

Sure Start Canterbury

Evaluation Report April 2004

In-house Evaluation of Activities/Services

The whole staff team has begun to develop a range of strategies for evaluation of activities /events recognising that evaluation is an integral part of the planning and delivery of services. A template is being used to describe each project and to provide details of how it has been evaluated. The methods used to obtain views from parents/carers were as follows:

Written feedback using appropriate evaluation forms at regular intervals.

Group /Individual oral feedback recorded by a member of the team.

Tracking individual parents.

Encouraging the building up of portfolios .

The main areas of work which have been evaluated so far are in the fields of Community Development and Family Support work. Some health activities such as Health Drop-in have been evaluated but it is intended to address a wider range when the Health Professional is in post. The Speech Therapist is setting up individual evaluation systems for the work she undertakes for the Programme. Each member of staff has regular meetings with the Interim Programme Manager to evaluate their work and to inform future planning.

Some staff have accessed evaluation training and information through Sure Start Regional Managers' Seminars. All staff have individual training logs which identify evaluation training undertaken. There is a further internal training request form which has an evaluation section to be completed after training has been completed.

An Evaluation Sub Group has been set up to look at how we evaluate our activities and services. This group meets for the latter half of the monthly formal Parents' Forum Meeting so that as many parents as possible may be included. The other members are the Interim Programme Manager, The Community Development Worker, the Family Support Worker, the Speech Therapist and a representative from the Leeds University Local Evaluation Team. The group has a remit as described in the Governance Document and reports back to the Management Board. They will be looking at the systems already in use for in-house evaluation and exploring ways of developing them.

Evaluation of Community Development Work

Part of the role of the Community Development Worker at Sure Start Canterbury is to monitor and evaluate all the work they undertake. The worker works in partnership with various agencies, in particular Canterbury Children's Centre where they organise 3 courses per week. Some of the courses are ongoing and others are courses which run between 5 and 10 weeks.

Evaluation of the ongoing courses, such as Information Technology and the NVQ Level 2 Childcare Courses, takes place at the close of every term. For the shorter courses, evaluation takes place at the end of the course, although discussion takes place during the course also. These evaluation exercises involve consultation with the students and the Tutor and the completion of short evaluation forms. The information is then entered into a course evaluation form and disseminated to the Parents Employment and Training Sub Group at approximately 6 to 8 week intervals, depending on the end of term date. This information is then fed back to the Parents Employment and Training Sub Group and the Evaluation Sub Group who then feed back to the Management Board.

Additionally, all of the minutes of meetings are recorded and filed at Sure Start and information from the Parents Forum Group is disseminated to the Management Board at monthly intervals. An evaluation template is used which is adapted accordingly to meet appropriate needs.

Finally, the methods used for evaluation are approved by the evaluation sub group, within which members can make recommendations for changes to present evaluation systems. This information is then disseminated to the Management Board through the Evaluation group update on a quarterly basis

Title of Project	Parents Forum Nearly New Sale – Canterbury Children’s Centre
Description of project	Coats were donated to Sure Start by the Salvation Army and the Parents Forum thought that it would be appropriate to sell the coats at a cost of 50p to local families. The money raised from the sale of the coats would then be put into the Sure Start Canterbury Amenities Account and would be used to fund trips for local families and holiday activities. The Amenities Account is not Sure Start funding. It is money raised by parents through fundraising activities.
Date started	Monday 9 TH of February 2004 – 1pm - 3pm.
Names of Staff/volunteers involved	Fiona Saville(CDW) Parents: Dianne, Jody , Linda , Helen, Safinah, Natalie Shazia, Nicola, Nosheen , Riffat, Andrea , Sue , Debbie, Gillian , Becky, Linda.
Outcomes so far	Parents though that the sale was very successful. Parents attending were made aware of the fact that the funds would go towards providing trips and activities for families in the area and they were pleased with the idea. The Parents Forum had thought that people may take issue with the fact that the coats had been donated and that they were being sold at a cost of 50p, however, this didn’t prove to be an issue with local families as the funds were used to support activities for children in the Canterbury area. We were able to raise £26 from the sale and also raised people’s awareness of other activities which were happening in the area. As the sale was such a success we decided to repeat this in an effort to inform more people of the work which Sure Start Canterbury was doing and also to sell the remaining coats.
Involvement of mainstream partners	Canterbury Children's Centre Sure Start Canterbury Discussion with Horton Park Primary School Salvation Army Bradford
Location of activity	Canterbury Children's Centre - We decided to use the Parents room at Canterbury Children’s Centre, as we have a regular slot in their timetable every Monday where Parent’s Forum meet to discuss projects and activities. Canterbury Children’s Centre is an ideal place for us to meet as there are adequate crèche facilities on site and also there are over 120 children attending the centre many of whom are under 4 years. We publicised the Nearly New Sale with service providers from all over the Canterbury area to ensure that there was an opportunity for people from the whole of the estate to attend the event.
Source of funding	Salvation Army provided the coats for sale.

Evaluation	<p>The sale was a success, however, we were left with some children's coats and thus parents decided to have another sale in a different location to suit the needs of families with older children as well as children under 4 years. This was because the majority of the coats which remained were suitable for children over the age of 4 years.</p> <p>This also gave the Parents Forum an ideal opportunity to strengthen links with the professionals at Horton Park Primary School and promote joint working opportunities for the future. I spent much time liaising with the Parental Involvement Officer at Horton Park Primary School and learned that they have a new community room which may be available for us to use for future activities and courses.</p> <p>The sale also attracted around 8 new families to find out about Sure Start Canterbury which we deemed to be a success in itself. Many of these families stated that they would become involved in future Sure Start activities and Sub groups.</p> <p>(This information / Evaluation template will be taken to the Evaluation Sub group and the template for evaluation may be disseminated to Sure Start Management Board).</p>
Recommendations	To repeat the sale at Horton Park Primary School to enable us to publicise Sure Start and further improve partnership working. Additionally, to sell the remaining coats.
New parents involved in Sure Start Activity. Parents Forum activity.	<p>Linda</p> <p>Debbie</p> <p>Riffat</p> <p>JodieElizabeth (Helen's sister)</p> <p>Ruksanah</p> <p>Samiah</p> <p>Fatima</p>
For more details contact	Fiona Saville(CDW)

Family Support Work

Part of the role of Family Support Worker is to visit families within the home to support them in a variety of ways such as: signposting to other agencies, assistance with accessing childcare, listening, advocacy, information giving, introducing families to Sure Start and involving them in community projects. This also involves running some groups including: Health Drop In, Expectant Mum's Group and Parent/Toddler Group alongside a Health Visitor, Midwife and Canterbury Children's Centre. This also involves working in partnership with many other agencies.

The work is evaluated in a range of ways.

Groups taking place at weekly intervals are evaluated through the use of a weekly register and a written weekly evaluation which is then brought together in a qualitative way quarterly. This is fed back at the Health and Family Support Sub Group and the Evaluation Sub Group.

Home visiting is evaluated by collating numeric information ongoing on a monitoring form and then writing an evaluation report using this information.

All evaluation is fed back to the Management Board and Evaluation Sub Group quarterly.

Title of Project	Valentine Day Party during Health Drop In session – Organised by Parents Forum.
Description of project	Parents wanted to have a social gathering and attract more parents to be involved in Sure Start activities, particularly the Parents Forum and Health Drop In groups.
Date started	10 th February 2004
Names of Staff/volunteers involved	Fiona Saville(CDW) SSC, Jayne Walker(FSW)SSC, Karen Tetley(PIO)CCC Chris Benbow – Health Visitor Vicky Rawnsley – Community Nursery Nurse Parents: Emma, Andrea, Nicola, Andrea, Rebecca, Joanne, Helen, Riffat, Sharon, Fatima, Sarah, Linda, Jody
Outcomes so far	The parents and children alike stated that they enjoyed the party. Many of the parents regularly attended both the Parents Forum and also the Health Drop In. Parents had the opportunity to discuss health issues relating to their children as the Health Visitors were available for them to speak to. Parents were also able to find out about future activities whilst enjoying socialising with other parents over a bite to eat.
Involvement of mainstream partners	Health Visitor and Nursery Nurse at Horton Park Health Centre Canterbury Children's Centre Sure Start Family Support Worker Members of the Parent and Toddler Group. Members of the Health Drop In. Members of the Parents Forum.
Source of funding	Parents Forum / Canterbury Children's Centre
Evaluation	Parents all stated that they enjoyed the session, that the time was appropriate for them as was the venue. The rooms were perfect for the party as they were close together at Canterbury Children's Centre and the crèche facilities offered play equipment to keep the children occupied.
Location of Activity	Parents decided that the most appropriate place for their activity was Canterbury Children's Centre as the rooms were available and were well furnished for children's activities. Parents were aware that there would not be a crèche available staffed with workers because the crèche room was being used for the party and all agreed that this was fine. Other venues were considered in the local area some of which had previously been visited. Moravian church and Wesleyan Church were both inappropriate for work with children, as it was felt that there were safety issues that may need addressing and the Moravian Church was without suitable insurance. The Landmark Centre wasn't available during this period either as it had prior engagements. The Arc was also considered but the rooms were not felt to be suitable for the party. On this occasion it was decided that Canterbury Children's Centre was most suitable and accessible for parents and that other venues could be used for future events.
For more details contact	Fiona Saville, Jayne Walker and Karen Tetley – Sure Start Canterbury & Canterbury Children's Centre.

Local Evaluation

Local evaluation is being undertaken for 5th Wave Programmes by Leeds University Local Evaluation Team. This will take the form of action research with a nominated Sure Start Team Member to act as a co-ordinator re evaluation issues. At the moment the Interim Programme Manager is undertaking this role in conjunction with the Community Development Worker. This is to ensure continuity when the new Programme Manager takes up post. All Sure Start team members however will contribute to evaluation.

An Evaluation Sub-Group has been set up which is composed of team members, a representative from the Local Evaluation Team from Leeds University, and parents. This group meets monthly and reports back to the Management Board.

Currently there are plans to interview and train 11 interviewers. 1 interviewer has already been trained and is scheduled to start the survey in May 2004.

The Local Evaluation team will enter data and undertake its analysis. The results and their implications will then need to be discussed by the Evaluation Sub Group and fed back to the Management Board to form the basis for future planning of services/activities.

The backlog of monitoring forms has been addressed by the Interim Programme Manager and all relevant forms have been sent to the Local Evaluation Team.

User Satisfaction Survey (USS): Methodology

This is a questionnaire survey assessing User's Satisfaction with Services within Sure Start Canterbury for children aged between 04 years old. The database has been gained from Bradford Health Informatics. A random sample of 100 children will be taken from this database in the first instance. It will be stratified by age and gender of the child and weighted by ethnicity. An additional randomised backup sample will be available to replace families that have moved out of the programme area, but not the refusals.

Members of the Local Evaluation Team, Leeds University, will deliver full training to interviewers so they are calibrated/standardised to undertake face-to-face interviews using a semi-structured piloted questionnaire. All candidates will have a Criminal Records Bureau check (CRB check) before embarking on the face-to-face interviews which will be administered by Sure Start Canterbury. The initial contact with the family will be made by letter, after which the family will be approached to make an appointment at a convenient time. A local evaluation worker will accompany each interviewer during the first interviews to ensure that they are comfortable with the schedule. The interview will last approximately 45 minutes. In circumstances where there is no response to a call, interviewers will attempt to contact the families two further times, varying the day of the week and time of day. Interviewers will be paid £8 for each completed questionnaire with travel and other expenses also reimbursed.

User Satisfaction Questionnaire

Extra questions will be inserted throughout the questionnaire to find out the exact locations which families use to access services and the exact locations they would like Sure Start Canterbury to deliver new services/activities. One of the main concerns for Sure Start Canterbury is ensuring a spread of services across the whole of the area. Information obtained through these particular questions will inform the Programme's decisions as to the services to be delivered at a proposed satellite site at the bottom end of the area. Families who have not heard of, or accessed, Sure Start Canterbury services/activities will also be asked if they would like their details to be forwarded to Sure Start so that they can be included in the programme. The questionnaire has been piloted in the Trident area Bradford and feedback obtained to streamline it. Approval has also been obtained from the Ethics Committee.

User Satisfaction Survey (USS) Targets

1. Agreeing extra questions for USS. A generic questionnaire has been devised by the Evaluation Team, Leeds University and any extra local issues will need to be incorporated.
2. Agreeing location weighting
3. Sampling of 100 families weighted by location, ethnicity and age of child
4. To recruit interviewers in partnership with Canterbury through all available networks
5. Post out all application packs
6. Arrange interviews (appropriate day, location etc)
7. Interview potential candidates
8. CRB check for all successful candidates
9. Arrange with all successful candidates the most suitable time and location for group training
10. Carryout 1 day training for candidates
11. Standardise interviewers with at least two accompanied visits to respondents home (this figure may be more or less depending on the standard reached by the interviewer)
12. Quality control checks both quality of questionnaires at each collection and at a random sample of houses during the process to ensure the questionnaires were carried out appropriately
13. Collect questionnaires each week
14. Feedback session halfway through the survey to share ideas and give support to interviewers.
15. Data entry
16. Data cleaning
17. Data analysis
18. Report Writing

Situational Analysis

Discussion has taken place with the team and the Interim Programme Manager regarding suitable pieces of work. A final decision will be made when the new Programme Manager is in post. The provision of services across the whole area is a major concern for the programme since some services are weighted to one end of the area. The setting up of the "shop" at the far end of the estate as an information point will be a major factor in ensuring that families are aware of and can access the services already provided. This would also begin to address how Sure Start, Canterbury Children's Centre and other local providers could move towards the Hub and Satellite model described in Sure Start Implementation Update 1 for Children's Centres. There is also a concern regarding involvement of dads in the programme but this research has been undertaken by NESS and its findings can be used locally to develop this area of work. The Interim Programme Manager and team have also provided Julia with up to date information on present services and activities to enable an informed decision to be made regarding this area of work.

Cost-effectiveness Analysis

The Interim Programme Manager has attended a meeting at which Joe Eastham outlined what information would be helpful to collect on a routine basis, to facilitate the CEA at a later stage. This will be passed on to the new Programme Manager. The Programme is awaiting documentation from Joe which he offered to send out regarding systems for collecting information suitable for the CEA..

April 2004

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