



## SOUTH WEST BIRMINGHAM

### ANNUAL EVALUATION REPORT 2004/05

#### **INTRODUCTION**

This year has seen a period of consolidation pending the commissioning of the central Monitoring and Evaluation team which did experience recruitment delays but is now close to full operation. The main activity has been

- Follow up actions following the Board Evaluation completed by CREC in March / April 2004.
- Programme Manager involvement in the commissioning of the central monitoring and evaluation team.
- Local development of the EStart system to produce management and Board monitoring reports.
- Small scale evaluation of activities by individual workers as part of the agreed local business process.
- Local and central efforts to address gaps in the M5 / 7 data requirements.

#### **FOLLOW UP TO THE EVALUATION OF THE SURE START BOARD**

A Board Away Day was initially held on 31<sup>st</sup> March 2004 where strengths and weaknesses were discussed and areas for follow up action were identified. Through follow up discussion the following actions were pursued;

##### Communication

- Board agendas streamlined and sent out in good time.
- Expanded use of Board sub groups and a review of other Programme task groups to ensure they are focussed and with wide representation.

##### Parental Participation

- Strengthening of the link between the Board and Parent Forums via regular feedback as a standard Board agenda item.
- Further training for parent board members via Fircroft College.
- Formalization of the Programme Volunteer scheme including clear recruitment and support processes.

##### Information

- Development of an information strategy to ensure a good flow of information within and outside of the Programme.
- Appointment of a Library Worker with lead responsibility for information including publicity and the newsletter.
- Specific improvements to Activity Timetable and Staff Structure information.

- Programme web site commissioned and being developed.

#### Service Take up and Satisfaction

- The development of standardized and regular report information for the Board about service take up derived from the EStart system and other local information.
- Review by the Board and programme Manager of end of year service reviews which are required as part of all service specifications.
- Individual staff Action Plan reviews including evaluation and user feedback in respect of specific activities.
- The Board discussing options for in depth evaluation once the Central Team is in place.

#### Staff Support

- Increased staff capacity following further recruitment enabled a review of roles and clearer focus on core roles, for example Outreach workers now able to expand home visiting and develop the intensive support service.
- Programme Manager involved with others in the development of the Central training programme, which was becoming operational.
- Staff supervision and appraisal arrangements reviewed and strengthened.

### **COMMISSIONING OF THE CENTRAL MONITORING & EVALUATION TEAM**

Andy Jenkins was involved, as a Programme Manager representative, in working with the Sure Start City Co-ordinator to draft a service specification. He was also a panel member in the interviews for the Team Manager. The team is now almost fully in place. Fotini Karageorghis who commenced on 6<sup>th</sup> December has been identified as the named evaluation officer who will link with the Programme.

### **LOCAL DEVELOPMENT OF THE E START SYSTEM**

The Management Group in the programme, in particular the Admin and Outreach Managers, have been engaged in a review of the EStart system to expand it's scope and begin to produce regular reports for the Board, Managers and staff. (SEE SEPARATE ATTACHMENTS FOR EXAMPLE OF BOARD REPORTS AND POWERPOINT PRESENTATION DESCRIBING THE INFORMATION PROCESS)

- EStart has been fully implemented on the Programme for some time and staff have used hand held computers to effectively capture activity information. Further

work was undertaken with staff to ensure there was full capture of Sure Start activities.

- Following further set up work with the system providers, a set of reports from EStart has now been presented to the Board and will form the basis of regular performance review by the Board, linked to the general business planning process.
- EStart reports are being used regularly in supervision to enable staff and managers to discuss work load issues.
- Further work is planned to consolidate other key, non EStart, information in a regular report. This will be linked to key outcome measures identified in Service Specifications and individual worker's Action Plans and linked to the M7 Return.

### **SMALL SCALE EVALUATION**

Each worker on the Programme has an individual Action Plan which includes identification of some outcome measures against key tasks. As part of the Action Plan review process workers have been encouraged to carry out periodic evaluation of activities they are involved in, including use of a standard format to ascertain service user views.

We now have a portfolio of worker summary evaluations and evaluation forms completed by service users, on which the summaries are based. This provides evidence that user views are being recorded and leading to amendments to specific services or development of further new services. It is envisaged this raw material will be valuable baseline information when the planned in depth service evaluations take place.

There has been continued encouragement of reflective practice at the operational level and to this end some team training has been scheduled in March to look at service planning and evaluation within a health promotion theme.

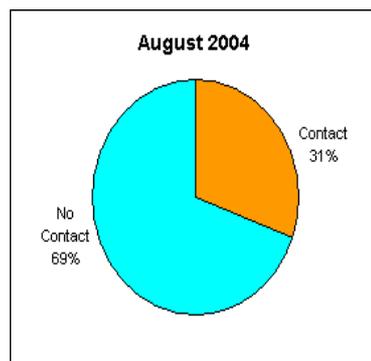
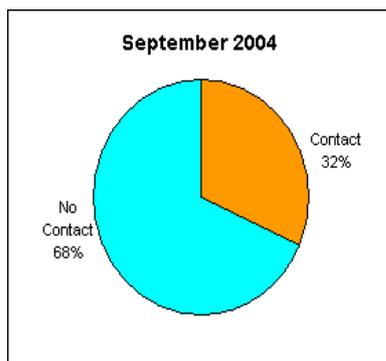
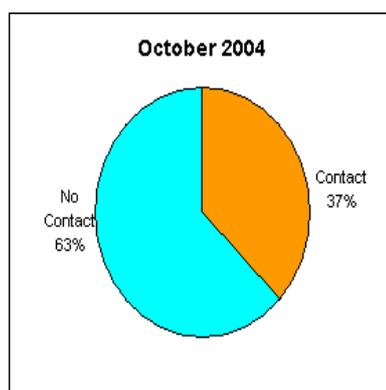
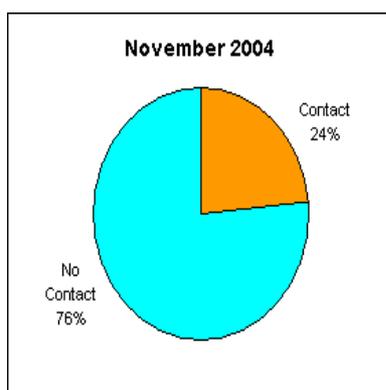
### **M7 DATA REQUIREMENTS**

There has been work locally and via the Central Monitoring and Evaluation Team to address gaps in the M7 data. In particular;

- The Central Team have been liaising with Social Care and Health to obtain required child protection data.

- There have been ongoing discussions which our Community Health and Outreach Manager has taken part in as part of a health group, to resolve issues regarding the definition and collection of data in respect of post natal depression.
- The programme has obtained some information from local schools in respect of foundation stage profiles.
- The programme has devised a local smoking questionnaire which is being administered on our behalf by local health visitors.
- PCT's in Birmingham have introduced a breast feeding questionnaire which it is anticipated will meet Sure Start information requirements.
- Local information has been obtained by the Programme in respect of emergency Hospital admissions of children.
- Local information has been obtained by the programme in respect of pregnant women registering at the Women's Hospital, although this information has come through sporadically.
- The Speech and language Measure has been administered in conjunction with local Health Visitors.

The following graphs show the level of contact with the local community, the proportion of contact with overall membership, by the attendance at activities as recorded between September 2004 and November 2004. -



Further work is ongoing, in conjunction with the Central Team, to secure a more regular flow of key information. It is recognised that at present there is over reliance on personal contacts, rather than robust systems.

The Sure Start South West Birmingham Board has overall responsibility for monitoring and evaluation within the Programme. The Board needs to have a good understanding of the uses and value of both evaluation and monitoring. They also need ongoing statistical and other information to make sure that the Programme is meeting its goals. The Board should define and agree an annual Strategy for evaluation, to support its decisions on the overall direction of the Programme.

A Draft plan for Evaluation has been agreed by the Board in discussion with Clare Nankivell, Monitoring and Evaluation Team Manager. The following priorities for large scale evaluation have been identified;

- Outreach Service
- Chatterbox Shop
- Stay and Play groups
- Parent Satisfaction Survey

Please see NESS website for a copy of this evaluation strategy.

Plans are in hand for Fotini to come in to the Programme and get to know staff and parents prior to commencing evaluations.

**AJ /PM/ SSSWBHAM JAN 2005**