

- Membership database analysis – 6 monthly
- Cost-effectiveness evaluation of Outreach Home Visiting Team
- Evaluation of Toy library
- Evaluation of Outreach Home Visiting Team
- Evaluating the effectiveness of the partnership board
- Evaluation of parent participation

- Formalising of termly staff evaluation strategy – to include integration of service specifications and satisfaction surveys
- Creation of standard activity evaluation sheet
- Finalisation of monitoring data sharing systems
- Developing stronger links with primary health care professionals to ensure systematic data sharing

### **Establishing Baseline Information**

- 3.7 SSFW collated some local baseline data when drawing up the Sure Start plan in 2001. Extensive community consultation was undertaken in the area to help in the development of a realistic and effective service delivery plan. The consultation mapped existing services, assessed need, took ideas for new services and how to improve current services in the area. This data has been instrumental in establishing the form and direction of SSFW.
- 3.8 In February/March 2003 MORI were instructed to carry out a more extensive survey of the local community in order to revisit the data collated in the community consultation and assess plans that had been made. The research went in to detail concerning services in the area and local residents' opinions. The final reports from MORI were received in October 2003. The reports have been useful in specifying need and in guiding the direction of service development through various forums such as the evaluation sub group.
- 3.9 The Sure Start Unit has developed baseline data around speech and language, hospital admissions and education due to be published in March 2004. Once this data is available comparisons can be drawn and assessments made concerning progress towards targets.
- 3.10 In terms of demographic monitoring data SSFW has been unable to collate data concerning new births and the number of under 4's in the area from the health authority due to issues surrounding consent and data protection. This has had a serious impact upon the development of the programme as workers rely on midwives and health visitors to communicate details of local families. Work is currently being undertaken to solve this issue.

### **Developing Service**

- 3.11 Staff members are encouraged to provide critical feedback about the work they perform through a variety of structures in the organisation. Staff members have

monthly line management supervision. SSFW runs a system of annual appraisals and the setting of targets for workers. Staff benefits from whole team meetings but also attend smaller weekly team meetings where workload and issues can be discussed for the week ahead.

- 3.12 On a half termly basis a review meeting is used to evaluate all of the services that have run in the previous term as an entire team. Individually staff are encouraged to reflect on what went well and what could be improved and to develop strategies for the coming term (see appendix 4). The management then uses the resulting plans for the business planning (M4) for the year.
- 3.13 Individual staff members carry out their own termly evaluations of the activity/service they run based on service specifications. Staff members design and carry out the evaluation and then produce a report, which is fed back to their work team and on to the partnership board. Recommendations for service development and changes to specific activities are made on a need led basis. Management targets and milestones are set in the monitoring form M4 which are taken to the partnership board for review. In 2004 the termly evaluations will be standardised, along with satisfaction surveys which will be analysed on a regular basis in order that they can be fed back in to the programme.
- 3.14 SSFW have regular team days where all staff are taken out of the work environment to reflect on their work and that of others, learn new skills and plan ahead. An afternoon is put aside to discuss the Sure Start targets and ways in which they can be met for the coming year. This keeps staff informed providing an overview of all aspects of Sure Starts current and future development.

### **Themed Evaluation**

- 3.15 To initially assess the extent to which SSFW is meeting its objectives and targets progress is considered against the core indicators for each objective. The report also draws on evidence collated from the reports that have been produced within the programme.
- 3.16 The Sure Start Unit asks programmes to measure their performance against two types of indicators. The first is known as a Public Service Agreement. These are national targets that are to be reached across all Sure Starts. The second is known as Service Delivery Targets. These are concerned with the way in which services are delivered.
- 3.17 The themed approach has been used organisationally throughout SSFW since its inception. All staff are made aware of the objectives, which are built in to targets

for appraisal and service specifications which the staff design themselves. For a full list of services and activities and an example of a service specification see appendix 1.

#### **4. THEMED EVALUATION:**

##### **4.1 OBJECTIVE 1: IMPROVING SOCIAL AND EMOTIONAL DEVELOPMENT**

*In particular, by supporting early bonding between parents and their children, helping families to function, and through early identification and support of children with emotional and behavioural difficulties.*

###### Public Service Agreement Target

To reduce the proportion of children aged 0-3 years in the 500 Sure Start areas who are re-registered within the space of 12 months on the child protection register by 20 % by 2004.

###### Service Delivery Target

All local Sure Start programmes to have agreed and implemented, in a culturally sensitive way, ways of caring for and supporting mothers with post-natal depression.

One hundred per cent of families with young children to have been contacted by local programmes within first two months of birth.

- 4.1.1 To date (from 1<sup>st</sup> April 2002 to 31<sup>st</sup> March 2003 in accordance with M5) there have been no re-registrations on the child protection register. This is a 100% reduction in the proportion of children re-registered within the space of 12 months on the child protection register. Three children were re-registered between 1<sup>st</sup> April 2001 and 31<sup>st</sup> March 2002.
- 4.1.2 Work has been undertaken concerning a post natal depression strategy at SSFW. The health lead on the programme has made attempts to establish a group in conjunction with the adult mental health service and CAHMS. Community Psychiatric Nurses have been approached concerning the setting up of a PND group for local families; the service however is already stretched and they are unable to work with SSFW at this time. Consideration is being given to the possibility of linking in with the counselling service RELATE, budget allowing, in order to provide the skills necessary to support sufferers.

4.1.3 SSFW has a midwife as part of the Outreach Home Visiting Team. The duties of the midwife enhance services provided through the traditional role in that the services are more holistic. Up to July 2003 418 contacts were made with families in the area through the Outreach Home Visiting Team (see appendix 2 for details)

4.1.4 The Outreach Home Visiting Team meet weekly to allocate referrals. There are no groups specifically targeting mothers with post-natal depression. There has been no consistent approach by health visitors in assessing and recording post-natal depression in the area which makes sufferers difficult to target. Strategies for resolution of this issue are under consideration.

4.1.5 Although there are no specific groups for post-natal depression the community midwife acts as a gatekeeper for other SSFW services which contribute to overcoming post-natal depression. See appendix 2 for further details of the productivity of these services. These include:

- Complementary Therapy Service – Aromatherapy, Cranial Osteopath and Homeopathy are offered (and prioritised for post-natal mothers) to all mothers with new-borns at the 2 month visit.
- Baby Massage – A five week certified (International Association of Infant Massage) baby massage course is offered to, and prioritises, all mothers with new babies. This promotes bonding, stress management and the production of serotonin, which induces feelings of happiness and well being.
- Counselling Service – SSFW has purchased the services of RELATE for use by all families in the area. Mothers suffering with post-natal depression can be referred for a course of therapy according to need.
- Ante-Natal Lunch Group – An informal 4 session group for mums and dads to have lunch followed by structured sessions about having a baby. Sessions 2 + 3 specifically tackle issues around the reality of being a parent and feelings and relationships.

4.1.6 SSFW are currently negotiating with the Plymouth Hospitals Trust to receive data concerning new births in the area. Strategies were in place to obtain this data via a service level agreement with the health service but delays have meant SSFW have not received the data as yet. Issues surrounding consent and data protection are currently being investigated.

- 4.1.7 Currently new babies are identified in the majority of cases through the Sure Start midwife and her colleagues in the community although no systematic identification process is in place. The midwife works 2 days a week at a local GP's surgery practising traditional midwifery. This provides access to a proportion of the new mothers in the area. Negotiations are currently underway with local midwives and health visitors to obtain this data more quickly and accurately.
- 4.1.8 SSFW has an agreement with local health visitors in the area to introduce local parents to Sure Start services on behalf of the programme. The formalisation of links between midwives, health visitors and the outreach home visiting team is planned for this year in order to provide an integrated service. This work is underway but is being hampered by data protection issues.
- 4.1.9 SSFW has been working for the last 7 months on an information pack for local families and workers. It is in the form of a small ring binder which will be sent out to all members, new and existing, once completed. This is being co-ordinated by a public relations company on behalf of SSFW. It contains information about the local area, local services, Sure Start services and useful contact details. In addition SSFW has a newsletter, a monthly 'what's on' information poster and publicises local events in the local press via the PR company.
- 4.1.10 SSFW attempts to tackle the improvement of social and emotional development in various ways through the diversity of its services. The following points were taken from interviews with staff in September 2003, further details about these services can be found in appendix 2 :

- Outreach Team Groups > E.g. Head Start, Baby massage, Baby Talk,. These services provide opportunities for families to experience different ways of being in a safe and supportive environment.
- Speech and Language Home Visiting > Language has a massive impact on emotional and social development and social links. This service provides a safe way for language issues to be addressed in the home environment.
- Special Needs Co-ordination > Improved access to services and resources for families with special needs helping to overcome social isolation.
- Midwifery > The home visiting midwifery service aims to help women to feel positive about themselves and their families. Central to this is emotional health which is seen as incredibly important in terms of how families are raised.
- Complementary Therapy > Where parents can develop their skills which promote their child's development and facilitate parent -infant attachments.

- Counselling Service > A counselling service (RELATE) has been bought in to SSFW in order to help families overcome real blocks, difficulties and traumas which may be effecting the family + learn coping strategies/tools.
- Coffee Mornings > Provide an opportunity for parents to create support networks in a friendly and informal setting.
- Creche Work > Helping children to build relationships with other children and adults, providing them with the tools to help them to integrate in to social life.
- Social Inclusion Project (Children's Fund) > The project goes in to schools and works with children aged 5-11 on issues such as emotional literacy + self esteem.

## **4.2 OBJECTIVE 2: IMPROVING HEALTH**

*In particular, by supporting parents in caring for their children to promote healthy development before and after birth.*

### Public Service Agreement Target

To achieve by 2004 in the 500 Sure Start areas, a 10 % reduction in mothers who smoke during pregnancy.

### Service Delivery Target

Parenting support and information to be available for all parents in Sure Start areas.

All local programmes to give guidance on breast feeding, hygiene and safety.

A 10 % reduction in children in the Sure Start area aged 0-3 admitted to hospital as an emergency with gastro-enteritis, a respiratory infection or a severe injury.

4.2.1 The annual data shows that in 2001/2 forty two per cent of mothers were smoking during pregnancy, this was reduced to thirty percent in 2002/3. A 12 % reduction in the proportion of women continuing to smoke during pregnancy

4.2.2 The Sure Start midwife in conjunction with the smoking cessation service set up a group in 2003 for mothers wishing to give up smoking, however attendance tailed off towards the end of the service. The Health and Family Support Co-ordinator and the Sure Start Midwife are currently working with the smoking cessation service to develop a local Sure Start strategy on ways to engage hard to reach families. The

- workers in the outreach home visiting team have all been trained in smoking cessation advice.
- 4.2.3 Work is undertaken by the Sure Start midwife to raise awareness of the health implications of smoking whilst pregnant. Currently SSFW collates information on whether women smoke on the membership database; those identified are offered formal support through project workers.
- 4.2.4 SSFW as part of its services, ensures that support and information is available to all parents. A lot of emphasis is put on to services, which reach out to the community, for example baby clinics. Often as the first point of contact they are invaluable in terms of introducing parents to Sure Start values and giving information about health related issues. The baby clinics 'stay and play' sessions were particularly effective taking 533 visits from families up to July 2003, to see further details of this service see appendix 2.
- 4.2.5 SSFW is currently working with their public relations company to produce an information folder for all local families. The pack has been in the process of production since June 2003 and is being completed and distributed as soon as possible. The pack contains several sections (which are easily updated as they are in a ring binder) including local health services and amenities, SSFW services and activities and useful contacts.
- 4.2.6 SSFW is currently developing packs of information leaflets to be given out at specific stages of pregnancy and childhood that is during pregnancy and for families with babies and toddlers. These will detail all of the services and activities, including health services, available through SSFW. This is accompanied by a termly newsletter, which is distributed, to all households in the area, see appendix 6.
- 4.2.7 Between 2001/2 and 2002/3 the percentage of local mothers breastfeeding at birth rose by 17.4 %. The SSFW midwife runs a weekly breastfeeding support group at the local supermarket café. Up to July 2003 14 families had accessed this service group, see appendix 2 for more details. The service is being developed through the provision of breastfeeding peer support training for mothers in the local community. SSFW currently has 4 peer support workers who have completed a 10 week training course.
- 4.2.8 The Sure Start Unit informs us that they will be providing Sure Start programmes with national baseline data regarding hospitals admissions in March 2004. SSFW has made links with the paediatric liaison health visitor at the local hospital. Currently Sure Start programmes are unable to test the effectiveness of work

towards this target and subsequently whether they need to focus resources in a different way.

4.2.9 Activities related to breastfeeding and hygiene within the programme work towards this target. For example increasing the incidence of breastfeeding in the community will decrease the admissions to hospital with gastro-enteritis. SSFW has run activities around safety (home safe scheme), has links with the specialist asthma services at the local hospital, minor illness homeopathy courses and first aid training all of which relate to this target.

4.2.10 SSFW attempts to tackle the improvement of health in various ways through the diversity of its services. The following points were taken from interviews with staff in September 2003:

- Midwifery > Pregnancy is an excellent opportunity to raise awareness of general health and lifestyles issues.
- Midwifery > SSFW provides a holistic ante, peri and post-natal care and support for the families.
- Speech and Language > Parents and children are encouraged to verbalise health issues and learn to find information about any queries, at for example libraries.
- Lunch Bunch > Teaches families about nutrition, food preparation, budgeting. Lunch bunch is a popular service which was visited by 44 families between April and July 2003, see appendix 2.
- Play Days > Introducing children to exercise through large physical play equipment and trips away from the city.
- Pre-Nursery Group > Discussions with parents are held specifically around issues such as health and lifestyle issues.
- Creche Work > Teaching children basic hygiene (hand washing, toilet training), nutrition, advice to parents.

### **4.3 OBJECTIVE 3: IMPROVING CHILDREN'S ABILITY TO LEARN**

*In particular, by encouraging high quality learning environments and childcare that promote early learning, provide stimulating and enjoyable play, improve language skills and ensure early identification and support of children with special needs.*

#### Public Service Agreement Target

To achieve by 2004 for children aged 0-3 in the 500 Sure Start areas, a reduction of five percentage points in the number of children with speech and language problems requiring specialist intervention by the age of 4.

#### Service Delivery Target

All children in Sure Start areas to have access to good quality play and learning goals when they get to school.

Increase the use of libraries by parents with young children in the Sure Start area.

- 4.3.1 The Sure Start Unit informs us that they will be providing Sure Start programmes with baseline and subsequent data regarding speech and language in March 2004. Currently Sure Start programmes are unable to test the effectiveness of work towards this target until data collection has taken place in subsequent years.
- 4.3.2 SSFW has been working towards the speech and language targets through links with the local PCT with whom there is a service level agreement for a Sure Start speech and language therapist. The speech and language therapist is responsible for developing resources for Sure Start staff and local workers. Through this SSFW are able to provide early intervention for those waiting for treatment and ongoing support. The speech and language therapist facilitates sessions around relationships and communication, including a baby talk group and an ante-natal lunch group.
- 4.3.3 Alongside the above services Sure Start runs Bookstart plus, a scheme where 2 year olds receive free books and parents are encouraged to enjoy the books with their children and join their local library. SSFW staff and local early years providers have attended a ten week accredited Eklan course facilitated by the speech and language therapist. The therapist also runs workshops for Sure Start staff on different aspects of language development.
- 4.3.4 SSFW has a high quality play room in Ernesettle which is used alongside many services to allow parents to attend courses and activities. Due to the geographical

location of the area it has also been necessary to provide mobile creches to accompany activities and services to meet the needs of the community.

- 4.3.5 SSFW plans to attach a wrap around day care facility in its new building due to be operational in the autumn term 2004 which will provide support for SSFW services.
- 4.3.6 There is no data available for library membership in the Sure Start area for the year 2001/2 which means we are unable to test the effectiveness of efforts put in to increasing the use of libraries by parents with young children. The figures for 2002/3 show that 10.1 % of children in the Sure Start area have active library membership. When compared to data collected for the baseline in the year 2001 this is a 3 % increase.
- 4.3.7 SSFW has purchased a van that is used in the area as a mobile toy library for local children and their families. This encourages use of libraries, acts as a first contact for many of the local community and provides quality play and learning facilities for children and their families in the most deprived neighbourhoods. The toy library has been a great success having 55 families visit in one month between June and July 2003, see appendix 2 for details.
- 4.3.8 SSFW co-ordinates closely and has strong links with the bcal library service. It provides services alongside such as story sacks, rhyme times and Saturday Stop. The library also acts as an early years resource for the local area.
- 4.3.9 SSFW attempts to tackle the improvement of children's ability to learn in various ways through the diversity of its services. The following points were taken from interviews with staff in September 2003:

- Speech and Language Home Visiting > Language is central to learning and the forming of concepts, the therapist sees this as linked intrinsically to motivation and confidence.
- Outreach Service Groups > Give families the opportunity to learn in a way that is not about classrooms and books.
- Speech and Language > The improvement of language skills in the community encourages confidence and the raising of aspirations for parents and their children.
- Training for parents > Certificate in pre-school practice, these courses develop parents skills in play and learning which can be used in their own home.

- Special Needs > Supporting families in resourcing providers of stimulating and integrated settings for children with special needs, for example Head Start and Playtime.
- Creche Work > Quality staff are seen to be the crux of improving the ability to learn in the creche setting. Resources are put in to staff development, training and support structures.
- Creche Work > Every attempt is made to involve parents in the activities and learning their child undertakes whilst in the creche, to foster an environment of open communication.

#### **4.4 OBJECTIVE 4: STRENGTHENING FAMILIES AND COMMUNITIES**

*In particular, by involving families and building the community's capacity to sustain the programme and thereby create pathways out of poverty.*

##### Public Service Agreement Target

By 2004 to reduce by at least 12 % the number of 0-3 year old children in Sure Start areas living in households where no one is working.

##### Service Delivery Target

Seventy five per cent of families reporting personal evidence of an improvement in the quality of services providing family support.

All Sure Start programmes to have parent representation on the local programme board.

All Sure Start programmes to have developed local targets for ensuring links between the local Sure Start partnership and Employment Service Job Centres.

All Sure Start programmes to work with their EYDCP to help close the gap between the availability of accessible childcare for 0-3 year olds in Sure Start areas and other areas.

4.4.1 The Sure Start Unit informs us that they will be providing Sure Start programmes with baseline and subsequent data regarding unemployed households in the area in March 2004. Currently Sure Start programmes are unable to test the effectiveness of work towards this target and subsequently whether they need to focus resources in a different way.

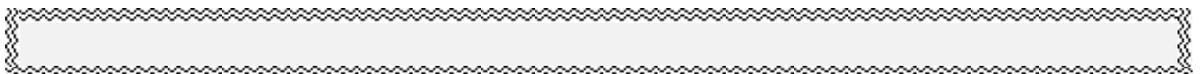
- 4.4.2 Informal feedback from parents to workers suggests that they are encouraged and have seen local improvements in the quality and range of services provided. A more rigorous method of measuring this target will be developed in 2004 when tools will be made available to assess satisfaction at different stages of service development.
- 4.4.3 In November 2003 a volunteer co-ordinator was recruited to the programme to develop volunteering opportunities within the programme.
- 4.4.4 SSFW has had parental representation on the Partnership Board since its inception. At least 30 % of the Board in both 2001/2 and 2002/3 was made up of local parents.
- 4.4.5 Targets are being developed to ensure effective links with the local employment services, through the post of Early Years Co-ordinator and the Family Learning and Participation Worker. Links have been established with Jobcentre Plus, the Children's Information Service and the Neighbourhood Renewal Fund. The post of Family Learning and Participation Worker was recruited in August 2003 and is currently establishing links with Jobcentre Plus and the Neighbourhood Renewal Fund.
- 4.4.6 SSFW has been working in partnership with the EYDCP to provide accessible childcare in the area. The annual childcare monitoring data for 2002-3 shows that SSFW are aiming to provide an extra 52 childcare places as compared to 2001-2.
- 4.4.7 In 2001-2 the SSFW area had 15 full time childminder places, in 2002-3 this has risen to 41. The number of FTE childminding places has also risen from 8 in 2001-2 to 10 in 2002-3.
- 4.4.8 SSFW plans to attach a wrap around day care facility in its new building due to be operational in the autumn term 2004 which will provide support for SSFW services.
- 4.4.9 SSFW attempts to tackle the strengthening of families and communities in various ways through the diversity of its services. The following points were taken from interviews with staff in September 2003:

- Outreach Home Visiting Services > This service works on supporting a multitude of family relationships through home visits and groups/services such as the counselling service. The impact of strengthening the individual relationships strengthens the family, which in turn strengthens the community.

- Midwifery and Outreach Home Visiting Service > Reaching out to empower families feel confident in taking opportunities SSFW has to offer.
- Parents Together > A group of local parents who meet once a month to listen to other parents views, come up with ideas and discuss developments in the Sure Start area.
- Peer Support/Befriending Scheme > This scheme has only recently been implemented but it is envisaged that this service will strengthen community networks by using the community to support the community.
- Play Programmes > SSFW runs two play programmes a year, one at Christmas and one during the summer break. Families can use Sure Start resources to plan events in partnership for local families. Last years events included a train trip and walking around the local area.
- Play Days/Open Days > Every year SSFW hosts and partners many play days and fun days for local families to come along try a few new activities, such as painting, massage, manicures, belly dancing, meet some other parents and get to know Sure Start. These events have become increasingly popular and reach out to a large proportion of the community.
- Creche Work > Gaining trust as a front line service through openness, transparency and honest communication with families.

## **5. SURE START FOUR WOODS CONTACT FIGURES**

- 5.1 The Sure Start Unit requires specific monitoring data concerning services and activities provided by SSFW. Each member of staff records their contact that is routinely passed to the information officer for inputting on a monthly basis. A membership database analysis can be found in appendix 2 along with contact analysis for services, this was correct up to July 2003. The next contact analysis is due to be undertaken in February 2004.
- 5.2 There have been, throughout the life of the programme, difficulties surrounding data collection. Due to a lack of skills locally recruitment of permanent staff has proved problematic, this has led to recruitment of temps from agencies which has impacted upon the systematic collection of data. The programme has recently upgraded the software and recognises the importance of systematically collecting continual data to establish a complete and accurate picture of SSFW contacts.
- 5.3 The following points have been taken from the executive summary of the SSFW membership database report referring to the period October 2002 – July 2003:



- In total there were 312 families registered with SSFW in July 2003, 965 individual members
- Ninety four per cent of the families registered with SSFW have children under 4
- The data shows on average a 2 – 4 % increase in the number of families attending any SSFW services/activities per month between the months of October 2002 and July 2003.
- Monthly returns show that between April and July 2003 SSFW increased the number of children under 4 attending activities by 9.6 % through the attendance of new children.
- The most frequent attendance is by families with children under 1.
- Of the 44 activities that were offered between October 2002 and July 2003 several were prominent in terms of attendance; baby clinics, coffee mornings, complementary therapy and the outreach home visiting service showed the highest levels of attendance.

- 5.4 Certain recommendations arose from the membership database report in July 2003, these included:

- To continue to reach out to new families and disseminate SSFW through the use of the most popular activities; ensuring volunteers/staff have service information available for families.
- Encourage multiple use of services when introducing families to Sure Start.
- Disseminate information about SSFW activities to families who are already members to increase attendance.
- Ascertain the characteristics of members whose attendance has lapsed and develop strategies for inclusion.

## **6. CONCLUSIONS AND RECOMMENDATIONS**

- 6.1 The majority of the work carried out for the evaluation in the last six months has been descriptive and contextual. A limited amount of specifically evaluative research has been carried out. Problems with information sharing, data protection, software have meant much time has been spent on the development of systems for ensuring the unit and the local programme are receiving accurate and timely information. Work to resolve these issues will continue in 2004.
- 6.2 The Sure Start Unit is providing some information against which to judge progress within the programme, however the delay in receiving information has led to some difficulty in making evaluative recommendations concerning programme development.

This data is crucial in order for the programme to develop services in line with targets set by the Unit. The programme currently assesses progress against original locally collected baseline data.

- 6.3 The Sure Start Unit in summer 2003 altered the national targets and objectives. These have not been worked to in the current year (2002/3) but have been integrated at all levels in to SSFW for 2004. The Sure Start Unit is yet to provide baseline data for all targets, as soon as these are available plans can be cemented.

#### **6.4 Objective 1 Improving Social and Emotional Development**

- 6.4.1 SSFW are reaching the target to care for and support mothers with post-natal depression. Recommend working on data protection issues in order that SSFW can formalise links and provide an integrated service with local midwives and health visitors.

- 6.4.2 SSFW is currently contacting 100 % of babies via local health visitors and midwives. Recommend work being undertaken with local midwives and health visitors to develop a systematic information sharing process. Also recommend working with the Plymouth Hospitals Trust to solve issues around data protection and consent in order that details of families may be shared.

- 6.4.3 SSFW have met the target for reducing child re-registrations on the Child Protection Register.

- 6.4.4 SSFW provides families with information through letters and posters distributed to local households. Recommend finalising and distributing information packs as soon as possible in order that more local families can access information on the local services available to them.

- 6.4.5 Complementary therapy, baby massage, the midwife and counselling service are very important resources for SSFW as they all contribute largely to meeting targets set around improving social and emotional development.

#### **6.5 Objective 2 Improving Health**

- 6.5.1 There have been a number of difficulties associated with the collection and sharing of information concerning health. The collection of post-natal depression data, data concerning new births, even data concerning basic demographic monitoring has proved problematic. In addition to this health professionals and other information providers have not provided consistent data. This makes quantitative judgements about the impact of the programme on

health problematic. Recommend working systems to overcome issues surrounding consent and data protection with PHT to ensure timely information sharing.

6.5.2 SSFW has been working throughout the second half of the year on the information binder for local families. It is due to go in to production and be circulated later in the year. On a termly basis SSFW distributes a newsletter to everyone in the area. The newsletter contains information about up and coming event and activities, including those around health and details of how to join SSFW.

6.5.3 Guidance on breastfeeding, hygiene and safety are provided for through a variety of services including lunch bunch, breastfeeding support group, the home safe scheme, bumps and babes and one to one work between project workers and families.

### **6.6 Objective 3 Improving Children's Ability to Learn**

6.6.1 The speech and language therapist at SSFW has been working towards targets and has been developing a resource base for local workers and staff. The targets concerning speech and language are currently being amended and baseline data is expected in March 2004 when progress can be more accurately assessed.

6.6.2 Through the development of links within the local community the Play Development Worker and Early Years Team have expanded the levels of services being delivered within the Sure Start area. The Play Development Worker at SSFW has expanded the toy library service to include a range of large physical play opportunities. This ensures that groups have access to a wide range of equipment and the appropriate support to use the resources effectively.

6.6.3 Due to changes and updates in local library record systems it has been difficult to obtain data about the year 2001/2, the baseline data, taken from the plan shows that in 2001 7.1 % of children had active library membership, this has risen to 10.1 % in 2002-3. SSFW has strong partnership links with the library. Recommend further development work to further increase the use of libraries by Sure Start families.

6.6.4 Newsletters and posters are distributed to all local households and venues in the community.

### **6.7 Objective 4 Strengthening Families and Communities**

- 6.7.1 There is currently no data available from the Sure Start Unit concerning the level of workless households in the area. Once this data is available change can be measured and used to inform programme development.
- 6.7.2 Reports to staff are positive as concerns the improvement of services in the area. This will be formally evaluated in 2004 by the implementation of user satisfaction surveys across services and activities at SSFW.
- 6.7.3 SSFW is in line with targets concerning parental representation on the partnership board. SSFW encourages participation from parents at every opportunity.
- 6.7.4 SSFW have recently employed a Volunteer Co-ordinator and a Family Learning and Participation Worker to create strategies for working towards the targets around workless households.
- 6.7.5 SSFW has been working on increasing the accessibility, availability and quality of childcare for 0-3 year olds in the local Sure Start area and all areas. The annual monitoring shows an increase of 26 full time childminder places between 2001-2 and 2002-3.

## **Appendix 1:**

### **Services Provided by Sure Start Four Woods + Service Specification**

## 1.1 List of Activities + Services

Correct at July 2003

<b>Activity/Service</b>	<b>Duration</b>
7 aside football	Mar 03
Ante-natal Clinic	Jul 03
Aromatherapy	Feb 03 - Jul 03
Arts Festival	Jun 03
Baby Clinic (Bethany)	Dec 02 - Jul 03
Baby Clinic (Ernesettle)	Nov 02 - Jul 03
Baby Clinic (Honicknowle)	Oct 02 - Jul 03
Baby Massage x 3	Apr 03 - Jul 03
Baby Talk	Jan 03 - Apr 03
Book Start Plus	Jan 03 - May 03
Breastfeeding Group	Jul 03
Clothes Sale	May 03
Certificate of Pre-school Practice Course (CPP)	Jan 03 - Jul 03
CPP Creche	Jan 03 - Jul 03
Craft Group	May 03 - Jul 03
Craft Group Creche	May 03 - Jul 03
Cranial Osteopathy	Feb 03 - Jul 03
Dads Football	Jun 03 - Jul 03
Exercise Class	May 03 - Jul 03
Exercise Creche	May 03 - Jul 03
Friday Group (Ernesettle)	Nov 02 - Jul 03
Friday Group (Woodfield)	Feb 03 - Jul 03
Head Start	Jun 03 - Jul 03
Head Start Creche	Jun 03 - Jul 03
Home Safety Equipment	May 03
Homeopathy	Jun 03 - Jul 03
Kangaroo Club	Mar 03
Lunch Bunch	Apr 03 - Jul 03
Minor Illness Course	Jun 03 - Jul 03
Minor Illness Creche	Jun 03 - Jul 03
Monday Group	Mar 03 - Jul 03
Music Zone	Apr 03
Outreach Home Visiting Team	Jan 03 - Jul 03
Parent's Together	Jan 03 - Jul 03
Parent's Together Creche	Mar 03 - Jul 03

Play Scheme	Feb 03
Playtime	Jun 03
Pre-Nursery	Jun 03 - Jul 03
Rhyme Time	Jul 03
Rhyme Time - Parents Together	Mar 03
Rhyme Time - Squirrels	Mar 03
Saturday Stop	Jul 03
School Fair	Jul 03
Toy Library	Jun 03 - Jul 03

## 1.2 Service Specification

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<b>SERVICE PROVIDER</b>
<b>NAME OF SERVICE</b>
<b>SUMMARY OF SERVICE</b>
<p>All services provided by and for Sure Start North West Plymouth will be based on the following values:</p> <ul style="list-style-type: none"><li>• the needs, best interests and welfare of children will be at the forefront of services</li><li>• services should be non-discriminatory, accessible to all and sensitive to race, gender, culture, language, disability, sexuality and differing patterns of family life</li><li>• service users should be encouraged and supported to play a full part in the planning, running and development of services in the identification of need</li><li>• all providers should work collaboratively in a genuine spirit of co-operation and partnership</li></ul>
<b>How the service is different from existing activity</b>
<b>WHAT SURE START OBJECTIVES AND TARGETS THE SERVICE WILL MEET (taken from Plan and annual updates)</b>

<b>WHAT CORE SURE START SERVICES THE ACTIVITY WILL COVER</b>
<b>OUTCOMES</b>
<b>INPUTS</b>
<b>OUTPUTS</b>
<b>Who will be provided with a service</b>
<b>System for referral</b> (if applicable)
<b>System for review of service users</b> (if applicable)
<b>Where will the service be provided?</b>
<b>MILESTONES</b>

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<b>METHODS OF MEASUREMENT</b>
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<b>Arrangements for and frequency of, paid and unpaid staff supervision</b>
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<b>Paid and unpaid staff training programme</b>
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<b>User/Carer involvement management and decision making</b>
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<b>User/Carer feedback arrangement</b>
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<b>Special Conditions</b>
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## **Appendix 2:**

# **Database Analysis Report July 2003**

## **Sure Start Four Woods, North West Plymouth Smart Start Database Quantitative Analysis**

### **Executive Summary**

Sure Start has been established by the government with the aim of giving local children the best start in life with the help and support of their families and the community. The programme has an inclusive philosophy which is based on a principle of equal access to services. This report provides an analysis of Sure Start Four Woods membership database in order to ascertain the initial successes of Sure Start in reaching out to children, families and the community in the North West Plymouth area. The report has been taken from the Sure Start Four Woods membership database and as far as possible the data has been cleaned. The report refers to families who are registered and activities that have run between October 2002 and 31<sup>st</sup> July 2003. Activities have been undertaken at various intervals within this time span.

In total there are 312 families registered with SSFW, totalling 965 individual members, 94 % of these families have children under 4 at 31<sup>st</sup> July 2003. Of the individual members 429 (44.5 %) have not attended any activity provided by SSFW. The data shows a 2-4% increase in family attendance per month from October 2002 to July 2003. Monthly returns show that between April and June 2003 SSFW increased the number of children under 4 attending activities by 9.6 % through the attendance of new children. The most frequent attendance is for families with children under the age of 1.

Of the 44 activities that have been offered by SSFW since October 2002 several are prominent in terms of attendance; baby clinics, coffee mornings, alternative therapies and the outreach home visiting service, show the highest attendance by families. The report provides a detailed break down of six such activities. The data shows that in the last 3 months (1<sup>st</sup> May 2003-31<sup>st</sup> July 003) 45.5 % of the families registered with SSFW have used services/activities. The majority of families (55.6 %) are using only one of SSFW services/activities, with 3.5 % using 6 or more of the services available to them.

### **Recommendations:**

- Continue to reach out to new families and disseminate SSFW through the use of the most popular activities (baby clinics, coffee mornings, alternative therapies, outreach home visiting); ensuring staff/volunteers have service information available for families.
- Encourage families to use other services once they have been introduced to SSFW.

- Target more families with children under 4, more specifically families with children under 1 as these are the most frequent attendees.
- Once families become members of SSFW encourage as many family members as possible to become involved.
- Ascertain the characteristics of the 44.5 % of attendees whose attendance has lapsed and develop strategies for inclusion.
- Disseminate information about SSFW activities to families who are already members to increase attendance at activities.

## Sure Start Four Woods, North West Plymouth Smart Start Database Quantitative Analysis

### 1. Individuals and Families Registered with Sure Start:

Please note that the analysis provided in this report has been taken from the smart start database and as far as possible the data was cleaned before beginning the analysis. Some data has inevitably been caught up in admin processes but it is assumed for the purposes of this report that the data accurately reflects Sure Start membership and attendance. The report encompasses data from the start of the provision of activities up until 31<sup>st</sup> July 2003 and therefore is only accurate to this date. Activities have been running for various lengths of time within these dates.

Table 1 shows that the smart start database has **965 individual members** of all ages. The majority of individuals on the database live in Whitleigh, followed by Ernesettle. West Park and Honicknowle have a lower percentage of individuals who have become members of SSFW. Unfortunately the database does not provide a breakdown of this data into categories (age, gender etc.).

**Table 1. Number of Individuals By Area:**

Area	Number of Individuals Per Area	Percentage of Total Number of Individuals Per Area
Ernesettle	270	28 %
Whitleigh	323	33.5 %
Honicknowle	162	16.8 %
West Park	175	18.1 %
Out of area	35	3.6 %
<b>Total</b>	<b>965</b>	

In total there are **312 families** registered with Sure Start Four Woods (SSFW) across the four areas of North West Plymouth. Table 2 shows that households across the different areas generally have the same average number of people per household.

**Table 2. Distribution of Families By Area:**

Area	Number of families	Average number of individuals per household
Ernesettle	86	3.4

Whitleigh	113	2.9
Honicknowle	47	3.4
West Park	52	3.4
Out of area	14	2.5
<b>Total</b>	<b>312</b>	

Of the families 81 (26 %) do not have any children under 4. Of these 81 households only 19 (24 %) have no children as yet (although some are expecting), the remaining 76 % have children 4 years and over. This amounts to 6 % (equivalent to 19 families) of the total number of families registered with Sure Start who do not have children. It is important to take in to account that some of these children may have been 4 or under at the time of joining SSFW and are still receiving services with their families.

## **2. New Born Babies in Sure Start:**

Between 1<sup>st</sup> April 2002 and 31<sup>st</sup> March 2003, 94 babies were born and registered with SSFW. Between 1<sup>st</sup> April 2003 and 31<sup>st</sup> July 2003 17 babies were born and registered with SSFW. There are expected to be 38 new births from pregnant mothers who are registered with SSFW between 1<sup>st</sup> August 2003 and 31<sup>st</sup> December 2003.

**Table 3. Number of New Born Babies Registered with SSFW:**

<b>Dates</b>	<b>Number of babies</b>	<b>No. males</b>	<b>No. females</b>	<b>Total</b>
01/04/02-31/03/03	94	40 (43 %)	54 (57 %)	94
01/04/03-31/07/03	17	9 (53 %)	8 (47 %)	17
<b>Total</b>	<b>111</b>	<b>49</b>	<b>62</b>	

The programme was still, at the time of this report, negotiating access to the necessary Health Service data concerning new born babies in the area. A more complete analysis of the implications of these figures can be provided once this data has been received.

## **3. Sure Start Monthly Information:**

The following analysis was provided from data generated for Sure Start as monthly returns and covers 1<sup>st</sup> April 2003 (when a lot of the activities started) until 31<sup>st</sup> July 2003. It describes the numbers of children and families seen by SSFW on a monthly basis and separates new from existing members.

**Table 4. Children Seen in April 2003:**

<b>Age of children seen</b>	<b>Number of children seen</b>
Children >1	24 (40.7 %)
Children >2	14 (23.7 %)
Children >3	11 (18.6 %)
Children >4	10 (16.9 %)
Total	<b>59</b> (55 existing, 4 new)

Of the children seen in April 6.8 % were new members. In total 91 families were seen in April 2003, 71 of these were existing families (78 %) already using SSFW services. In total 74 parents were seen in this month, 8 of them were new to SSFW (1.4 %).

**Table 5. Children Seen in May 2003:**

<b>Age of children seen</b>	<b>Number of children seen</b>
Children >1	29 (39.7 %)
Children >2	18 (24.7 %)
Children >3	13 (17.8 %)
Children >4	13 (17.8 %)
Total	<b>73</b> (65 existing, 8 new)

Of the children seen in May 11 % were new members with SSFW. In total 104 families were seen in May 2003, 83 of these were existing families (79.8 %) already using SSFW services. In total 93 parents were seen in May, 75 (80.6 %) of them were already members of SSFW.

**Table 6. Children Seen in June 2003:**

<b>Age of children seen</b>	<b>Number of children seen</b>
Children >1	39 (38.2 %)
Children >2	25 (24.5 %)
Children >3	18 (17.6 %)
Children >4	20 (19.6 %)
Total	<b>102</b> (84 existing, 18 new)

Of the children seen in June 17.6 % were new to SSFW. In total 110 families were seen in June 2003, of these 87 (79.1 %) were families already registered with SSFW. In total SSFW worked with 114 parents in June, of these 21 (18.4 %) were new members.

**Table 7. Children Seen in July 2003:**

<b>Age of children seen</b>	<b>Number of children seen</b>
-----------------------------	--------------------------------

Children >1	45 (40.5 %)
Children >2	22 (19.8 %)
Children >3	22 (19.8 %)
Children >4	22 (19.8 %)
<b>Total</b>	<b>111</b> (108 existing, 3 new)

Of the children seen in July only 3 % were new members to SSFW. In total SSFW worked with 134 families, of these 108 (97 %) were already active members. In total 130 parents were seen in the month of July, of which 124 (95 %) were existing members.

The monthly returns (Table 4-7) show that between April and June 2003 SSFW increased the number of children under 4 attending activities by 9.6% through the attendance of new children. As can be seen from the above table's services for children tend to be most well attended for very young children under 1. Well over half of the children seen each month are 2 and under. It is important to note the success of the programme in continuing to see so many children in to the summer when school has finished. The steady increase in attendance by children and families over the months (shown in Tables 4 - 7) demonstrates that SSFW are effectively providing for member families in the community as well as reaching out to new families, despite the slowing down of activities for the summer period.

#### **4. Individual Attendances by Area:**

**Table 8. Attendance at Any Activity by Area and Month:**

	<b>Oct 02</b>	<b>Nov 02</b>	<b>Dec 02</b>	<b>Jan 03</b>	<b>Feb 03</b>
<b>Ernesettle</b>	0 (0%)	109 (43.4%)	20 (40%)	32 (47.8%)	57 (44.5%)
<b>Whiteleigh</b>	0 (0%)	48 (19.1%)	10 (20%)	11 (16.4%)	34 (26.6%)
<b>West Park</b>	6 (31.6%)	44 (17.5%)	8 (16%)	6 (9%)	19 (14.8%)
<b>Honicknowle</b>	9 (47.4%)	42 (16.7%)	8 (16%)	7 (10.4%)	12 (9.4%)
<b>Out of Area</b>	4 (21.1%)	8 (3.2%)	4 (8%)	11 (16.4%)	6 (4.7%)
<b>Total</b>	<b>19</b> <b>(100%)</b>	<b>251</b> <b>(100%</b>	<b>50</b> <b>(100%)</b>	<b>67</b> <b>(100%)</b>	<b>128</b> <b>(100%)</b>
	<b>Mar 03</b>	<b>Apr 03</b>	<b>May 03</b>	<b>Jun 03</b>	<b>Jul 03</b>
<b>Ernesettle</b>	61 (34.5%)	113 (39.8%)	134 (41%)	153 (34.7%)	165 (34.4%)
<b>Whiteleigh</b>	51	82	102	135	160

	(28.8%)	(28.9%)	(31.2%)	(30.6%)	(33.3%)
<b>West Park</b>	29 (16.4%)	43 (15.1%)	44 (13.5%)	75 (17%)	73 (15.2%)
<b>Honicknowle</b>	24 (13.6%)	37 (13%)	37 (11.3%)	55 (12.5%)	62 (12.9%)
<b>Out of Area</b>	12 (6.8%)	9 (3.2%)	10 (3.1%)	23 (5.2%)	20 (4.2%)
<b>Total</b>	<b>177</b> <b>(100%)</b>	<b>284</b> <b>(100%)</b>	<b>327</b> <b>(100%)</b>	<b>441</b> <b>(100%)</b>	<b>480</b> <b>(100%)</b>

The data in Table 8 has been collated for the period 1<sup>st</sup> October 2002 until 31<sup>st</sup> July 2003, as October is when the first activities started running. As the Table demonstrates attendance across all areas has increased steadily in the nine months that activities have been running. The area which has the most attendance is Ernesettle consistently throughout the 9 month period. Whitleigh has the second highest attendance rates closely followed by Honicknowle and West Park. The out of area attendance figures remain minimal. This demonstrates the gradual establishment of SSFW in the local area and the growing trust the community are showing in SSFW and its staff.

#### **5. Families Attending an Activity:**

The following data has been collated for the period 1<sup>st</sup> October 2002 until 31<sup>st</sup> July 2003, as October is when the first activities started running. It is important to note that the smart start database will count all families who attend an activity, therefore if one family attends 2 activities in a month they will be recorded twice.

**Table 9. Distribution of Families Attending Any Activity by Month:**

<b>Month</b>	<b>Number of Families Attending per Month</b>	<b>Percentage of Total Number of Families Attending</b>
October 2002	8	1.1 %
November 2002	69	9.1 %
December 2002	27	3.6 %
January 2003	44	5.8 %
February 2003	70	9.2 %
March 2003	78	10.3 %
April 2003	94	12.4 %
May 2003	109	14.3 %
June 2003	119	15.7 %
July 2003	142	18.7 %

<b>Total</b>	<b>760</b>	<b>100 %</b>
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As Table 9 shows the number of families seen on a monthly basis has been steadily increasing over the ten months that SSFW has been providing services as it becomes established. As Table 9 shows there is a general increase of between 2 - 4 % of families attending per month. The largest increase from one month to the next was between October and November 2002 and between January and February 2003.

#### **6. Children Under 4 Attending Any Activity:**

The following data has been collated for the period 1<sup>st</sup> October 2002 until 31<sup>st</sup> July 2003, as October is when the first activities started running.

**Table 10. Distribution of Children Attending Any Activity by Month:**

<b>Month</b>	<b>Number of Children Attending per Month</b>	<b>Percentage of Total Number of Children Attending</b>
October 2002	8	1 %
November 2002	76	9.7 %
December 2002	17	2.2 %
January 2003	18	2.3 %
February 2003	20	2.6 %
March 2003	45	5.7 %
April 2003	110	14 %
May 2003	122	15.6 %
June 2003	178	22.7 %
July 2003	190	24.2 %
<b>Total</b>	<b>784</b>	<b>100 %</b>

As Table 10 shows there has been a gradual increase in the number of children attending any activity over the ten months that SSFW has been running activities and services. The percentage increases show that the most dramatic increases in attendance occurred after March 2003. The increase in attendance slows towards July as services are suspended over the summer.

#### **7. Activity Analysis:**

Table 11 shows the large number of activities and services provided by SSFW and contained within the smart start database. This is shown alongside the start dates/duration and the

number of families seen in order to show the variety of services offered by SSFW and the uptake. In order to demonstrate attendances at activities it was decided to specify 6 regulated activities to analyse based around the different groups that SSFW provides services and activities for.

**Table 11. List of Services and Activities run by SSFW:**

<b>Activity/Service</b>	<b>Duration</b>	<b>Number of Families Seen</b>
7 aside football	Mar 03	2
Ante-natal Clinic	Jul 03	5
Aromatherapy	Feb 03 - Jul 03	48
Arts Festival	Jun 03	20
Baby Clinic (Bethany)	Dec 02 - Jul 03	143
Baby Clinic (Ernesettle)	Nov 02 - Jul 03	235
Baby Clinic (Honicknowle)	Oct 02 - Jul 03	155
Baby Massage	Apr 03 - Jul 03	46
Baby Talk	Jan 03 - Apr 03	32
Book Start Plus	Jan 03 - May 03	16
Breastfeeding Group	Jul 03	14
Clothes Sale	May 03	8
Certificate of Pre-school Practice Course (CPP)	Jan 03 - Jul 03	45
CPP Creche	Jan 03 - Jul 03	45
Craft Group	May 03 - Jul 03	14
Craft Group Creche	May 03 - Jul 03	20
Cranial Osteopathy	Feb 03 - Jul 03	123
Dads Football	Jun 03 - Jul 03	7
Exercise Class	May 03 - Jul 03	16
Exercise Creche	May 03 - Jul 03	16
Friday Group (Ernesettle)	Nov 02 - Jul 03	175
Friday Group (Woodfield)	Feb 03 - Jul 03	119
Head Start	Jun 03 - Jul 03	15
Head Start Creche	Jun 03 - Jul 03	19
Home Safety Equipment	May 03	6
Homeopathy	Jun 03 - Jul 03	10
Kangaroo Club	Mar 03	9
Lunch Bunch	Apr 03 - Jul 03	44
Minor Illness Course	Jun 03 - Jul 03	10
Minor Illness Creche	Jun 03 - Jul 03	11

Monday Group	Mar 03 - Jul 03	24
Music Zone	Apr 03	7
Outreach Home Visiting Team	Jan 03 - Jul 03	418
Parent's Together	Jan 03 - Jul 03	30
Parent's Together Creche	Mar 03 - Jul 03	27
Play Scheme	Feb 03	34
Playtime	Jun 03	6
Pre-Nursery	Jun 03 - Jul 03	8
Rhyme Time	Jul 03	8
Rhyme Time - Parents Together	Mar 03	8
Rhyme Time - Squirrels	Mar 03	6
Saturday Stop	Jul 03	4
School Fair	Jul 03	21
Toy Library	Jun 03 - Jul 03	55*

\* please note that this number includes only up until July 15<sup>th</sup> - data to be inputted and updated.

### **7.1 Activity 1 - Aromatherapy (weekly):**

Aromatherapy is one of the services that SSFW buys in for its users. The service began in February and is provided on a weekly basis by appointment. It is available for both adults and children.

**Table 12: Distribution of Family Attendances at Aromatherapy:**

Month	Number of Families Attending per Month	Percentage of Total Attending
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Feb 03	9	18.8 %
Mar 03	11	22.9 %
Apr 03	7	14.6 %
May 03	7	14.6 %
Jun 03	7	14.6 %
Jul 03	7	14.6 %
<b>Total</b>	<b>48</b>	<b>100 %</b>

Average visitors per month: 8

### **7.2 Activity 2 - Baby Clinics (3 clinics run weekly):**

Baby Clinics are run as part of primary care provision by local Health Visitors, where parents come to receive milk for their babies and children. SSFW offers a 'stay and play' clinic after each of the clinics. Parents are encouraged to stay and talk with workers and play with their children. There are three baby clinics in the SSFW area, each of which runs once a week.

**Table 13: Distribution of Family Attendances at Bethany Baby Clinic:**

<b>Month</b>	<b>Number of Families Attending per Month</b>	<b>Percentage of Total Attending</b>
Dec 02	4	2.8 %
Jan 03	5	3.5 %
Feb 03	10	7 %
Mar 03	12	8.4 %
Apr 03	18	12.6 %
May 03	27	18.9 %
Jun 03	29	20.3 %
Jul 03	38	26.6 %
<b>Total</b>	<b>143</b>	<b>100 %</b>

Average visitors per month: 18

**Table 14. Distribution of Family Attendances at Ernesettle Baby Clinic:**

<b>Month</b>	<b>Number of Families Attending per Month</b>	<b>Percentage of Total Attending</b>
Nov 02	21	8.9 %
Dec 02	31	13.2 %
Jan 03	21	8.9 %

Feb 03	12	5.1 %
Mar 03	5	2.1 %
Apr 03	42	17.9 %
May 03	34	14.5 %
Jun 03	36	15.3 %
Jul 03	33	14 %
<b>Total</b>	<b>235</b>	<b>100 %</b>

Average visitors per month: 26

**Table 15. Distribution of Family Attendances at Honicknowle Baby Clinic:**

<b>Month</b>	<b>Number of Families Attending per Month</b>	<b>Percentage of Total Attending</b>
Oct 02	19	12.3 %
Nov 02	13	8.4 %
Dec 02	8	5.2 %
Jan 03	27	17.4 %
Feb 03	1	0.6 %
Mar 03	6	3.9 %
Apr 03	14	9 %
May 03	8	5.2 %
Jun 03	27	17.4 %
Jul 03	32	20.6 %
<b>Total</b>	<b>155</b>	<b>100 %</b>

Average number of visitors per month: 16

**Table 16. Distribution of Family Attendances at All Baby Clinics:**

<b>Month</b>	<b>Number of Families Attending per Month</b>	<b>Percentage of Total Attending</b>
Oct 02	19	3.5 %
Nov 02	34	6.3 %
Dec 02	43	7.9 %
Jan 03	53	9.8 %
Feb 03	23	4.2 %
Mar 03	23	4.2 %
Apr 03	74	13.6 %
May 03	69	12.7 %
Jun 03	102	18.8 %

Jul 03	103	19 %
<b>Total</b>	<b>543</b>	<b>100 %</b>

Average number of visitors per month: 54

### **7.3 Activity 3 - Baby Massage (5 week courses):**

Baby massage is a service offered to teach parents techniques for massaging and soothing their babies and young children. Both parents and babies attend a five week course. Three of these courses have been run across a three month period.

**Table 17. Distribution of Family Attendances at Baby Massage:**

Month	Course	Number of Families Attending	Percentage of Total Attending
April	1 + 2	20	43.5 %
May	2	11	23.9 %
June	No course	0	0 %
July	3	15	32.6 %
<b>Total</b>		<b>46</b>	<b>100 %</b>

Average number of visitors per course: 15

### **7.4 Activity 4 - Certificate in Pre School Practice (CPP) Course and Creche:**

The Certificate in Pre-school Practice Course is run for parents who are interested in formalising their skills and obtaining a child care qualification. In order for the course to run successfully a crèche is provided alongside to allow those have young children to attend without distraction. The course runs consistently throughout the months with the crèche running parallel. As Table 18 shows the number of children attending the crèche does not always tally with the number of adults attending the course. There are many possible explanations for this, for example if a parent is caring for a friends child that child would be put in to the crèche as well as the carers own child, or a parent who usually utilises the crèche facility may have made alternate arrangements for child care on the day.

**Table 18. Distribution of Family Attendance at CPP Course and Creche:**

Month	Number of	Percentage of	Number of	Percentage of
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	<b>Adults Attending CPP Course</b>	<b>Total Number of Adults Attending</b>	<b>Children Attending CPP Creche</b>	<b>Total Number of Children Attending</b>
Jan 03	6	13.3 %	6	13.3 %
Feb 03	4	8.9 %	4	8.9 %
Mar 03	6	13.3 %	6	13.3 %
Apr 03	6	13.3 %	8	17.8 %
May 03	6	13.3 %	6	13.3 %
Jun 03	11	24.4 %	8	17.8 %
Jul 03	6	13.3 %	7	15.6 %
<b>Total</b>	<b>45</b>	<b>100 %</b>	<b>45</b>	<b>100 %</b>

Average number of children attending crèche per month: 6

Average number of adults attending course per month: 6

#### **7.5 Activity 5 - Outreach Home Visiting Team (daily visits):**

The Outreach Home Visiting Team consists of five workers (2 generic, 1 special needs, 1 young parent specialist, 1 midwife) who go in to the homes of parents with young children in order to offer help, advice and support where it is needed most. The service began in January 2003 and the case load has built steadily over the last 9 months as more contacts are made. This is a generic service for all users of SSFW. Families and individuals are referred through two separate processes; individuals can self refer whilst using other services or by phone, and families are referred through other agencies.

**Table 19. Distribution of Family Visits by Outreach Home Visiting Team:**

<b>Month</b>	<b>Number of Families Visited</b>	<b>Percentage of Total Families Visited</b>
Jan 03	23	5.5 %
Feb 03	22	5.3 %
Mar 03	29	6.9 %
Apr 03	63	15.1 %
May 03	86	20.6 %
Jun 03	102	24.4 %
Jul 03	93	22.2 %
<b>Total</b>	<b>418</b>	<b>100 %</b>

Average family visits per month: 60

#### **7.6 Activity 6 - Ernesettle Friday Group (weekly):**

The Friday Group is a coffee morning group run in the local community for parents to drop in and chat, find out about services on offer and participate in the steering of SSFW services and activities. It is run weekly at the local Children's Centre and the attendance rates have grown gradually over the 9 months it has been operational.

**Table 20. Distribution of Family Attendances at Friday Group:**

<b>Month</b>	<b>Number of Families Attending per Month</b>	<b>Percentage of Total Attending</b>
Nov 02	14	8 %
Dec 02	9	5.1 %
Jan 03	21	12 %
Feb 03	21	12 %
Mar 03	17	9.7 %
Apr 03	22	12.6 %
May 03	29	16.6 %
Jun 03	18	10.3 %
Jul 03	24	13.7 %
<b>Total</b>	<b>175</b>	<b>100 %</b>

Average visitors per month: 19

**8. Family Use of Services/Activities In Last Three Months:**

Within the last three months 142 of the 312 (45.5 %) families registered with SSFW have used one of the services/activities. The table below shows the distribution of services used by families in this period, it shows that the majority of families using SSFW services are using one. This is seen as a very positive indication that Sure Start are reaching out to the local community. Once members have been introduced to one service they can be directed to others provided by SSFW as it becomes established and trust grows. Encouragingly, 13 % of families are using 4 or more of the services you see offered in table 11 within the last three months.

**Table 21. Service Use by Families in Last Three Months:**

<b>Service Use</b>	<b>Number of Families Using Services</b>	<b>Percentage of Total Attending</b>
Used 1 Service	79	55.6 %
Used 2 Services	31	21.8 %
Used 3 Services	13	9.2 %

Used 4 Services	10	7 %
Used 5 Services	4	2.8 %
Used 6-10 Services	5	3.5 %
<b>Total</b>	<b>142</b>	<b>100 %</b>

The database shows that 78 children under the age of four have not attended any activity for 3 months or more. It is important to note that this does not indicate that these children have never attended but refers only to the period 1<sup>st</sup> May - 31<sup>st</sup> July. It also indicates that of the 965 individual members 429 (44.5 %), from 194 households have not attended any activity provided by SSFW. Of these 80 (8.3 %) are under the age of four. There may be many explanations for this data, when applying for membership the primary carer is asked to complete the form for the whole family, all adults and children. It may, therefore, be that the primary carer registers the whole family on the membership form but only themselves and the youngest child(ren) attend SSFW activities, for example baby clinic.

## **Appendix 3:**

# **Sure Start Mapping Report January** **2004**

# Sure Start Four Woods

## Mapping Report

November 2003

## **Sure Start Four Woods Mapping Report**

### **1. Introduction to Sure Start Four Woods:**

Sure Start is a government initiative introduced in 1999 and is the cornerstone of the Government's drive to tackle child poverty and social exclusion. It is firmly based in the 'what works' discourse and aims to tackle exclusion at 4 levels: improving social and emotional development, improving health, improving the ability to learn and strengthening the family and the community. It is hoped that by tackling issues at these levels children will have all the opportunities they currently lack which will help to confront cycles of poverty and disadvantage.

Sure Start Four Woods (SSFW) is located in the North West part of Plymouth, Devon in the South West of England. Plymouth has four Sure Starts covering the most deprived areas of the city. Sure Start Four Woods covers the major part of 4 local neighbourhoods: Whiteleigh, West Park, Ernesettle and Honicknowle. Its location places it within the Honicknowle and Budshead wards and Plymouth Local Authority District. The area is approximately 7 miles from the city centre and as such suffers from multiple exclusionary issues.

SSFW is a round 4 project and the accountable body is NCH, "the Children's Charity", from whom the majority of the policies, practices and quality assurance system are taken. The area has 790 children under 4<sup>2</sup>, which is a high density compared to other round 4 programmes where the average number of children is only 612. This is also high compared to the South-West more generally where the average is 717. This demonstrates that SSFW has a challenging time ahead in meeting the needs of this large population.

The SSFW base is currently situated in a porta-cabin on a school site in Ernesettle, with offices for workers being located, temporarily, in the local library building. SSFW has a capital programme with 3 major pieces of work being undertaken, two relating to local school sites but the main one being the refurbishment of an old trading standards building in the local area. SSFW is committed to the model laid out in the plan, in which parents showed a preference for a hub and satellite site

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<sup>2</sup> Data taken from indices of multiple deprivation provided by NESS, correct at July 2003.

model. Once this build is complete SSFW staff will have a permanent base from which to work and provide local activities from.

The aim of this report is to 'map' Sure Start Four Woods and to describe the structures; the staff and the activities provided. The majority of the information in this report has been taken from interviews with the following six members of the SSFW staff team (see Appendix 1 for interview structure):

- Programme Manager
- Outreach Home Visiting Team Manager
- Early Years Co-ordinator
- Special Needs Co-ordinator
- Sure Start Midwife
- Speech and Language Therapist

## **2. Programme Development:**

The following information is derived from an interview undertaken with the programme manager. This is not an exhaustive description of the development of the programme, however it does contain the key structural developments and milestones for the programme.

The programme manager's (PM) involvement began in March 2001 when it was announced that there was funding available for a 4<sup>th</sup> round Sure Start in Plymouth. The PM had established links with the area as she was at the time the manager of the local family centre, which is now the children's centre. There were well-established partnerships on the school site where it is located which was the impetus behind the programme.

Between March and September 2001 the plan was developed and extensive community consultation was carried out in order to collate needs assessment data. This included assessing satisfaction with existing services in the area as well as mapping the needs for future services. Many planning days, workshops and consultation exercises were undertaken in this period. The programme was approved in November 2001. After the initial 6 months, when there was a great deal of activity there was a period of inactivity resulting from the process of awaiting programme approval. The consequences of this are still felt across the programme. In November SSFW began the recruitment of staff, the planning of the capital programme and the delivery of interim services, such as the outreach home visiting service all began.

The first position to be filled was that of Finance and Administration Manager, as at an organisational level it was felt this post was crucial to create effective structures to support the programme. The decision was taken to prioritise the outreach home visiting service due to the feedback from parents in the community consultation, where parents were clear that they wanted one person who had a range of skills to deal with a multitude of problems, but who was not a 'specialist' of any kind. Unlike many other Sure Starts which have used 'home start', a national organisation, SSFW following the direction of the consultation implemented the outreach home visiting team early in the programme development.

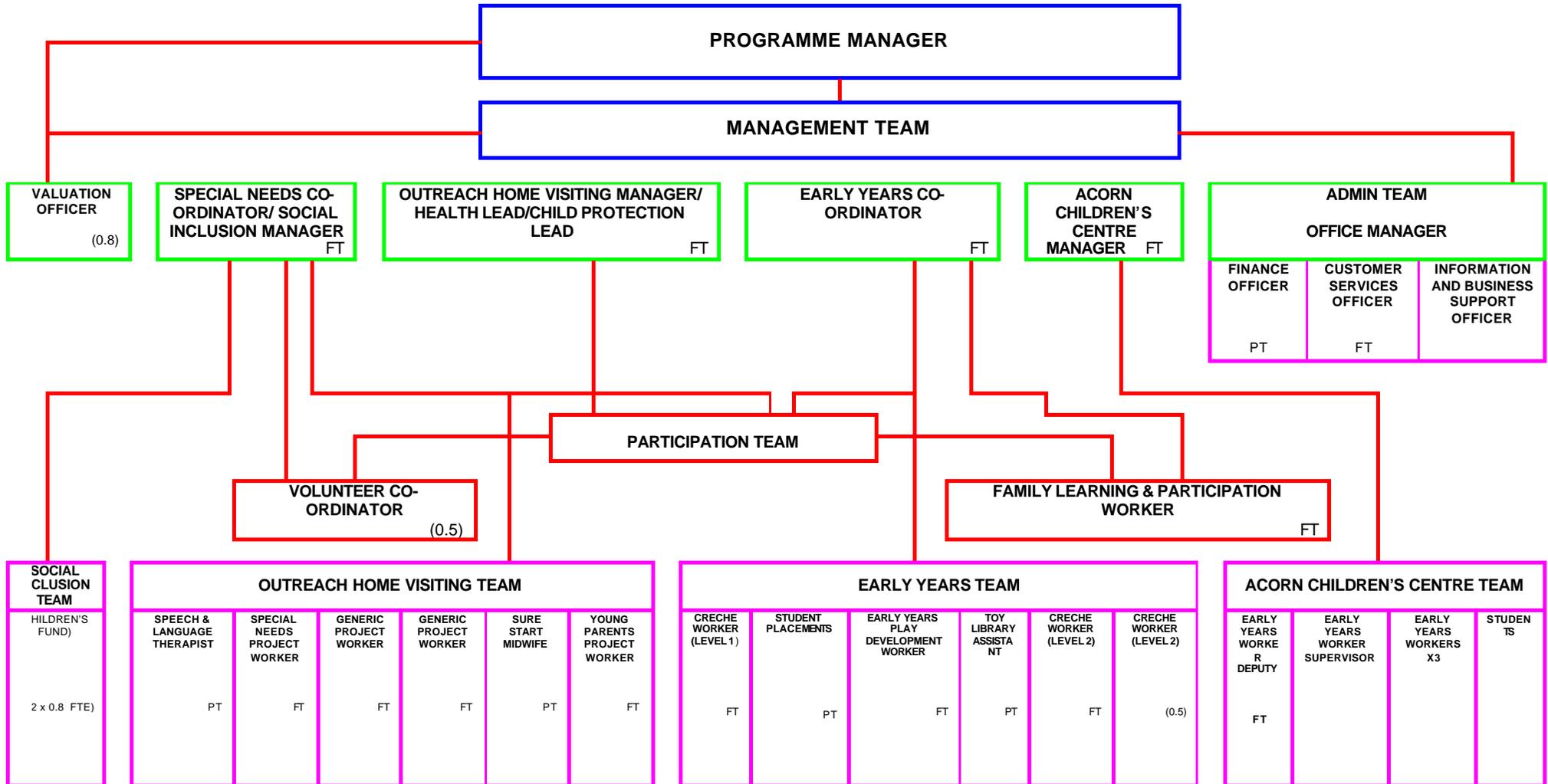
The appointment of the play development worker and early years workers were prioritised next in order that creches could be provided alongside the interim activities. Some of the other posts in the programme took a long time to negotiate. Parents in the community consultation prioritised the speech and language therapist, but it took 12 months to negotiate the service level agreement with the Primary Care Trust. The programme has developed a model where skills and experience have been prioritised when creating job descriptions and professional boundaries often had to be crossed to create posts. This has led to difficulties in recruitment for SSFW due to a shortage of skills and qualifications in the area. This, along with a growing awareness of the roles required by some posts in the community led to posts having to be adapted to ensure the recruitment of quality, skilled staff. For example SSFW had not been able to recruit a family learning co-ordinator so elements of the post had been restructured to fit in to other job descriptions. The early years co-ordinator post was advertised 3 times before a suitable candidate was selected in June 2003.

In the beginning SSFW looked towards a few services that could be delivered quickly in order to begin promoting SSFW to the local community. Round 4 Sure Start's received limited start up funds (this was changed for round 5 programmes) which restricted the options available. SSFW in its early phase bought in to the library service, book start and rhyme time, set up the home safety equipment scheme, linked in to family education, and conducted some ongoing work around toddler groups (see section 5 for details of these activities). SSFW also integrated visible play; play schemes and play days around the area, however the key concern at this stage was trying to get the staff in place to start delivering and developing services. The limited number of early services had a negative impact on the parents in the area and was seen as a loss of momentum after the flurry of planning activity. One of the main thrusts of SSFW work has been to try to counteract this.

The PM believes that SSFW is 6 months from being fully operational in terms of the activities scheduled in the plan, however there is much more work to be completed on the infrastructure to support the programme. Now that the activities are mostly up and running the next stage of the development is to focus on how services can be meshed

differently with local service provision to promote joint working and the delivery of joint services.

### 3. Staff Diagram:



\*\* The student placement is open throughout the academic year for college students



#### **4. Staffing Details:**

This section of the report concentrates on providing descriptive information about the roles undertaken by staff and the management structures of the organisation, which are shown in diagrammatic form in diagram 3.

##### **4.1 Programme Manager:**

- ❖ Programme Manager (PM): Involvement began in March 2001 putting a bid together for Sure Start funding. In post in November 2001, full time, permanent contract. The programme manager is ultimately responsible for overseeing the delivery of the Sure Start plan. She is accountable to both the partnership board and the employing agency, NCH. Also responsible for the capital programme + strategic partnerships. The PM directly manages the management team and is line-managed by an Assistant Director at NCH, the accountable body.

##### **4.2 Management Team:**

- ❖ Special Needs Co-ordinator (SNC): Employed by NCH. In post in March 2003, full time, permanent contract. As well as developing the special needs input across the programme, the SNC also takes responsibility for the management of the Social Inclusion Project (Children's Fund funded posts) and the management of the Volunteer Co-ordinator. She has also been instrumental in setting up the counselling service. The SNC has line management responsibility for the special needs project worker, the 2 social inclusion workers and deputises for the manager of the outreach home visiting team. The SNC is line-managed by the Programme Manager.
- ❖ Health and Family Support Co-ordinator(HFSC): Employed by NCH. In post in September 2002, full time, permanent contract. The HFSC acts as the health lead and the child protection lead for the programme. The HFSC also deputises for the Programme Manager when necessary. The HFSC main responsibilities include co-ordinating the work of the outreach home visiting team and developing the programme around health issues. The HFSC has line management responsibility for 4 project workers, the speech and language therapist and the midwife. The HFSC is line managed by the Programme Manager.

- ❖ Early Years Co-ordinator (EYC): Employed by NCH. In post June 2003, full time, permanent contract. The EYC takes overall responsibility for the management of the Early Years Team and the delivery + development of quality childcare + children's services in the area, including overseeing all creches and sourcing resources. The EYC has line-management responsibility for the early years play and development worker, the family learning and participation worker, 4 creche workers (1 student placement) and the Toy Library Assistant. The EYC is line managed by the Programme Manager.
- ❖ Neighbourhood Nursery Manager (NNM): Employed by NCH. In post January 2004, full time, permanent contract. The NNM takes responsibility for the management of the Acorns Children's Centre and the development of the children's centre alongside the NNI and the management of the facilities once it opens in June 2004. The NNM is line managed by the Programme Manager.
- ❖ Office Manager(OM): There is currently no one in post for this position.

#### **4.3 Outreach Home Visiting Team:**

- ❖ Speech and Language Therapist (SLT): Employed by the Primary Care Trust on a service level agreement. In post in March 2003, 4 days a week, 3 year contract. The SLT takes primary responsibility for the Sure Start Speech and Language Measure. Unlike traditional speech and language therapists the SLT does not treat children but is involved in developing aspects of the programme based around interaction at all levels. The SLT is line-managed by the Outreach Home Visiting Team Manager.
- ❖ Special Needs Project Worker (SNPW): Employed by NCH. In post September 2002, full time, permanent contract. The SNPW carries a caseload of local families with children under 4, with special responsibility for supporting families who have any type of special needs. The SNPW is line-managed by the Special Needs Co-ordinator.
- ❖ Generic Project Worker x2 (GPWs): Employed by NCH. Both in post in September 2002, both full time, permanent contracts. The GPWs carry a caseload of local

families with children under 4. The GPWs take responsibility for supporting families with children under 4 with emphasis on supporting through Sure Start services. The GPWs are line-managed by the Outreach Home Visiting Team Manager.

- ❖ Sure Start Midwife (SSM): Employed by Plymouth Hospitals NHS Trust on a service level agreement. In post in January 2003, 3 days a week, 3 year contract. The SSM takes responsibility for all pre, peri and ante natal services and newly delivered mothers. The SSM carries a caseload 2 days a week at a local surgery. The SSM is line-managed by the Outreach Home Visiting Team Manager.
- ❖ Young Parents Project Worker (YPPW): Employed by NCH. In post in September 2002, full time, permanent contract. The YPPW takes similar responsibilities as the other project workers, providing support for a caseload of local families with children under 4, with a focus on any parents under the age of 19. The YPPW is line-managed by the Outreach Home Visiting Team Manager.
- ❖ Volunteer Co-ordinator (VC): Employed by NCH. In post November 2003, 2.5 days a week, permanent contract. The VC takes responsibility for the delivery and development of the volunteer programme soon to be established at SSFW. The VC is line-managed by the special needs co-ordinator

#### **4.4 Early Years Team:**

- ❖ Early Years Play Development Worker (PDW): Employed by NCH. In post in October 2002, full time, permanent contract. The PDW promotes play opportunities across the area and works part time with the toy library. It is the responsibility of the PDW to work within the local community to develop quality play, positive promotion of play and to organise and resource play activities. The PDW also has responsibility for managing the toy library and the toy library assistant. The PDW is line-managed by the Early Years Co-ordinator.
- ❖ Toy Library Worker (TLW): Employed by NCH. In post in October 2003, 2.5 days a week, permanent contract. The TLW is responsible for the day to day delivery and resourcing of the mobile toy library. Takes additional responsibility for the speech and language measure with the speech and language therapist. The TLW is

managed by the Toy Library Manager, and is formally line managed by the Early Years Co-ordinator.

- ❖ Creche Workers x3 (CW's): Employed by NCH. In post between November 2000 and April 2003, 1 x full time and 2 x 2.5 days a week, permanent contract. The CW's take responsibility for the delivery and development of children's activities and creche provision for SSFW. The CW's are line-managed by the Early Years Co-ordinator.
- ❖ Family Learning and Participation Worker (FLPW): Employed by NCH. In post November 2003, full time, permanent contract. The FLPW takes responsibility for supporting parents, encouraging participation and promoting and organising family learning activities. The FLPW is line-managed by the Early Years Co-ordinator.
- ❖ Student Placements Creche Worker (SPCW): No contract, termly position. The SPCW is line-managed by the Early Years Co-ordinator.

#### **4.5 Additional Staff Members\*:**

- ❖ Evaluation Officer (EO): Employed by NCH. In post in June 2003, 4 days a week, permanent contract. The EO takes responsibility for feeding back evaluatory information to guide service strategy and delivery. The EO is line-managed by the Programme Manager + is supported by an independent academic consultant.
- ❖ Parent Participation Worker (PPW): This post is no longer current, terminated end of August 2003. Employed by NCH. In post December 2002, part time, 6 month (extended to 9 months) contract. The main responsibility of the PPW was to engage local parents and introduce them to Sure Start services. The responsibilities of the post have since been integrated in to the Family Learning and Participation Worker. The PPW was line-managed by the Programme Manager/Early Years Co-ordinator.
- ❖ Social Inclusion Workers (Children's Fund): Employed by Children's Fund. In post July 2003, both 4 days a week, both 1-year contracts. Two workers have been funded by the Children's Fund enter local schools and tackle social exclusion issues

through workshops based around self-esteem + behaviour management. The social inclusion workers are line-managed by the Special Needs Co-ordinator.

#### **4.6 Administration Team:**

- ❖ Office Manager (OM): Current vacancy.
- ❖ Finance Officer (FO): Employed by NCH, 25 hours a week, permanent contract. The FO takes responsibility for the finance aspects of the programme.
- ❖ Customer Services Officer (CSO): Employed by NCH. In post November 2003, full time, permanent contract. The CSO takes responsibility for the 'public face' of Sure Start, being the front line for customer services and the booking of services. The CSO is line-managed by the programme manager in the interim, the finance and admin manager in the long term.
- ❖ Information Officer (IBSO): There is currently an agency temp in post for this position. Takes responsibility for the production of programme specific information for staff and local parents and manages the membership database. The IO is line managed by the Outreach Home Visiting Team Manager.

## **5. Activities run by SSFW:**

This section describes the range of activities offered by SSFW to local families with children under 4. The nature and scope of activities and services is continually developing, this list describes the services delivered by the sure start team between the approval date, November 2000 – November 2003.

- ❖ Ante-Natal Drop In: An unstructured drop in session run by the sure start midwife weekly. Currently being redesigned for next year to encompass a more structured approach to ante-natal issues. Start date: April 2003.
- ❖ Ante-Natal Yoga: A weekly yoga session for mothers to be. The yoga course will be re-promoted next year. Start date: June 2003.
- ❖ Aromatherapy: A weekly service commissioned byon a service level agreement by sure start for local families. A very popular service which has secured funding in to next year. Start date: February 2003.
- ❖ Arts Festival: A one off open day at sure start in order to engage the local community. A variety of arts and crafts activities offered. Date held: June 2003
- ❖ Baby Massage: A 5 week course in massaging babies and young children to improve communication, sleep patterns and stress. So far Sure Start has run 3 massage courses. Course Dates: April 2003, April 2003, June 2003.
- ❖ Baby Talk: A ten week course for families with children under 9 months. The sessions centre on communications between parents and children, the development of language skills and non-verbal communication. Start date: January 2003.
- ❖ Birthday Bashes for 2 year olds: An early activity to introduce parents and children to Sure Start and to offer the speech and language measure. Date held: February 2003.
- ❖ Bookstart Plus: A service offered in partnership with local libraries, organised through the speech and language measure. Start date: January 2003.
- ❖ Breastfeeding Support Group: A weekly support group for breastfeeding mothers, some of whom have since taken up training to be breastfeeding support workers in the community. Start date: May 2003.
- ❖ Bumps and Babes: A termly open day at Sure Start to raise ante-natal awareness of the benefits and services that Sure Start can offer. Dates held: May 2003, September 2003.
- ❖ Certificate in Pre School Practice: A recognised qualification offered to local parents who wish to formalise their qualifications. The course is supported by creche facilities. Start date: April 2003.
- ❖ Child Accident Prevention Week: A national event which sure start took part in. A range of activities were provided at baby clinics, schools and play groups in order to raise awareness of accident prevention in the home. Event date: June 2003.

- ❖ Coffee Mornings: A support service offered by Sure Start for local parents to enable them to meet and strengthen community networks. Currently 3 coffee mornings run in the area supported by creche facilities. Start dates: November 2002
- ❖ Cranial Osteopathy: A weekly service commissioned by Sure Start on a service level agreement for local families. The service which has secured funding in to next year. Start date: February 2003.
- ❖ Craft Creche: A support service offered to local parents by sure start to enable them to meet and engage in craft work. Start date: June 2003.
- ❖ Dads Football: An informal session for local fathers to get together, play football and find out about Sure Start. Start date: June 2003.
- ❖ Fun Days: An open day at Sure Start with lots of activities aimed inclusively at the local community. Dates: October 2001, May 2002, July 2003.
- ❖ Head Start: The Head Start group is based on the High Scope principle + is committed to reacting in a child centred way to children and play. Initially parents attend two sessions whilst children are in a creche in order for parents to take part in the play activities their children usually attend, this is in order that adults can re-experience what it feels like to play. Once this has been demonstrated to parents the children are reintegrated to the group where the child and parent are supported by workers to play together. Start date: June 2003.
- ❖ Holiday Activities: Sure Start offers a range of days out to parents at cost cutting prices. The aim is to encourage parents and their children to explore their local area and have fun! Dates: February 2003, May 2003, July/August 2003.
- ❖ Homeopathy: A weekly service commissioned by Sure Start on a service level agreement for local families. A very popular service which has secured funding in to next year. Start date: June 2003.
- ❖ Homeopathic Minor Illness Course: A course run by a qualified homeopath centred around the treatment of minor ailments for all the family. Sure Start supports this course with a corresponding creche facility. Plans to run more courses next year. Start date: June 2003.
- ❖ Home Safe Scheme: A scheme where parents can access safety equipment (a stair gate or fireguard) for a minimal charge. Specifically for families on low income. Start date: June 2003.
- ❖ Home Visits: All of the Outreach Home Visiting Team carry out home visits as part of a more holistic approach to families. Referrals can be made through agencies or families can self-refer to provide a service that can be universally accessed in the local community. Start date: November 2002.
- ❖ Keep Fit Creche: A support service offered by Sure Start to local parents to enable them to attend a fitness class. Start date: May 2003.

- ❖ Lunch Bunch: A lunch time session once weekly, reserved places only. This group gives local parents the opportunity to prepare and cook a nutritious, budgeted meal for themselves and their children. The menu is set in advance and the session aims to involve the children in the preparation of the meal, and all parties involved have to sit down as a family and eat the meal at the table. Start date: April 2003
- ❖ Music Zone: Two sessions of music were run in the holiday play scheme to engage the local community. Start date: March 2003.
- ❖ Parent Toddler Drop In (renamed CATS): A drop in organised by parents for parents. The session provides opportunities to chat and build community networks. Start date: April 2003.
- ❖ Parents Together: The programmes parent forum where a group of local parents meet monthly to discuss issues around Sure Start services and activities. The aim is to empower local parents and give them a voice in terms of the strategic development of sure start. This group feeds in to the partnership board and is supported by creche facilities. Start date: January 2003.
- ❖ Partnership Board Creche: A monthly support facility for local parents who wish to participate in the partnership board meetings.
- ❖ Play Time: A referral based group for those who have been identified as in need of support to play with their children. The group aims to increase parenting skills by focussing on supporting parents to play. The group is targeted at parents with special needs. Creche facilities are provided for children of parents in the group. Start date: June 2003.
- ❖ Pre-Nursery Group: A preparatory group for children about to embark on nursery. The aim is to acclimatise children to the environment and processes they can expect at nursery. Start date: June 2003.
- ❖ Rhyme Time: A service provided in partnership with the library service, using books and props to make a fun time for children. Links to the speech and language measure. Start date: November 2001
- ❖ Saturday Stop: An activity run in partnership with the local library service on the last weekend of every month. Start date: February 2003.
- ❖ School Fayres: Sure Start provides a range of activities and services at a range of local school and community fayres.
- ❖ Smoking Cessation: A group started early in 2003 running over a period of 6 weeks. The smoking cessation advisor and the midwife run the course. There are plans to develop the group further and offer the support necessary to encourage parents to give up smoking. Start date: February 2003.
- ❖ Social Inclusion Project: Two workers, funded by the Children's Fund through SSFW, work with children aged 5-11 years in local schools. They conduct group

and individual work around issues such as self-esteem and emotional literacy. Start date: July 2003.

- ❖ Speech and Language Outreach Home Visiting: The speech and language therapist works in a preventative way and visits local children and their families in their home to assess language development. The aim of this is 2 fold, firstly speech and language was identified as an area of concern by the parents in the community consultation. Secondly, it is hoped to reduce the number of children in the system with language delay. Start date: March 2003.
- ❖ Stay and Play: Sessions run as part of 3 local baby clinics. Parents and children have the opportunity to stay, play and chat with other local parents and sure start outreach workers. Start date: November 2002.
- ❖ Toy Library: Sure Start has it's own mobile toy library which visits 4 schools around the area twice weekly. This gives parents the opportunity to provide educational toys for their children with none of the cost. Start date: June 2003.

#### **6. Staffs Perceptions of Meeting Sure Start Targets:**

This section describes how the staff perceive current services and activities provided by Sure Start match with the 4 objectives set by the national sure start unit. The Sure Start plan makes measurable links between the targets and certain activities (see appendix2). The following sections relate staff's views of how activities relate to the broad objectives, taken from interview transcripts. This is by no means an exhaustive description of the activities that relate to targets but demonstrates the way staff relate to the targets in their day to day work. Please note that quotes will not be linked to any single Sure Start worker.

#### **Objective 1: Improving Social + Emotional Development:**

There is a general agreement that this objective relates to the general well being of children and how capable they are at dealing with issues brought up in everyday life.

- Outreach Service Groups > E.g. Head Start, baby massage, complementary therapy. These services provide opportunities for families to experience different ways of being in a safe and supportive environment.
- Speech and Language Home Visiting > Language has a massive impact on emotional and social development and social links. This service provides a safe way for language issues to be addressed in the home environment.
- Midwifery > The home visiting midwifery service aims to help women to feel positive about themselves and their families. Central to this is emotional health, which is seen as incredibly important in terms of how families are raised.

- Special Needs Co-ordination > Improved access to services and resources for families with special needs helping to overcome social isolation
- Counselling Service > A counselling service (RELATE) has been bought in to SSFW in order to help families overcome real blocks, difficulties and traumas which may be effecting the family + learn coping strategies/tools.
- Creche Work > helping children to build relationships with other children and adults, providing them with the tools to help them to integrate in to social life.
- Social Inclusion Project (Children's Fund) > The project goes in to schools and works with children aged 5-11 on issues such as emotional literacy + self esteem.

### **Objective 2: Improving Health:**

All staff view health in a very holistic way and emphasis is often put on the intrinsic link between mental and physical health. As such working on one of these aspects is often seen as working on the other.

- Speech and Language > Parents and children are encouraged to verbalise health issues and learn to find information about any queries, for example libraries.
- Midwifery > Pregnancy is an excellent opportunity to raise awareness of general health and lifestyle issues.
- Midwifery > SSFW provides a holistic pre, peri and ante-natal care and support for the families.
- Lunch Bunch > Teaches families about nutrition, food preparation, budgeting.
- Pre-Nursery Group > Discussions with parents are held specifically around issues such as health and nutrition.
- Play Days > Introducing children to exercise through large physical play equipment and trips away from the city.
- Creche Work > Teaching children basic hygiene (hand washing, toilet training), nutrition, advice to parents.

### **Objective 3: Improving the Ability to Learn:**

Improving the ability to learn is seen as crucial by staff to the development of the individual, the family and the community and is often viewed as centred around issues of confidence.

- Outreach Service Groups > Give families the opportunity to learn in a way that is not about class rooms and books.
- Speech and Language Home Visiting > Language is central to learning and the formation of concepts, the therapist sees this as linked intrinsically to motivation and confidence.
- Speech and Language > The improvement of language skills in the community encourages confidence and the raising of aspirations for parents and their children.
- Training for Parents > Certificate in pre school practice, peer support training, breastfeeding support. All courses encourage and support participation from local families.
- Special Needs Support > Supporting families in resourcing providers of stimulating + integrated settings for children with special needs, for example Head Start and Playtime.
- Creche Work > Quality staff and quality resources are seen to be the crux of improving the ability to learn in the creche setting. Resources are put in to staff development, training and support structures.
- Creche Work > Every attempt is made to involve parents in the activities and learning their child undertakes whilst in the creche, to foster an environment of open communication.

#### **Objective 4: Strengthening Families and Communities:**

Staff often sited self-esteem and confidence to be at the centre of strengthening families and this confidence is seen to have a ripple effect out in to the community.

- Outreach Home Visiting Service > This service works on supporting a multitude of family relationships through home visits and groups/services such as the counselling service, the impact of strengthening the individual relationships strengthens the family, and in turn strengthens the community.
- Midwifery + Outreach Home Visiting Service > Reaching out to help families feel confident in taking the opportunities SSFW has to offer.
- Peer Support/Befriending Scheme > This scheme has only recently been implemented but it is envisaged that this service will strengthen community networks by using the community to support the community.

- Creche Work > Gaining trust as a front line service through openness, transparency and honest communication with families

## **7. On Partnership Working:**

### **7.1 Staff Interviews about Partnership Working:**

All workers at SSFW are committed to partnership working in order to develop service potential and to utilise existing resources in the most effective manner for the local community. Below are some key comments made by staff when interviewed for this report:

- All staff stated in interviews that they felt partnership working is vital, one member of staff noting that 'I can't function in a vacuum'.
- Staff generally feel that the philosophy of partnership working is a sound one, helping to avoid duplication of services and encouraging holistic services, however to make a success of it requires real commitment.
- Staff generally feel that effective communication among agencies and good working relationships are crucial to successful partnership working. The work 'relationship' with individuals is felt to be crucial.
- Misconceptions surrounding sure start generally tend to lead to a difficulty in defining the position. This often results in SSFW not being viewed as a core primary health service by statutory agencies. The issues are complex because voluntary and statutory agencies work so differently, the voluntary agencies '...don't see it as a voluntary agency, yet the statutory sector see us as voluntary and not part of their core business' (taken from interview with programme manager).
- Agencies with similar roles in the community can feel threatened by the presence of SSFW which can result in inflexibility. This can be especially pertinent when working with small voluntary organisations who have struggled for what little funding they have. Often small agencies feel that SSFW with its funding should take over some of their work-load.
- Staff generally feel that even where service level partnership working is not appropriate it is important to be supportive of other agencies and professionals in the field.
- Being open and honest about expectations, limitations and capabilities is crucial to a successful partnership.

- The further up the management chain you climb the more problematic partnership working becomes. Agencies sign up at a senior level to service level agreements but the don't think what it means to do that in pragmatic terms and how they can facilitate the delivery of Sure Start.
- In order for SSFW to be a sustainable project post funding partnership working must be a priority and must happen effectively.

## 7.2 Partnership Groups Attended by SSFW Staff:

Staff Attending	Name of Group	Other Agencies Involved	Frequency of Meetings	Aims of Group
Programme Manager	Children and Young People's Strategic Partnership	Health, Social Services, Education, Police, Youth Justice	Monthly	To develop a strategic plan for services for children in Plymouth. Developing links with Plymouth's local strategic partnership
Programme Manager	Plymouth Sure Start Managers Group	Managers from 4 Plymouth Sure Starts	Monthly	To promote partnership working between the 4 Plymouth Sure Starts
Programme Manager	Partnership Board	Local schools, PHT, local parents, sure start staff	Monthly	To promote partnership working and guide programme development at SSFW
Midwife	Primary Care Group	GPs + others health care staff	Quarterly	To disseminate information + share opportunities for developing services.
Midwife Health and Family Support Co-ordinator Outreach Team	Sure Start Health + Social Care group	Local health visitors and midwives, GPs	Monthly	To discuss specific aspects of health care + to share info with a view to informing practice.
Midwife	Plymouth Breastfeeding Forum	Health visitors and midwives	Monthly	To promote breastfeeding across the city.
Midwife	SW Regional Breastfeeding Forum	Health visitors and midwives	Quarterly	To promote breastfeeding + to be part of regional in breastfeeding issues.
Midwife	Tamar Midwives Group Meeting	Midwifery colleagues and Team Leader	Monthly	To disseminate information and provide management input on day to day practice.
Midwife	Ernesettle Project Practitioners	Local workers from health and social education	Monthly	Sharing information + ideas.

	Lunch			
Early Years Co-ordinator	Budshead Trust NRF Project	Wide range of local groups, councillors + practitioners	Monthly	To support the development of projects across the Budshead ward for all ages. Links with specific projects.
Early Years Co-ordinator	All Children First EYDCP	All statutory, voluntary and community groups with an interest/involvement with children 0-16 years	Childcare > Termly Full Meeting > Termly	To support + develop opportunities for children 0-14, their families + those who work with them.
Early Years Co-ordinator	North Plymouth Playschemes	COMNET, Children's Fund, Honicknowle, Southway, Ernesettle + Whitleigh playschemes	Termly	Umbrella organisation for play providers in North Plymouth.
Early Years Co-ordinator	West Park Forum	Parents, locals groups and practitioners	Occasional invite	Links to support local parents with the wider community + agencies. Encouraging parents/youth participation.
Early Years Co-ordinator	Plymouth Play Association	Community education, P.C.C, Sure Starts, Devon at Play	Monthly	Support for play providers across Plymouth.
Early Years Co-ordinator	Focus on Families Action Forum	Community education, Early years, library service, PSLA, DLMA		Multi agency support group, networking + infrastructure.
Special Needs Co-ordinator	Step by Step Steering Group	Social services, CHEN team, Sure Starts, Health, Psychology, Portage service	Every 2 months	To start up + monitor a support group for parents of children aged 0-4 who (may) have special needs.
Health and Family Support Co-ordinator	Family Support Development Group Plymouth	All statutory and voluntary agencies who work with children under 18	Commissioned in June - intensive meetings June -> October	To investigate family support services and develop a family support strategy for Plymouth.
Health and Family Support Co-ordinator	Peri-Natal Depression Forum	Health visitors, Midwifery, Plymouth family support services, CPN's, Health psychologists, CAHMS	Quarterly	Co-ordinate agencies working with families with new babies + improve services + support for families suffering with post natal depression.
Health and Family Support Co-ordinator	Health Needs of Young People in the West of England	All statutory + voluntary agencies involved with children	Monthly	Focussing on the health needs of young children in the South West.
Health and Family Support Co-ordinator	Women's Strategy Steering Group	All statutory and voluntary services involved with women in the area	Twice yearly	To identify service provision of day services for women with an emphasis on creche and therapeutic service development.
Evaluator	SW Regional	Sure Start evaluators	Initially an e-mail	To share ideas and

	Evaluation Group	across the south west	forum	disseminate information about both national level and local level sure start evaluation.
Evaluator	Evaluator Practitioners Forum	Funders and evaluators from across Plymouth	Quarterly	Discuss issues around evaluation, monitoring, resources and networking.
Evaluator + Health and Family Support Co-ordinator	Sure Start Information Meetings	Representatives from 4 Plymouth Sure Starts, Child Health Information Service	Quarterly	To discuss provision of demographic monitoring information from SLA with Health
Special Needs Co-ordinator	Social Inclusion Steering Group	Education/schools, School nurses, Children's Fund Staff, Social + Housing services, North Plymouth Play Schemes	Termly	To support the aims of Sure Start Four Woods Social Inclusion Project.
Early Years Co-ordinator Early Years Team	Sure Start Play and Learning Group	Local workers	Termly	To disseminate and discuss ideas around play and learning.

## **8. Successes, Challenges and Recommendations:**

This section of the report relates to the key successes and challenges the staff have faced in the last year, and any recommendations they would like to make based on these experiences. The data has been taken from the mapping interview transcripts (see appendix 1). It may be noted that the challenges section is much larger than the other two, this is not to reflect the 'difficult' time that SSFW has had, however it does reflect the issues that staff attempt to resolve on a day to day basis in their everyday work. Although this could be perceived as negative staff feel that the recognition of challenges offers a positive approach to problem solving leading to healthy programme development. Again, the successes do not represent an exhaustive list but those milestones staff most relate to.

### **8.1 Successes:**

- The consultation process which had an inclusive planning process.
- Quality play room constructed quickly.
- On a personal note many staff felt that settling in and feeling part of the team was a huge success.
- The success of the toy library (see appendix 3 for initial analyses of attendance + membership).
- Networks achieved for special needs support and provision.
- Peer support training programme for breastfeeding mums.
- The strength and skills of the team as a whole.
- The free complementary therapy service.

- The success of baby massage (see appendix 3 for initial analyses of attendance + membership)
- Relationships across the area with health visitors and midwives and the Local Health Authority.
- Strong strategic links across Plymouth.

## **8.2 Challenges:**

- Making partnership working happen when you want it to + gaining support from partnership agencies within the time scales. Often issues revolve around how to overcome partnership blocks.
- Ensuring the levels of participation required for services such as the befriending service and the volunteer service.
- Engaging the hard to reach families in the area, those that so far have not been involved or had a voice.
- Misunderstandings about the structure and nature of SSFW have led to inappropriate referrals, often because the families needs are too complex.
- Due to a lack of professional skills and qualifications recruitment has been a challenge across the programme.
- The sharing of information has been an issue throughout the programme in terms of information received from partner agencies; "...people want to be able to share information but nobody actually wants to give it away". This has impacted upon the speech and language measure where accessing 2 year olds is proving very challenging.
- Some activities such as the smoking cessation and ante-natal classes have not been very successful in terms of uptake, this is to be reviewed for the new year.
- Sure Start more generally has bypassed local authorities and this brings up issues around support from partner agencies. SSFW is often viewed as an 'add-on' to other services.
- The capital programme has proved challenging due to the nature of the area; traditionally there are few premises and scarce land to build on.
- Working with the LEA to ensure proper agreements for the 2 school sites took over 2 years and was majorly delayed, this has had day to day consequences for the working of the team in that they still have no permanent building.

### **8.3 Recommendations:**

- Many staff were very wary of making any recommendations at such an early stage of development.
- More linking and developing of services/activities + resources.
- Finding training opportunities for staff to further develop their skills around special needs, information sharing and awareness raising.
- Management planning on a termly basis.
- More input in to parent/community participation, further training of parents to encourage them to become involved in a more positive way.
- More resources for programme development, as well as programme delivery.
- Spread SSFW across the area from the new building.

## Appendix 1:

# Mapping Interview Structure

## **Interview Structure - Mapping Exercise**

### **1. General descriptive overview of team:**

Area of work, aim of programmes/activities, benefits to children/ families/ community, factors influencing programme design

### **2. Staff make up:**

Roles, start dates, management structure

### **3. Chronological history:**

Start dates for activities, consultation processes

### **4. Activities and services:**

How delivered, quality, impact, dissemination

### **5. Multi agency partnerships:**

Role and involvement of local community/ voluntary agencies/ statutory agencies, relationships with agencies

### **6. Links to SS targets:**

- 1) Improving social and emotional development
- 2) Improving health
- 3) Improving the ability to learn
- 4) Strengthening families and communities

### **7. Evaluation:**

What can be done to improve current systems and to embed the evaluation in the programme?

### **8. Recommendations, Successes and Challenges:**

### **9. Additional Information:**

Appendix 2:

Objectives +  
Activities

## Objectives and Activities

### **1. Improving Social and Emotional Development:**

- 1.1 Home visiting/outreach service
- 1.2 Health visitors/midwives extended services (pnd)  
co-ordination – parenting support

### **2. Improving Health:**

- 2.1 Smoking Cessation Programme
- 2.2 Dissemination
- 2.3 Breastfeeding, hygiene and safety – equipment loan scheme
- 2.4 Causes of A+E admissions (respiratory/gastro-entiritis/severe injury)

### **3. Improving the Ability To Learn:**

- 3.1 Specialist speech and language intervention screening programme (prevention)
- 3.2 Enhanced delivery of play and opportunities
- 3.3 Local children's library service – toy library – family learning packs

### **4. Strengthening Families and Communities:**

- 4.1 Training and opportunities co-ordination – learning co-ordination
- 4.2 Quality Assurance Systems – satisfaction survey
- 4.3 Annual community event – parental involvement – family learning programme
- 4.4 Employment services
- 4.5 Additional childcare/wrap around care

**References:**

Sarantakos. S, (1998), 2<sup>nd</sup> Ed., Social Research, London, Macmillan

## **Appendix 4:**

### **Service Delivery Review - Autumn** **Term 2003**

**Staff Termly Review of Services:**

<b>11.12.03</b>	<b>MET AIMS/ TARGETS</b>	<b>THIS TERMS LEARNING</b>	<b>NEXT TERM</b>
Toy library	150 members 50 Ernesettle 35 Whiteleigh 25 West Park  start 9.6.03	Demand exceeds capacity. Good promotional role. Need extra staff. Day per site not best use of time.	New venues – Bethany/Ringmore. Flexible times. Incorporate rythm time. Build on relationship with library service. Use pool volunteers. Look at sustainability/van promotion use via programme contact with families. Look at use of TL from promotional activities.
Large Physical Play Equipment for Professionals		Link to all providers. Early years input into providers. New ideas/promoting play.	Equipment booked for summer/autumn term. Work with pre-school advisory teachers/SENCE to develop service. Write service spec
Complementary Therapy		Cranial Osteopathy (1 day) – demand capacity: 2/3 week waiting list. Revised booking system/bookings need to reflect aims of service. Aromatherapy (5hrs) – Link in to outreach visits/bumps and babes. Need child-care to expand service. Homeopathy (3hrs) – Raising parents self-esteem/holistic approach. Staff support	Review increase in osteopath output.  Set up booking system.  Set up SLA with each therapist/evaluate.  Look at sustainability. Main current service. Continue with new referral criteria.  Look at % for staff
Minor Illness	West Park	First course location	No course next term.

Course	Ernesettle	difficulties/creche. Second course poorly attended/lack publicity. Who is target audience? Be clearer about numbers, how many continue with course?	Review for future.  Look at promotional issues.
Baby Talk	St Francis of Assisi. 5 families - first time parents. 0-9 months. Target 5-8 families.	Expand it to 9-18 months.  Improve baby massage/breastfeeding.  Parents respond to focus groups. Photo's really good feedback. Difficulties in transporting equipment around.	Carry on in current venue Pilot for video use of parent-infant relationship. Capacity issue to think about number groups/age range. Plan for next year. Starts again 15.01.04.
Baby Massage	5 x 5 week courses. Target 6-8, approx. 4 completing	Venue difficulties and heating. Also transport difficulties/equipment. Good links with new birth visits. Increase capacity by training staff.	Look at payment of groups. Baby massage reunion. 2 members outreach team training. Invite numbers to take account of drop-out. Promotion/publicity. Need for some individual input to team.
Headstart	4 staff Target 8 families. Attendance 4	2/3 yrs in group. Younger siblings EYW Oversubscribe it. All current families receive outreach work. More activities promote highscope model. Workshops well received. Good for special needs children.	6 week group-review group for more universal provision. Less staff/less intense. Come up with plan of how to promote highscope as a model/workshop. No group 2 <sup>nd</sup> half term.
Lunch Bunch	Ernesettle	Parents feeling achieving something. New parents. Good group.	Dishwasher. Look at capacity issues for increase group - Autumn term.

			Next half term continue. Plan for following half term.
Ante-Natal Lunch Group	1x4 weeks	First group really good (6-8) Second group struggled – relate to staff sickness/ promotion. Structured format worked better.	Midwife working on rolling programme across the area with HV – start Jan.
Bumps and babes	Termly	Very positive attendance. Mums and dads. Good contact point with ante-natal babies. Get better use if free supplies and samples.	Useful contact for participation worker. Quarterly.
Elklan	Target at providers.		Running next course ECC Jan for 10 weeks.
CATS (parent run)  Breast-feeding support group	4 parents running group	New families attended. Parents learning issues re running group.  4 parents on peer support training. Good link in to ante-natal period. HV/midwife in the group. Provide peer networks.	Review meeting next January. Link group with family parent learning, toy library and rhythm time.  Look at providing peer support networks. Maintain it. Links with volunteer service need to be developed. Promotion/publicity.
Baby Clinics	3 clinics	Good attendance at clinics. New clinics at Honicknowle with associated activities. Important point of contact with families.	Need to look at hot drink in play room. Visit from toy library. Rhythm sessions. Accident prevention work.
Coffee Mornings	Promoting SS areas. Link to Parents Together.	Well attended. Is creating support network.	Work with parents on development of their groups.

	Informal parent support network.		
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## **Appendix 5:**

### **'What's On' at Sure Start Four Woods**

# JANUARY 04

# Timetable of events/groups

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
<p><b>10.00 - 12.00</b> Headstart - play programme for 2-3 year old children &amp; parents @ <b>Ernesettle Children's Centre</b></p> <p><b>12.30 - 3.00</b> 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup> Ante Natal Group &amp; Lunch @ <b>Ernesettle Children's Centre</b></p>	<p><b>10.30 - 12.30</b> Breast Feeding support group @ Tesco's café Transit Way, <b>West Park</b></p> <p><b>11.00 - 3.00</b> 20<sup>th</sup> Toy Library @ Honicknowle Community Centre, <b>Honicknowle Green</b></p> <p><b>1.30 - 3.30</b> Baby clinic Stay &amp; Play <b>Ernesettle Children's Centre</b></p> <p><b>1.00 - 2.45</b> Chatterbox Stay and Play @ <b>Honicknowle Community Centre</b></p> <p><b>1.00 - 4.00</b> 27<sup>th</sup> Toy Library @ <b>Ernesettle Children's Centre</b></p>	<p><b>9.00 - 1.00</b> 21<sup>st</sup> Toy Library @ <b>Ernesettle Children's Centre</b></p> <p><b>9.00 - 12.00</b> 28<sup>th</sup> Toy Library @ Woodfield Primary School, <b>Whiteleigh</b></p> <p><b>9.15 - 11.00</b> CATS Parent run group for under 4's <b>Ernesettle Children's Centre</b></p> <p><b>10.00 - 1.00</b> Homeopathy Ringmore way Family Centre @ <b>West Park</b> (booking required)</p> <p><b>11.00 - 1.00</b> Lunch Bunch cook &amp; share, <b>Ernesettle Children's Centre</b></p> <p><b>12.30 - 3.00</b> 28<sup>th</sup> Ante Natal Group &amp; Lunch @ Bethany Clinic, <b>Whiteleigh</b></p> <p><b>1.00 - 4.00</b> 28<sup>th</sup> Toy Library @ Bethany Church Hall, <b>Whiteleigh</b></p> <p><b>2.00 - 4.00</b> Bethany Baby clinic stay &amp; play @ <b>Whiteleigh</b></p> <p><b>7.00pm - 9.00pm</b> 14<sup>th</sup> Ante Natal Group Tour of <b>Maternity Unit</b></p>	<p><b>9.00 - 12.00</b> 22<sup>nd</sup> Toy Library @ Squirrels Pre School, St Francis Of Assisi <b>Honicknowle</b></p> <p><b>10.00 - 3.00</b> Aromatherapy @ Ringmore Way, <b>West Park</b> (booking required)</p> <p><b>10.30 - 12.00</b> Baby Talk <u>Pre crawlers group @ St Francis Of Assisi</u> <b>Honicknowle</b></p> <p><b>1.00 - 4.00</b> 22<sup>nd</sup> Toy Library @ Wooden Tops Playgroup, Ringmore way <b>West Park</b></p> <p><b>12.00 - 4.00</b> 29<sup>th</sup> Toy Library @ West Park Primary school, <b>West Park</b></p> <p><b>1.30 - 3.00</b> Credit Union <b>Ernesettle Children's Centre</b></p>	<p><b>9.00 - 11.00</b> Friday group drop in coffee morning <b>Ernesettle Children's Centre</b></p> <p><b>9.00 - 11.00</b> Friday group drop in coffee morning at <b>Whiteleigh Community Centre</b></p> <p><b>9.30 - 4.30</b> Cranial Osteopathy @ Ringmore way Family Centre, <b>West Park</b> (booking required)</p> <p><b>11.30 - 4.15</b> Counselling service and crèche (prior booking required) <b>Ernesettle Children's Centre</b></p>	<p>Once a term - Bumps and Babes @ <b>Ernesettle Children's Centre</b> Taster Session for pregnant women and their partners - Ask for more information</p> <p><b>Colour Key by Area:</b> Ernesettle West Park Honicknowle Whiteleigh</p>



For further information on all the above please telephone **366795**



### Contact Figures for Events:

- Headstart - Monday 10-12. Between July 2003 and December 2003 Headstart had 55 visits from local families.
- Ante-natal lunch group - Monday 12.30-3. This is a new group with no contact figures as yet.
- Breast Feeding Support Group - Tuesday 10.30-12.30. Between July 2003 and November 2003 55 families visited this activity.
- Toy Library - Tuesday 11-3, Tuesday 1-4, Wednesday 9-1, Wednesday 1-4, Thursday 1-4. Between June 2003 and December 2003 families made 148 visits to the toy library.
- Baby clinic - Ernesettle Tuesday 1.30-3.30, Honicknowle Tuesday 1 - 2.45, Bethany Wednesday 2-4. Between January 2003 and January 2004 Baby clinics were visited 357 by local families.
- CATS - Wednesday 9.15-11. Between September 2003 and December 2003 CATS received 66 visits from local families.
- Homeopathy - Wednesday 10-1. Between June 2003 and December 2003 the homeopath received 29 visits from families.
- Lunch Bunch - Wednesday 11-1. Between April 2003 and December 2003 Lunch Bunch received 141 visits from local families.
- Ante-natal Group - Wednesday 12.30-3. This is a new group with no contact figures as yet.
- Aromatherapy - Thursday 10-3. Between January 2003 and December 2003 Aromatherapy received 124 visits from local families.
- Baby Talk - Thursday 10.30-12. Between January 2003 and December 2003 Baby Talk received 112 visits from local families.
- Ernesettle Coffee Morning - Friday 9-11. Between January 2003 and December 2003 the coffee morning at Ernesettle received 422 visits from local families.
- Whitleigh Coffee Morning - Friday 9-11. Between January 2003 and December 2003 the coffee morning at Whitleigh received 237 visits from local families.
- Cranial Osteopathy - Friday 9.30-4.30. Between January 2003 and December 2003 the cranial osteopath received 306 visits from local families.
- Counselling Service - Friday 11.30-4.15. This is a new service with no contact figures as yet.
- Bumps and Babes - Once a term. The bumps and babes event in September 2003 received 19 visits from local pregnant women.

## **Appendix 6:**

### **Evaluation Timetable 2004**



Timetable for targets - 2004:

	<b>OHVT Evaluation</b>	<b>Toy Library Evaluation</b>	<b>Parent Participation</b>	<b>Partnership Board</b>
<b>Tools and methodology</b>	Strategy complete March	Strategy complete March	Strategy complete April	Strategy complete May
<b>Implement</b>	April - July	May - July	June-July	September (new term)
<b>Report – Evaluation Sub Group</b>	End October	To be confirmed	To be confirmed	To be confirmed
<b>Report – Planning Meeting</b>	25 <sup>th</sup> October	6 <sup>th</sup> or 13 <sup>th</sup> September	13 <sup>th</sup> or 20 <sup>th</sup> December	13 <sup>th</sup> or 20 <sup>th</sup> December
<b>Report – Partnership Board</b>	25/11/04 (report ready w/b 08/11/04)	30/09/04 (report ready w/b 13/09/04)	January 2005 (report ready end December 2004)	January 2005 (report ready end December 2004)
<b>Deadline</b>	December 2004	September 2004	January 2005	January 2005