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## Executive Summary

The Sure Start Ore Valley Partnership is a trailblazer Sure Start programme that aims to address family needs within East Sussex.

The following report examines the progress of the Sure Start Ore Valley Partnership in making a difference to the local community, building on the wider evaluation that was undertaken in 2001/02. This report is also augmented by two additional evaluation reports that explore the impact, value for money and ways of working within NCH and Home-start family support services funded by Sure Start Ore Valley.

The focus of the current evaluation is identifying from local parents' perspectives:

- What local residents think about being a parent in the Sure Start Ore Valley catchment area
- The extent of local parents and carers' awareness about Sure Start Ore Valley, and what their perception about what Sure Start Ore Valley is and why
- The level of satisfaction of local families with available services
- How people would like to see services improved, and
- What other types of services and support, local parents and carers and their young children would like within the Ore Valley area

To this end, Cordis Bright were commissioned to undertake the evaluation. A team of four local parents were trained and supported to conduct interviews with other local parents within the evaluation process, using a standardised survey instrument, designed in partnership with local parents, the programme management and Cordis Bright. In total, the parents interviewed 32% of Sure Start households.

In some cases, notably as it relates to local satisfaction with health visiting, Playlink, Horizon education service and the Sure Start Minibus, Sure Start Ore Valley can feel most proud of its achievements. Health visitors also play a very significant role in imparting information about the Sure Start programme to local families.

In some areas, notably concerning satisfaction levels with GPs and public transport, there is more work that needs to take place.

However, it has also been critical to look 'behind these headlines' and identify the different experiences of families sharing specific demographic characteristics. This has the potential for more targeted and cost-effective approaches to improve awareness, satisfaction and to ensure appropriate service delivery. This is particularly true, for examples, with families that have lived in the area for less than one year and for lone parents.

### About Sure Start

The results from the survey are extremely positive with 99% of parents indicating that they had heard of Sure Start.

One third of parents had heard of Sure Start from their health visitor, while word of mouth and Sure Start staff were also key communication sources in the community.

In addition to a very high level of awareness, 78% of parents were able to give a definition of Sure Start that broadly represented the aims of the programme.

### Health related services

Levels of satisfaction with Sure Start services were very high, with satisfaction ratings ranging from between 93% to 100%. Satisfaction levels were particularly high in relation to health visitors and the baby massage group. 85% of parents with very young children are also satisfied with the extent of health services in the area.

The favourite health service among parents was health visiting (selected by 27%), while parents indicated that GP services were most in need of improvement (cited by 40%).

### Play and learning services

Satisfaction ratings for play and learning services in the area ranged from 84% to 100%, indicating also that the programme has supported activities that meet the needs of local families. 90% of parents with very young children are also satisfied with the extent of play and learning services in the area.

The favourite play service identified by local parents was Playlink (cited by 37%) whilst the play service most in need of improvement was the

fun-bus (40%). There is also the potential to increase the satisfaction that local parents have with local childminding.

### Adult education and training

Satisfaction with training and education courses is very high with no parents indicating dissatisfaction with either Horizons or Parents R Us, and only a small minority with Get Cooking.

Parents identified Horizons as their favourite play and learning service (cited by some 33%) while the results for service most in need of improvement were too low to draw any statistical inferences from.

Around four in five parents felt that there were sufficient education and training opportunities available to them in the area.

### “Other” services in the Sure Start Ore Valley area

Satisfaction with a range of “other” services varied to quite some degree. ‘Other’ services include family support services, libraries, food co-op and public transport. A measure of how well Sure Start Ore Valley, however, is able to meet local needs, is that satisfaction for Sure Start Ore Valley services tended to be higher than for other services in the area as a whole. 89% of parents felt that there were sufficient of these types of services in the area to meet their needs.

The degree of satisfaction is highest with the Sure Start Minibus, NCH family-support services and Sure Start trips and outings where more than 80% of families indicate that they are ‘very’ or ‘quite’ satisfied with these services. Results were too low to validly state the existence of an “other” service requiring improvement, although satisfaction levels with public transport could be improved.

### Sure Start Venues

Priory Road was judged to be the most accessible service (judged to be accessible by 94% of parents), while about one fifth of parents felt that Chiltern Drive and Farley Bank were difficult to access.

The majority of parents considered each venue to be friendly, with Chiltern Drive considered to be most friendly at 97%.

## Overall

When assessing the programme overall, 98% of parents felt that the programme was Very Good, Good or Satisfactory, an extremely positive result for Sure Start Ore Valley.

Parents also indicated that they felt that Sure Start could engage in more promotion of services, although this result must be read in conjunction with the fact that 99% of parents indicated having heard of Sure Start.

## Observations and opportunities

### Profile of the community

1.1 In total, 102 households in the Sure Start Ore Valley catchment area were interviewed allowing an accurate picture to be developed of parents living in the Sure Start area. Key demographic results were:

- 61% of parents to the survey were in the age band 25 to 44 years of age, a result which accords with the predominant ages of parents with young children. Set within the broader context, according to the 2001 Census figures, 38% of the population of Hastings as a whole falls into the age band 16 – 44.
- 91% of the survey were of White British origin and a further 6% described themselves as of White Other origin. This closely matches the stated ethnic profile in the Ore Valley delivery plan which indicates that 98% of the population are of White origin, and is further reinforced by the 2001 Census figures that indicates that Hastings as a whole is 97% of White Origin.
- 45% of parents to the survey described themselves as being lone parents, whilst the remaining 55% indicated that they were a dual parent. All but one of the parents who indicated that they were a lone parent were female, and the majority of lone parents (66%) were in the age category 25 to 44 years.
- 90% of parents to the survey indicated that they had lived in the Ore Valley area for a year more, indicating a relatively stable population.
- 43% of parents indicated that they were not in work (this figure including both those not in work and looking for work, and those not in work and not looking).
- More than half of parents in the survey had either one or two children, while only 4% of the survey population stated that they had no children, indicating the success of the surveyors in contacting the Sure Start client group. 68% of the children cared for by the survey group fell into the Sure Start age range (0 to 4 years).

### Awareness

- 2.1 The level of awareness that local parents have of the Sure Start Ore Valley programme is 99%, an outstanding level of awareness for the programme. This compares very favourably to comparisons with all other Sure Start programmes.
- 2.2 In addition to extremely high levels of awareness, the survey indicated that the majority of parents in the area had a fairly accurate conception of the work of Sure Start, with 78% of parents giving a definition that fairly accurately represented the aims of the programme.
- 2.3 The primary means by which parents found out about Sure Start is through health visitors, and this is particularly true of dual parent households. In the case of lone parents, however, the primary means of information about the Sure Start Ore Valley programme is through word of mouth. Sure Start staff are also a very important source of information for local parents about the programme.
- 2.4 The data suggests that lone parents are even more reliant on word of mouth with regard to finding out about Sure Start than their dual parenting peers. 34% of lone parents found out about Sure Start via this means, while dual parents were most likely to find out via their health visitor (41%).
- 2.5 Taken together the results at 2, indicate that verbal communications are fundamental to successful communication with local parents. Developing information and communication strategies built around increasing the levels of contact with families is likely to be very successful.
- 2.6 The results further indicate that employing more traditional mechanisms such as leaflet drops/distributions is likely to be less effective as an awareness generating measure given the fact that only 2% of parents had heard of the programme via posters and flyers. While results from other Sure Starts indicate low levels of awareness stemming from posters and flyers, the level indicated here is particularly low.

## **Health related services**

- 2.1 In terms of health services, the level of satisfaction with Sure Start provided health services is very high. Satisfaction levels range from 93% to 100% in all health oriented services. Particularly high levels of satisfaction exist for health visitors and the baby massage group.

- 2.2 The extent of satisfaction with services was demonstrated by the fact that 60% plus of parents were Quite Happy or Very Happy with each service area bar sexual health work, indicating a very high level of satisfaction with services across the board.
- 2.3 The most commonly used health services used in the Sure Start area were health visitors (cited by 28% of parents), clinics (20%) and GPs (15%).
- 2.4 The most favourite health service for local parents is health visiting. The predominant reasons for this appear to relate to helpfulness, friendliness and ease of accessibility (in terms of contact).
- 2.5 The health service requiring most improvement is GPs, although this is not a comment on quality. Rather, local parents consider that there are insufficient GPs, evidenced in long waiting times for appointments.
- 2.6 While 85% consider that there are sufficient local health services, behind this headline, lone parents and families that have lived in the area are less likely to consider that this is the case. Sure Start Ore Valley might consider ongoing and potentially targeted information and publicity for these groups.

## **Play and learning services**

- 3.1 The most commonly used play and learning services used by parents were Playlink (drop-ins and home visiting collectively cited by 37% of families) and the fun-bus (14% of parents).
- 3.2 When the results for Playlink services were broken down to indicate which services were being used, the results indicate that 39% of Playlink users cited using the drop-in service, 18% were using home visits, whilst an additional 43% were using a non-specified Playlink service.
- 3.3 In terms of play and learning services, the level of satisfaction with Sure Start provided health services is very high. Satisfaction levels range from 84% to 100% in all play and learning services, albeit excluding childminding this figure rises to a range of 95% to 100%.
- 3.4 The 16% level of dissatisfaction with childminding relates primarily to parents' concerns about the professionalism and quality of childminders. The Sure Start Ore Valley programme, working in partnership with the Early Years Development and Childcare

Partnership, might consider undertaking work to improve standards and the perception of what childminders offer.

- 3.5 90% of parents in the survey thought that there were sufficient play and learning services in the Ore Valley area, a very good result for the programme. One in ten parents cited an additional play and learning service they would like to see, and foremost among those suggestions were afternoon play sessions.
- 3.6 The most favourite play and learning service for local parents is Play-Link. The predominant reasons for this appear to relate to helpfulness, friendliness and the opportunities for socialisation both for children and for parents. This is particularly true of the drop-ins.
- 3.7 The play and learning service requiring most improvement is the fun-bus. This relates to concerns about the capacity of the fun-bus, rather than any concerns about what is offered or the quality of staff. Any efforts to extend the fun-bus availability or restricting the numbers that can use the service at any one time as mechanisms for managing demand are worth consideration.

## Adult training and education

- 4.1 While the take-up of adult and training is relatively low (less than 15% of all local parents), the level of satisfaction with the available training and education courses is very high.
- 4.2 Horizons was the most commonly used service, accounting for 11% of parents to the survey, in turn representing some 32% of adult training and education services cited by the survey population. Cooking courses were the next most commonly cited service at 6%.
- 4.3 About four in five local parents believe that there are sufficient training and education opportunities available to them, albeit that amongst dual parents households the level is 90% and amongst lone parent households the level is 77%. This suggests an audit of lone parent training and education needs may prove useful through the parental participation strategy of the Ore Valley programme.
- 4.4 83% of parents felt that there were enough training and education services in the Ore Valley area for them. The figure indicates that, while take-up levels are relatively low, parents feel that there are the services out there to meet their needs should they wish to avail themselves of educational opportunities.

- 4.5 The assessment of levels of education services varied between lone parents and dual parents with 90% of dual parents indicating that there were sufficient services, compared to 77% of their lone parenting peers.
- 4.6 Horizons is the most popular training and education service for families, with the range of courses and the availability of crèche critical to this popularity.
- 4.7 The level of dissatisfaction is too low to draw meaningful inferences.

### **'Other' services in the Sure Start Ore Valley area**

- 5.1 When asked to detail what other services they utilised in the area, the results proved to be very positive for Sure Start with the Sure Start Minibus the most commonly cited additional service, mentioned by 22% of parents (and constituting 51% of "Other" services mentioned). The result clearly underlines both the need for this service and the success that it has already been able to enjoy.
- 5.2 The degree of satisfaction with 'Other' services in the Sure Start Ore Valley area vary considerably, albeit that Sure Start funded services tend to have higher levels of satisfaction amongst local parents than other available services.
- 5.3 The degree of satisfaction is highest with the Sure Start Minibus, NCH family-support services and Sure Start trips and outings where more than 80% of families indicate that they are 'very' or 'quite' satisfied with these services.
- 5.4 The degree of satisfaction is least with public transport where two in five families consider the service unsatisfactory, and with play facilities and the food co-op, where about one in five families consider the services unsatisfactory.
- 5.5 About 89% of local parents believe that there are sufficient 'Other' services available to them, albeit that amongst dual parents households the level is 100% and amongst lone parent households the level is 76%. This points to the need to consider services that are specifically tailored to the needs of lone parents.
- 5.6 The Sure Start Minibus is the most popular service. Parents evidently appreciated the service since constituted a valuable alternative to the less well thought of public transport in the area,

and allowed them to take advantage of trips and outings offered by Sure Start.

- 5.7 There were too few comments to indicate a service that needed most improvement.
- 5.8 Local parents would very much like to have a community café with 28% of recommendations for other services citing this service. Given that there is a community café at Farley Bank, looking at improving its accessibility for all local families may enable the programme to meet this specific objective.

### Venues where services are delivered from

- 6.1 Priory Road is the most accessible venue for Sure Start households (with 90% of parents indicating it was Accessible or Very Accessible), with about one in five families considering Chiltern Drive and Farley Bank difficult to access.
- 6.2 There are marked variations between accessibility of venues, with men more likely to find Chiltern Drive and Farley Bank accessible than women and women more likely to find Priory Road more accessible than men. Lone parents are most likely to find Chiltern Drive more accessible than dual parent households, whereas the converse is true for Farley Bank and Priory Road.
- 6.3 These variations provide an opportunity to deliver specific services for specific target groups within specific settings. For example, it would seem *more likely* that any specific services for lone parents and fathers might be delivered at Chiltern Drive.
- 6.4 All venues are considered 'Very Friendly' or 'Friendly', albeit that Priory Road is considered 'Not Very Friendly' by 11% of local parents.
- 6.5 While gender is not a criterion for discerning variance, amongst lone parents, Chiltern Drive is the most friendly (94%), and Priory Road is the least friendly (17% consider 'not very friendly').
- 6.6 Parents comments regarding the venues underlined the central importance of Sure Start staff. Parents appreciated staff as they were seen as welcoming, friendly and open to parents, these elements being key to what they perceived as a good service. Conversely, where they pointed out areas for improvement, parents indicated that being made to feel unwelcome at all was something that acted as a barrier to them using services.

- 6.7 To improve the perceived friendliness of Priory Road and the sense that cliques operate there, the Sure Start Ore Valley programme could consider holding some celebratory events at this venue.
- 6.8 Key factors to improve the utility of Chiltern Drive and Farley Bank relate to addressing the distance entailed in getting to these venues. Parents singled out Chiltern Drive in particular as difficult to get to (in terms of distance) with distance accounting for 75% of reasons cited for not using this venue. Distance accounted for a third of reasons cited for not using Farley Bank. Increasing the use of the Sure Start mini bus for well advertised events may provide an opportunity to address this issue.

## Overall

- 7.1 An *outstanding* 98% of local families consider the Sure Start Ore Valley programme to be Very Good, Good or Satisfactory, with 85% of local families considering the programme to be Very Good or Good.
- 7.2 The primary reason why the programme is not used is that some of the children might be too old to use the service making it more difficult for parents with various aged children to use services conveniently. This suggests value in linkages with the Children's Fund and Connexions, for examples, and exploring joint funding of services that enable families to have a comprehensive range of services that meet the full continuum of needs of families.
- 7.3 Where parents were asked whether any improvements could be made to the programme, the most common response was for greater promotion of its services. This result however must be read in conjunction with the results at 2 which indicate that promotion is by far most effectively done face to face and via word of mouth.
- 7.4 The results underline the need for continuous promotion however, since lack of awareness of services was the most commonly cited reason for not using Sure Start services (constituting a quarter of all responses).
- 7.5 The following is a summary of key baselines. These are capable of ongoing measurement.
- 7.6 Sure Start Ore Valley might consider establishing targets for improvement as it relates to these baselines to ensure that services

and venues become more satisfying, more useful and more accessible.

Area	Result
Most used services	Health – Health Visitor (29%) Play and learning – Playlink (37%) Training and education – Horizons (32%) Other services – Sure Start Minibus (51%)
Favourite services	Health – Health Visitors (25.0%) Play and learning – Playlink (61.1%) Training and education – Horizons (33.3%) Other services – Sure Start Minibus (40%)
Services that require most improvement	Health – GPs (40.0%) Play and learning – Funbus (40.0%) Training and education – n/a Other services – n/a
Source of information about services	Health Visitors (33.6%), word of mouth (30.3%), Sure Start Worker (24.5%)
Accessibility of Sure Start venues	Chiltern Drive – 79.8 % Farley Bank – 84.1 % Priory Road – 94.1 %
Friendliness of Sure Start venues	Chiltern Drive – 97.3% Farley Bank – 94.0% Priory Road – 89.5%

## Methodology

The Government is committed to ensuring that evidence about the innovative approaches tested by Sure Start programmes is collected to enable understanding about what solutions work and what solutions don't work. In this way, the lessons learned should influence even better outcomes and reshape how mainstream services meet needs so that all parents and children are capable of accessing quality services as they need them.

The Sure Start Unit is working with researchers and programmes in a national evaluation and also mandates annual evaluations at the local programme level. At the local programme level, the Sure Start Unit is keen to encourage participative evaluation methodologies that suit the specific circumstances of the local programme. The National Evaluation of Sure Start identifies that community surveys should aim to ensure that at least 10% of local Sure Start households are involved within the sampling methodology.

The enthusiasm and commitment of four local parents from the Sure Start Ore Valley area, ensured that 32% of local households were interviewed. These four parents undertook a training session and were involved in the period December 2002 to February 2003 to interview local families about what they thought of current service provision in the area, and what they thought of Sure Start services.

The surveyors used a predominantly fully structured interview to collect data, with each interview taking between 15 and 30 minutes to complete. The survey instrument was designed by Cordis Bright and was amended and ratified by key programme personnel (including the Performance Manager and Community Outreach Worker). In addition, the parental surveyors were asked to make additional changes to ensure that it was accessible for them to use, and for parents in the community to understand.

The surveyors, drawn from the local community, used their knowledge of existing social and community networks in order to contact as broad a range of local residents as possible. This enabled the identification and interviewing of members of the community that might have been missed in a more traditional consultation exercise.

The surveyors were encouraged to adopt a number of strategies to locate and interview families in the Sure Start Ore Valley area. Among the strategies they chose to adopt were: accessing families through

community groups, accessing mothers in breast-feeding groups, interviewing parents attending a local GP surgery, and interviewing parents of a local adult education class.

In all, the surveyors conducted interviews with 102 parents in the area, representing 32% of the total number of families with children four and under in the Ore Valley catchment area (estimated at 315 families).

Each surveyor also participated in debriefing sessions to garner some of the qualitative outcomes and the surveys, together with these qualitative findings, have subsequently been analysed.

# Demographic profile

## Overview

In all 102 people in the Sure Start Ore Valley area were consulted using a standardised face-to-face questionnaire.

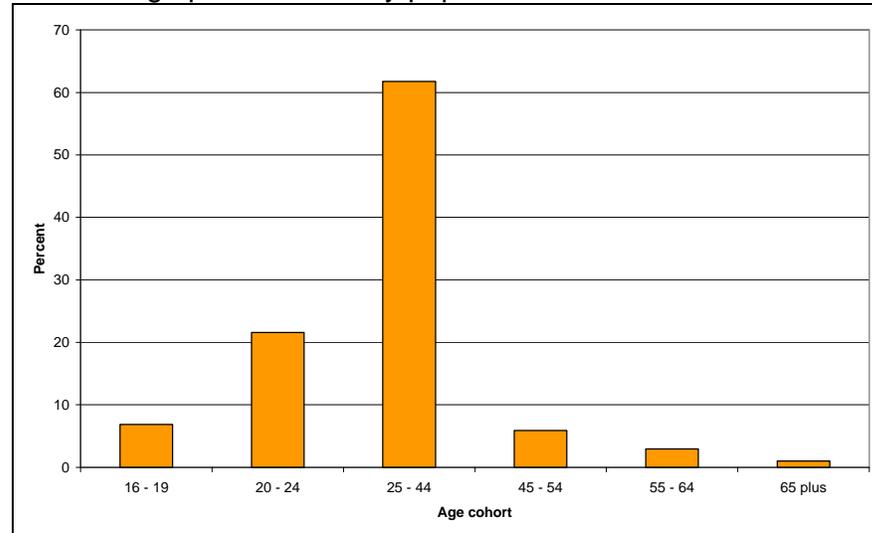
Of the 102 parents, 92 were female and 9 male giving a percentage split of 91% to 9% female to male.

## Age

In relation to the age of those interviewed, the largest single group by a factor of almost three was of those in the bracket 25 to 44 years of age who constituted 61% of parents. The next largest group were those in the band 20 to 24 (21.5% of parents).

The results are given in full at Chart 1 below.

Chart 1: Age profile of survey population



These results accord with the predominant ages of parents with very young children (more than 90%). Within the broader context, however, the 16- 44 years age group constitutes 38% of the population of Hastings as a whole, as per 2001 Census figures. The presence of parents in the higher age brackets tends to indicate the presence of older family group members taking some child-caring responsibility.

## Ethnicity

The Ore Valley area is predominantly White ethnically. The ethnicity figures given in the revised *Sure Start Ore Valley Delivery Plan* indicate that the area is 98% of white origin, with 0.4% of the population of Asian origin and 0.5% of Black origin. The remainder is made up of those of 'Other' origin. These results are further emphasised by the results of the 2001 Census that indicates that, across Hastings as a whole, 97% of the population is of White origin.

Consistent with the local ethnic profile, the results of the survey reflect the predominance of people of white origin in the area with 91% of parents describing themselves as being White British and 6% as White Other. There were 2 Asian parents to the survey and none of Black origin.

## Parents

Multiple questions were asked of parents to help build a profile of parents in the Ore Valley area.

### Parenting status

When asked whether or not they were a lone parent, 45% of parents indicated that they were, whilst 55% indicated that they a dual parent.

The profile of lone parents was analysed in relation to a number of demographic variables.

In relation to gender, with one exception, all lone parents are women.

The results by age cohort demonstrate that the majority of lone parents are in the age range, 25 to 44 years. This corresponds very closely with the prevalence of this age group in the survey population as a whole. The results are given at Table 1.

Table 1: Age profile of lone parents

Age cohort	% of lone parents
16 – 19	4.5
20 – 24	20.4
25 – 44	65.9
45 – 54	6.8
55 – 64	2.2
65 plus	0.0

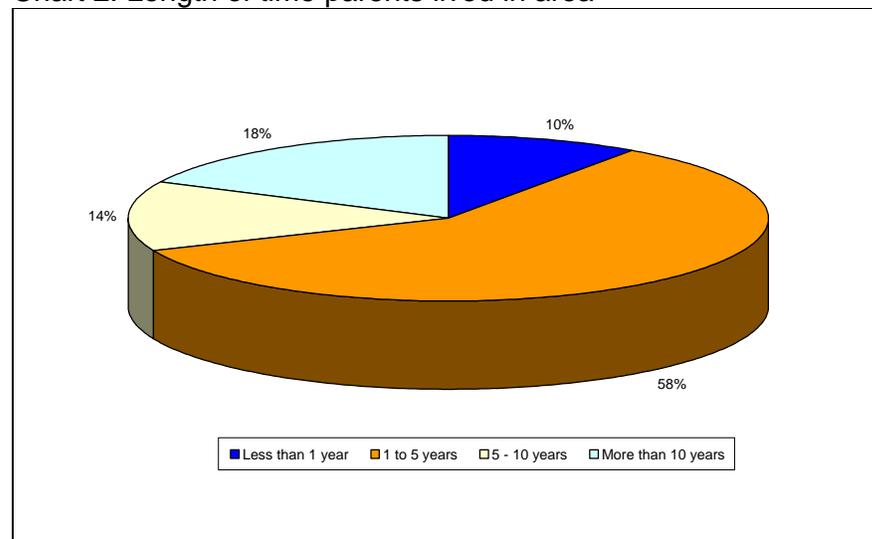
Due to the low number of parents of ethnic minority, it is not appropriate to draw statistical inferences about the degree of lone parenting status amongst local parents.

### Length of time in area

The results from the survey indicate that 90% of parents have lived in the Ore Valley for one year or more indicating a relatively stable local population.

The results are given at Chart 2.

Chart 2: Length of time parents lived in area



### Working status

When parents were asked about their current working status, one third (the largest single group) indicated that they were not working and not looking for work. Taken together, 43% of parents were not in work (be they looking or not looking for work).

Table 2: Working status of parents

Working status	% of parents
Not working/not looking for work	32
Other	22
Working part-time	13
Student/in training	13
Not working/looking for work	11
Working full time	6
Retired	3

Around a fifth of parents categorised their working status in the Other category. Of those who indicated an Other status, all 22 provided further details given below:

- Full time mother – 8 citations
- Housewife/Homemaker – 8 citations
- Volunteer – 3 citations
- Pregnant – 1 citation
- In receipt of benefits – 1 citation
- Foster carer – 1 citation

## Children

The profile of children in the Sure Start catchment area was also explored.

Table 3 shows the number of children that parents were responsible for in a parental capacity, indicating that more than half of all parents has one or two children.

Table 3: Number of children cared for in a parental capacity

Number of children cared for	% of parents
None	3.9
One child	26.4
Two children	39.2
Three children	18.6
Four children	7.8
Five or more children	3.9

The results indicate the success of the surveyors in contacting parents of young children in the Ore Valley area, with only 4% (4 parents) indicating that they had no parental role.

Chart 3 shows the proportion of children under and over 4 years of age that parents care for, with 68% of the children cared for by Sure Start parents in the Sure Start age ranges. (see also Table Four)

Chart 3: Proportion of children aged under 4

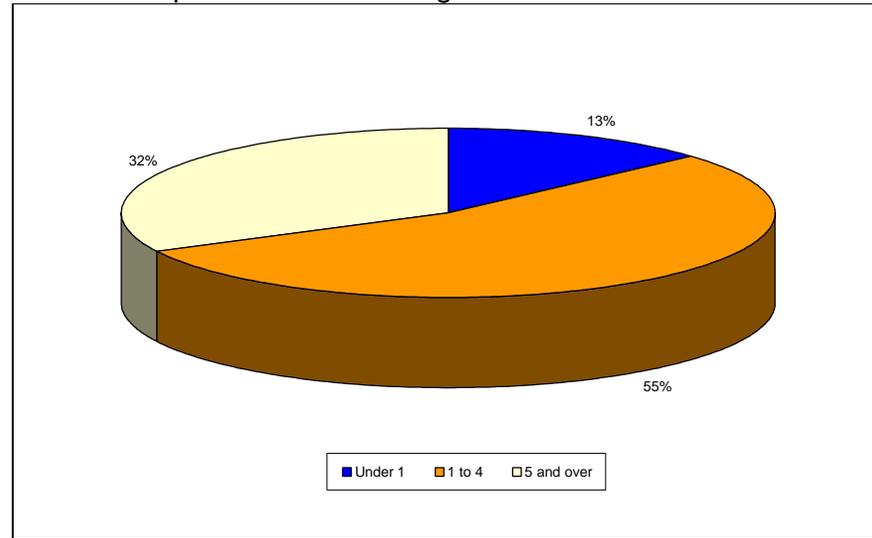


Table 4: Numbers of children aged under 4

Age of children cared for	Actual numbers
Under 1	28
1 to 4	114
5 and over	68
Total children cared for	210

### Ethnicity of children

Parents were asked the ethnicity of their children, where it differed from their own, to ascertain the proportion of children of dual heritage in the Sure Start area.

The survey indicates that 8 parents had children who were of dual heritage; 2 parents indicated that their children were Mixed White and Black African and 2 that their children were Mixed White and Asian. These relatively low figures for dual heritage accord with the ethnic profile of the community, more generally.

## About Sure Start

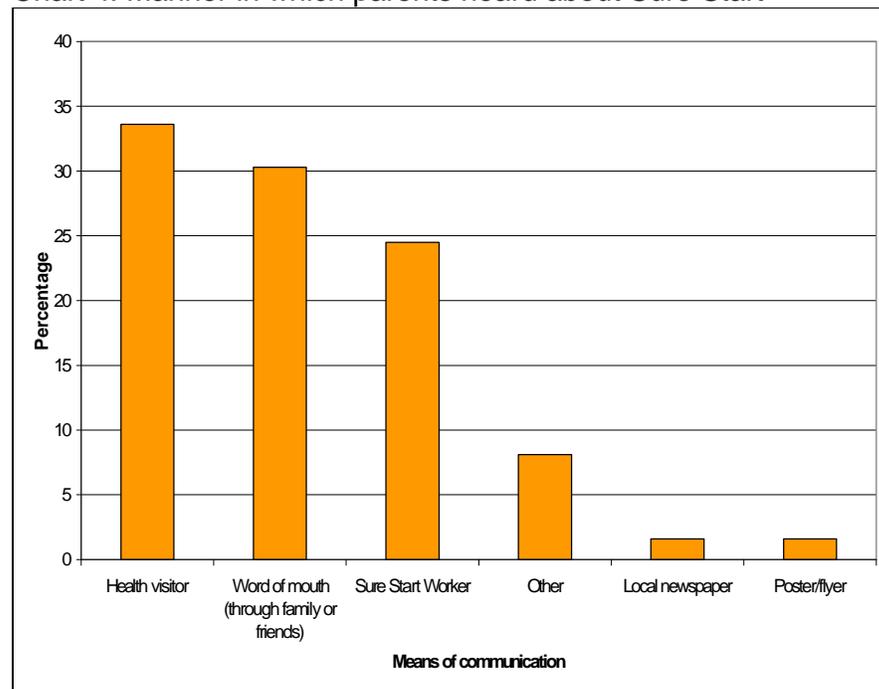
A core aspect of the success of Sure Start is the level of awareness in the community of the programme. In order to examine this aspect, parents were asked whether or not they had heard of Sure Start.

The results are *extremely positive* for the programme with 99% of parents indicating that they had heard of Sure Start. In comparison with assessments that Cordis Bright has undertaken with 11 other Sure Start programmes nationally, this is the highest level of awareness of any Sure Start programme.

Importantly, we explored understanding how people are finding out about the Sure Start Ore Valley programme and the extent to which specific demographic variables are common to specific communication methodologies.

Initially, we asked parents how they had heard of Sure Start. (see Chart 4), with one third identifying that health visitors were the primary source of initial information about the Sure Start Ore Valley programme. Word of mouth and Sure Start workers were also predominant sources of information about the programme.

Chart 4: Manner in which parents heard about Sure Start



Noteworthy, flyers and posters were cited by very few people as a source of information (2% of parents). The results taken as a whole clearly indicate that the programme is best advertised in the Ore Valley area through face to face contact with staff or with friends/neighbours etc that have experienced Sure Start services.

The *Other* means of finding out about Sure Start cited by parents were:

- 1066 Housing Association - 2 citations
- Walked in to Sure Start offices - 2 citations
- Social worker - 1 citation
- Trax Young People's Centre - 1 citation
- Playlink - 1 citation
- Funbus - 1 citation
- Midwife - 1 citation

While there is insufficient data to identify discernible differences between gender in terms of information access, the results looked at by parenting status indicates that:

- lone parents are most likely to hear about Sure Start via word of mouth (34%), whereas
- dual parents are most likely to find out about the programme via health visitors (41%).

To ascertain how effective Sure Start publicity has been and what people perceive the Sure Start programme to be, parents were asked to indicate who they thought Sure Start services were aimed at.

Table 5: Definition of Sure Start as given by parents

Definition given	%
Young children	34%
Parents with young children	28%
Parents and their children	16%
Young mums	7%
Families on low income	6%

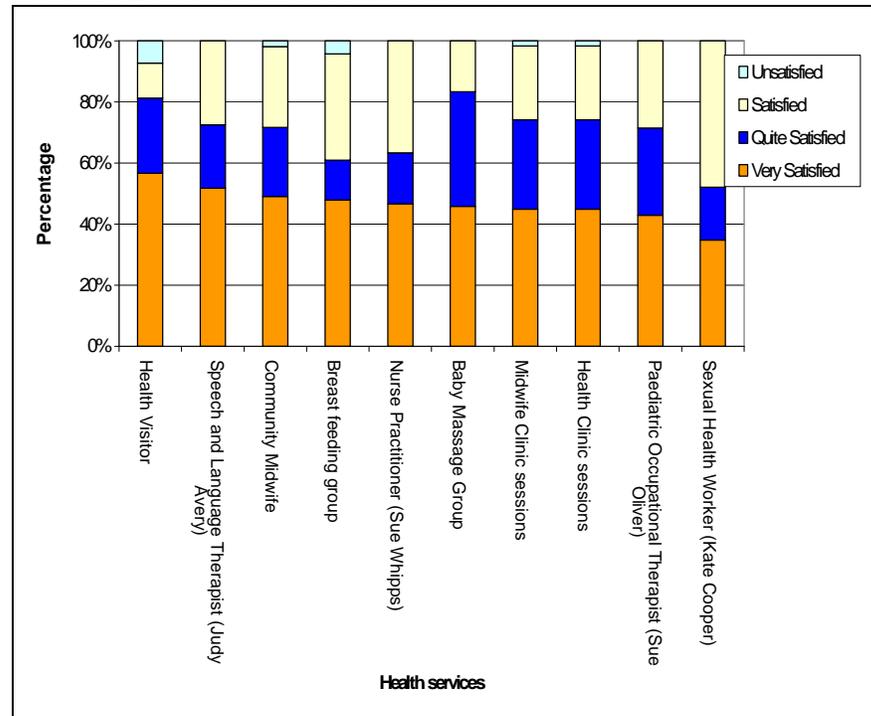
The results at Table 5 are positive inasmuch as that they indicate the vast majority of parents knew that Sure Start is aimed at parents and/or their children. Allowing a liberal definition (including young children, parents with young children, parents and their children as well as those correctly defining the programme) then 78% of parents fairly accurately represented the aims of the programme.

## Health Services

When asked to indicate which health services they used in the Ore Valley area, the most commonly used services are health visitors, clinics and GPs. The results in full can be found at Appendix 1 (Health Services).

Parents were asked to evaluate the available health services with a four point attitudinal scale ranging from Very Satisfied to Unsatisfied, as set out at Chart 5.

Chart 5: Evaluation of health services



The results indicate a largely positive view of local health services in the Ore Valley area with no more than 7% of parents in any one area indicating that they are not satisfied, and health visiting and baby massage classes having very high levels of satisfaction. In all areas, with the exception of sexual health work, 60% or more of parents indicated that they were Very Satisfied or Quite Satisfied.

Parents were also asked whether or not they thought there are enough local health services. While, 85% of parents indicated that they thought there were sufficient services, there are differences in perception based on demographic variables. Lone parents, for example, are somewhat less

likely to feel that there are sufficient health services in the area vis-à-vis dual parent households. (81% as compared with 94%).

Of particular note, appraisal of the sufficiency of health services provision directly correlates with the length of time parents have lived in the area, as set out at Table 6. Essentially, the longer the time spent in the area, the higher the perception of sufficiency.

Table 6: Evaluation of level of health service provision against length of time lived in area

Enough health services?	Length of time lived in area (%)			
	Less than 1 year	1 – 5 years	5 – 10 years	More than 10 years
Yes	66.6	85.7	85.7	94.1
No	33.3	14.2	14.2	5.8

Those who thought there were insufficient services were asked to give details of the services they would like to see introduced. These are set out at Table 7.

Table 7: Additional health services cited

Service cited	Number of citations
GPs	9
Dentist	6
Pharmacy	4
More Health Services	2

## Favourite health service

To explore attitudes in the Sure Start area to current health service provision, parents were invited to cite their favourite health service and give an indication of why this was the case.

The service most commonly cited as being the favourite of parents was the health visitors. This was significantly ahead of the next most cited service, which was non-specified clinics. The reasons cited for health visiting are set out on the next page and indicates that helpfulness, pleasantness and ease of access are critical indicators of satisfaction.

- Health visitor – very helpful and nice. Good advice and easy to talk to.
- Health visitor has been there and she really has been helpful, nice and kind.
- Health visitor – always there if I have any worries and problems.
- Health visitor only a phone call away.

### Health service needing most improvement

The least favourite health service amongst parents was identified as GPs. Again, illustrative quotes have been provided:

- Doctors surgery as I always have to wait a long time to see them. Cannot make appointments and Doctor does not make home visits.
- GP – can never get an appointment when needed.
- Doctors – not much choice, long waiting times.

Noteworthy, are:

- this is a mainstream health service not provided or supported by Sure Start, and that the result
- broadly support the results at Table 7 where parents indicated that there are insufficient GPs in the area.

While problems have been identified by parents, it is important to contextualise these results. Just 15 parents indicated a service that they did not like against 48 that provided information about what they most liked. This indicates, an overall very positive assessment of health services.

## Play and learning services

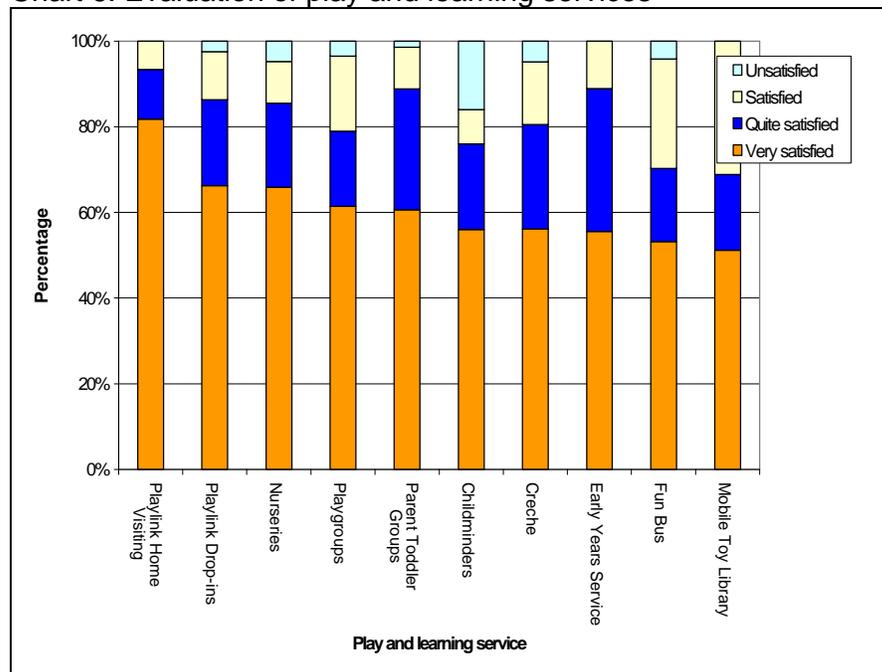
Parents were invited to indicate which play and learning services they used in the Ore Valley area.

Parents indicated views about 17 services that they use, with Playlink the most commonly used service, accounting for 37% of all local families.<sup>1</sup> The next most commonly cited service was the Funbus accounting for 14% of local families.

The full results can be found at Appendix 2 (Play and learning services).

Parents were also asked to evaluate local play and learning services, using the four point attitudinal scale ranging from Very Satisfied to Unsatisfied, as set out at Chart 6.

Chart 6: Evaluation of play and learning services



The results are overwhelmingly positive with 80% and more parents indicating they are Very Satisfied or Quite Satisfied with most current services, and Playlink home visiting and drop-in services having very

<sup>1</sup> The results for Playlink were separated into drop-in service and home visiting service in order to evaluate the relative level of up-take of each aspect. Where no indication was given by parents of which service was meant, the results were placed under a generic Playlink heading.

high levels of satisfaction. However, the level of dissatisfaction with childminding is relatively high, and certainly this is the case vis-à-vis the other services. This is attributable to concerns parents have about the professionalism of child-minding.

When parents were asked whether or not they thought there were sufficient play and learning services in the Ore Valley area, 90% indicated that they thought there were enough. Moreover, there are no discernible variations between perspectives based on demographic variables such as lone parenting or length of time living within the catchment area. This may point to different and successful publicity and information strategies.

In terms of those parents that thought additional services are necessary. These are set out Table 8.

Table 8: Additional play and learning services cited

Service cited	Number of citations
Afternoon play sessions	3
More playgroups	3
Services near the town centre	1
More outside play areas	1
Baby gym	1
Enclosed play area	1
Nursery schools	1

### Favourite play and learning service

As with health services, to explore attitudes in the Sure Start area to current play and learning service provision, parents were invited to cite their favourite play and learning service and give an indication of why this was the case.

Reflecting the results identified at Chart 6 for services used, Playlink proved to be the favourite, accounting for 64% of the preferences of local parents. The results are given in full at Appendix 2 (Play and learning services).

The reasons cited by parents for the 'favourite' status of the Playlink service include helpfulness of staff and the socialisation qualities of the service (particularly of the drop-in) both for parents and children

- Playlink –lots of fun for the children and the people are very nice. If you have a problem they will help you with it or tell you where you can get help from.
- My son has one to one time with someone other than me and the drop-in as he can go off and play and make contact with other children how own age and it's safe and secure.
- Playlink – meet other mums, spend time with my child, see him play and interact with other children.
- Gives a chance to be with other children.

### Play and learning service requiring most improvement

21 parents gave details about services they would like most improvement in within the play and learning area. The funbus scored highest with 6 parents (28% of the sample). This is a relatively small sample, although reasonably sufficient to draw statistical inferences. The reasons, as indicated by the illustrative comments, indicate lack of space as the primary area requiring most improvement.

- Lack of space and not long enough time.
- Funbus too small.
- Funbus too cramped.
- Funbus – steep steps for children, could prove dangerous going up to 2<sup>nd</sup> floor. Often too crowded.

As with the results for health services, contextualising the results about favourite and least favourite service is that many more parents were able to cite a service that they liked than were able to cite a service they dislike. Thus, 64 parents gave details of their favourite service, against 21 who gave details of a least favourite service, a difference of some factor of three.

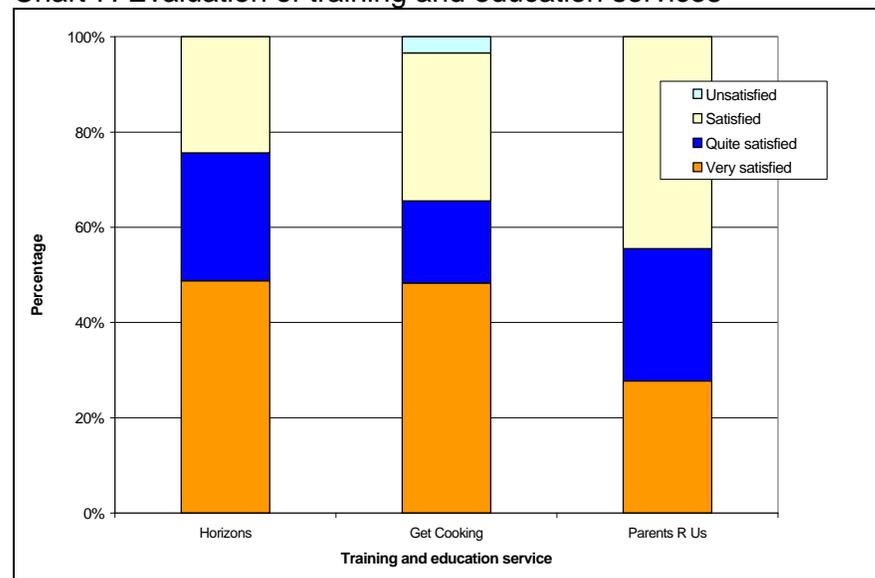
## Training and education

When asked which training and education services parents used in the Ore Valley area, parents to the survey indicated that:

- ❑ Horizons was the most commonly used service, accounting for 11% of parents, and representing some 32% of all services mentioned, and
- ❑ the next most popular training service were cooking courses, accounting for 6% of local parents. The results are given in full at Appendix 3 (Training and education services).

Parents were invited to evaluate training and education services in the Ore Valley area utilising the attitudinal scale adopted elsewhere in the survey. The results are given at Chart 7, below.

Chart 7: Evaluation of training and education services



The results are very positive with no parents indicating that they were dissatisfied with either Horizons or with Parents R Us, albeit that the numbers of parents participating in adult training activities, as compared with those accessing services in health and play and learning for children are comparatively fewer. Only one person indicated being unsatisfied with the Get Cooking.

Parents were also asked to indicate whether or not they thought there were sufficient training and education services available in the Ore

Valley area. Of the 80 responses to this question, 83% felt that there were sufficient services in the Ore Valley, indicating that while take-up levels are comparatively less than some other services that people feel reasonably happy with the type, and level of services available.

However, there is an appreciable difference in the perspectives of lone parents and dual parents. While 90% of dual parent households felt there were sufficient training and education services in the area, for lone parents this is 77%.

When those parents who felt that there were gaps in the current provision of training and education services were asked to give details of what they would like to see, the most common response was for more courses, as set out at Table 9.

Table 9: Additional play and learning services cited

Service cited	Number of citations
More courses	4
More courses with crèche facilities	3
Afternoon sessions	1
Kids club	1
Courses aimed at older children	1

The courses that parents wanted to see were as follows:

- Follow up cooking courses - 2 citations
- Childcare - 1 citation
- Follow up CLAIT course - 1 citation

### Favourite training and education service

When asked to indicate which were their favourite services, the most common response was Horizons (with 6 citations) followed by cooking courses (with 4 citations). The responses are given in full at Appendix 3 (Training and education services).

Some illustrative quotes are provided which give a sense of why parents liked Horizons in particular, indicating that both choice and childcare are key.

- Horizons – lots of choice of courses
  - Horizons because the times and crèche facilities are good.
  - Horizons course with a crèche called DIY health was nice and friendly, small group. I did not have to find a babysitter and had a crèche. Time for myself with an interesting course that was an enjoyment to take.

## Training and education service needing most improvement

Only 2 parents provided details of training and education services they liked the least. These are:

- *Hastings college because most classes are inconvenient for taking children to school.*
- *I think training education is OK. The main problem is transport getting to and from college evening classes especially there is no transport to attend especially after 7pm.*

## Other services in the Ore Valley area

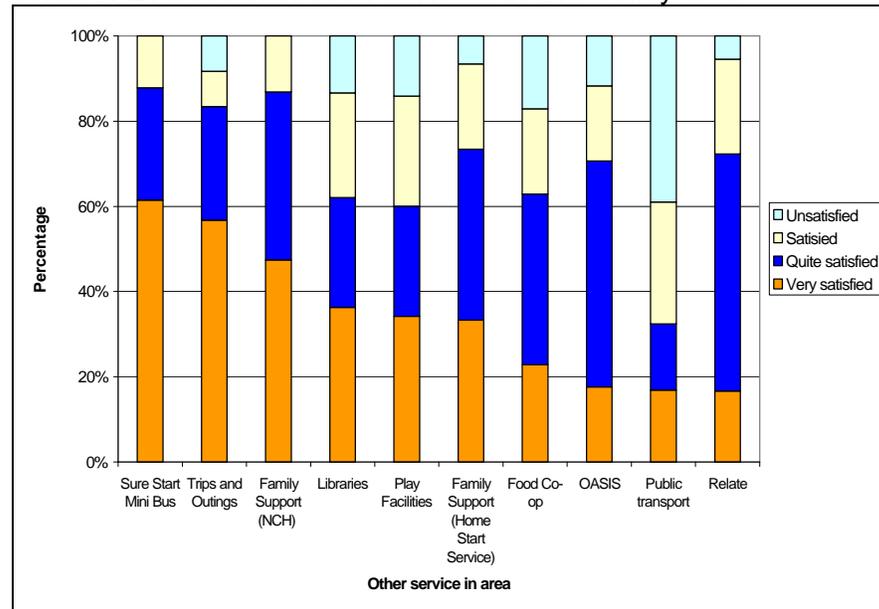
In order to encompass the full range of services in the Ore Valley area, parents were asked to evaluate a range of other services, both provided by Sure Start and by mainstream agencies.

A very positive result for Sure Start is that the most often cited other services used by parents in the area was the Sure Start Minibus which 22% of local parents indicated using (representing 51% of services mentioned). The impact of Sure Start in the area is further emphasised in that the second most commonly cited option were Sure Start trips and outings (noted by 11% of parents).

The full results are given at Appendix 4.

When asked to evaluate services in the area, there is considerable variance between satisfaction levels (see Chart 8).

Chart 8: Evaluation of other services in Ore Valley area



On one hand, the Sure Start minibus, NCH family support and Sure Start trips and outings have very high levels of satisfaction, with more than 80% of families indicating that they are 'very' or 'quite' satisfied with these.

On the other hand, at about two in five households considers public transport to be unsatisfactory and close to one in five households

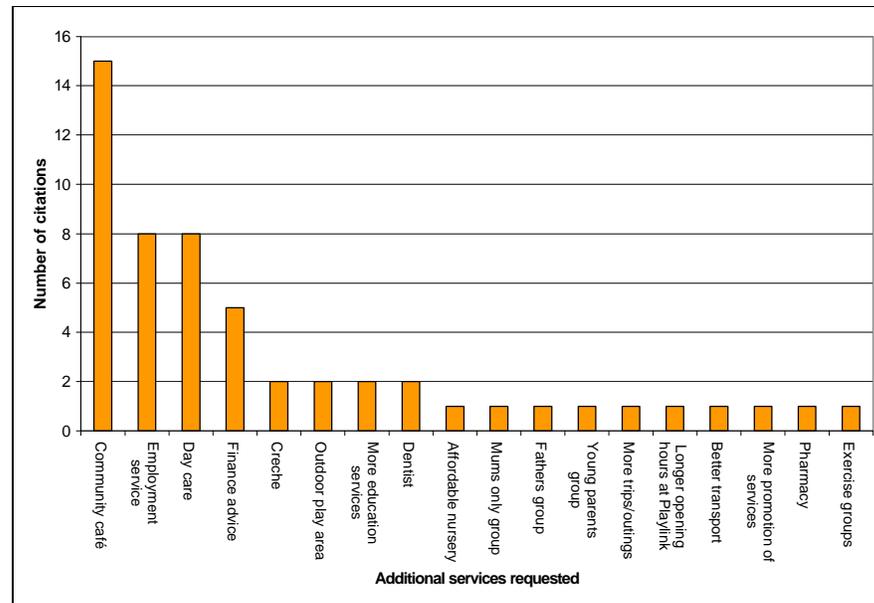
considers play facilities and the food co-op unsatisfactory. Potentially the degree of satisfaction with the Sure Start min-bus is correlated to the level of dissatisfaction with public transport.

Parents were also asked in a general sense whether or not they thought that there was a sufficient range of services for parents and their young children in the area. 89% of parents felt that there was a sufficient range of services. This would seem to indicate that the Sure Start Ore Valley programme has enabled a broad enough spectrum of services that meets the primary needs of parents of young children and their children in the community.

However, by reference to demographic variables, there are significant differences in perspective between lone parents and dual parent households. Whilst 100% of those parents with a partner thought there were sufficient local services, 76% of lone parents thought not.

Parents were also provided with the opportunity to make suggestions as to services that they would like to see in the Ore Valley area. The recommendations of the parents are given in Chart 9.

Chart 9: Recommendations for additional services in Ore Valley area



In total 54 recommendations were made, with recommendations for a community café constitute 28% of the total recommendations. The results are particularly interesting considering the establishment of a community café at Farley Bank, suggesting that Sure Start Ore Valley may need to work to improve satisfaction and take-up with this service.

## Favourite 'other' service in the Ore Valley area

When asked to indicate their favourite additional local service, the most commonly cited service was the Sure Start Minibus mentioned by 10 parents. The next most cited service were Sure Start trips and outings, mentioned by 5 parents. The full results are at Appendix 4 (Other services in the Ore Valley area).

Illustrative quotes are given which indicate why people like the Sure Start Minibus service:

- Sure Start Minibus as it's convenient and saves the stress and hassle of using public transport.
- Minibus has been a good help to me and my children.
- Sure Start Minibus as it gives myself and children a chance to get out of Hastings as I have no transport.
- Sure Start Minibus – don't have to walk to the Sure Start building on Malvern Way.

Comments from parents also indicate that, to an extent, they perceive the trips and outings as an extension of the Minibus service.

- Trips on Minibus. I don't have to worry how I am going to get to destination and back again.
- I don't drive so it is nice to go somewhere different.
- Trips on Minibus. Wife variety and very cheap trips, minibus driver very nice.
- Trips and outings – they are affordable if you are on a low income and my children don't miss out on activities I would probably not be able to afford which is great for them which makes me feel good.

As it relates to services needing most improvement, there were insufficient responses to this question to enable the drawing of valid inferences.

## Assessment of Sure Start Ore Valley venues

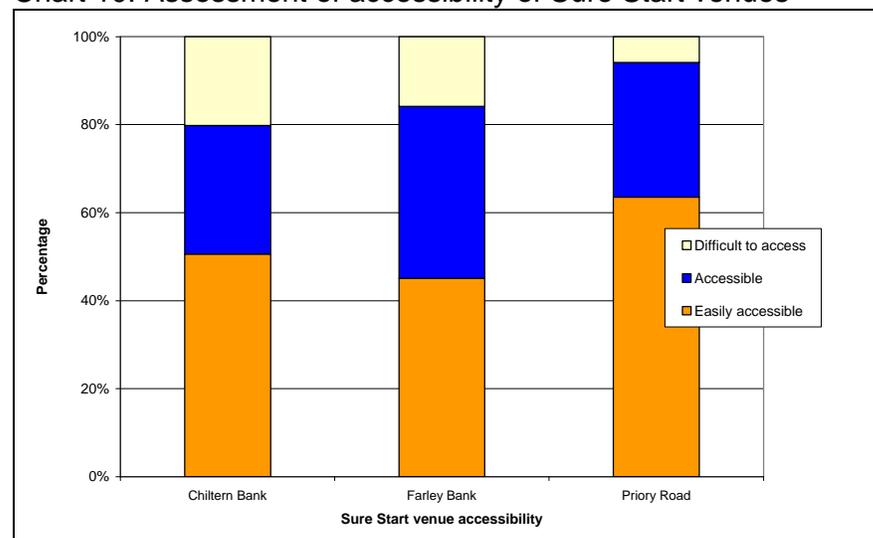
In addition to the evaluation of Sure Start Ore Valley services, we also sought to identify the appropriateness of Sure Start Ore Valley venues. These are:

- Chiltern Drive
- Farley Bank
- Priory Road

### Accessibility

Initially parents were asked to assess the accessibility of each of the venues utilising an attitudinal scale of Easily Accessible, Accessible and Difficult to Access. The results are given below in Chart 10.

Chart 10: Assessment of accessibility of Sure Start venues



The majority of parents indicated that the venues were either Easily Accessible or Accessible. However, about one in five families considers Chiltern Drive and Farley Bank, Difficult to Access.

The most accessible venue was Priory Road which over 90% of parents indicated was Very Accessible or Accessible.

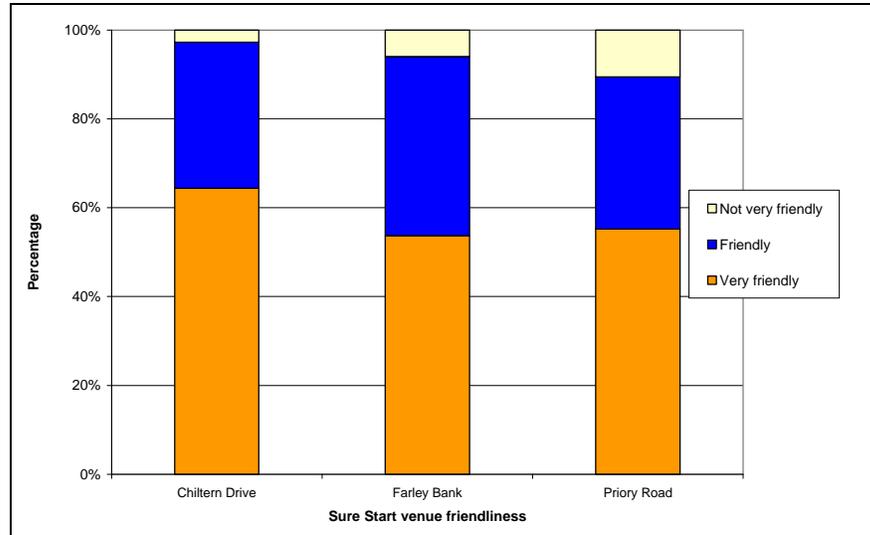
Moreover, behind these headlines, there are some differences about accessibility based on demographic characteristics. These are:

- ❑ Male parents were much more likely to find Chiltern Drive accessible than female parents (88% vis-à-vis 79%)
- ❑ Male parents were slightly more likely to find Farley Bank accessible than female parents more, by about 5%
- ❑ Female parents were more likely to find Priory Road accessible than male parents, by about 5%
- ❑ Lone parents were more likely to find Chiltern Drive accessible (87% against 74% of dual parents)
- ❑ Dual parent households were more likely than lone parents to find both Farley Bank and Priory Road more accessible. (90% vis-à-vis 81% and 96% vis-à-vis 91% respectively).

## Friendliness

Using an attitudinal scale of Very Friendly, Friendly and Not Very Friendly, parents were asked to rate the three venues. The results are set out at Chart 11.

Chart 11: Assessment of friendliness of Sure Start venue



The results demonstrate that the overwhelming majority of parents consider the three venues to be Very Friendly or Friendly, with about three in five families considering all venues to be Very Friendly. However, about 11% of local parents indicate that the Priory Road venue is Not Very Friendly.

As with previous analysis, there is some distinction between those results of lone parents, and those of dual parents, as set out at Table 10.

Table 10: Assessment of friendliness of venues by parenting status

Venues	Friendliness – Very friendly to friendly (%)	
	Lone parents	Dual parents
Chiltern Drive	94.4	100
Farley Bank	87.8	100
Priory Road	82.7	95.3

No other correlations could be found from other demographic variables.

## General comments about venues

Parents were asked to make general comments about any three of the venues. In all 39 parents provided comments, of which 31 were positive and 8 negative.

A selection of quotes are provided grouped by strengths and areas for improvement with a reference to the venue (where this was given)

## Strengths

- ❑ I think the staff are friendly, helpful and give time to talk to you which makes a difference. I felt isolated but Sure Start is a place where I can make new friends and feel a part of the community. Access to information is very helpful. (No specified venue).
- ❑ It's my first day here and I have been made to feel very welcome. (No specified venue).
- ❑ They're happy to welcome new faces and help you fit in. (No specified venue).
- ❑ I rate Chiltern Drive as I only live around the corner so is easily accessible. Also, it's a very friendly environment to be in, the children seem very happy and the workers are liked by everyone.
- ❑ Priory Road were friendly and nice to you and helpful.
- ❑ Chiltern Drive – I feel this way because all of the staff I have had encounters with have been polite, friendly and helpful.
- ❑ They make you feel very welcome at any time and are there to listen. (No specified venue).
- ❑ I think Sure Start have got nice staff who are friendly. My son likes sitting at the table, eating toast in the morning with other children. Also the most important thing is that they are learning as well as having fun. (No specified venue).

The importance of Sure Start staff as welcoming, friendly and open to parents is evident in the comments, and point to the characteristics of what delivers satisfaction.

## Areas for improvement

- Farley Bank – no one has ever greeted me there, when I go it is usually for a course.
- Very unfriendly – not made welcome, very clicky. (No specified venue).
- Chiltern Drive is too clicky and people don't talk.
- Priory Road make you feel very unwelcome.
- I felt that I was an outsider and not made to feel welcome.
- At Priory Road some staff try to boss the parents around.

While these comments indicate issues of concern, it must be remembered that these constitute 8 out of a total of 39 comments, i.e. 20%. To put this further into context, 8 parents provided less favourable comments out of a total survey population of 102 people.

## Venue specific issues

Parents were invited to comment on each of the three venues specifically in order to ascertain whether or not there were any factors that prevented them from using the venues. These are set out by reference to each venue.

### Chiltern Drive

The single most commonly cited factor in relation to the Chiltern Drive location was the distance entailed in getting there, a factor mentioned by 18 parents out of a total of 24.

Table 11: Factors preventing use of Chiltern Drive

Factor	Number of citations
Distance	18
Unfriendly staff	2
Location	1
Don't know where it is	1
Too busy to use venue	1
Don't need to use venue	1

Some illustrative quotes are:

- Too far to walk with baby in difficult weather and public transport to area is only one every hour.
- It's too far away and I don't live in the area.
- Can't afford taxis – too far to walk.
- Too far – no transport.

The reference to “Location” refers to the respondent’s wariness of the general locale of the premises, thus:

- The local area, the broken glass etc.

## Farley Bank

As with the response for Chiltern Drive, the key factor in preventing people using Farley Bank was that of distance with 8 citations out of a total of 22.

Table 12: Factors preventing use of Farley Bank

Factor	Number of citations
Distance	8
Difficult to access	6
Location	5
Unfriendly	3

The results in Table 12 are interesting inasmuch as they are more evenly split between a range of factors than are the results for Chiltern Drive where the primary consideration was clearly that of distance.

While the quotes regarding distance closely resemble those given above, it is worth highlighting the accessibility of the venue and as such some quotes are provided:

- Lot of steps with pushchair.
- There are a lot of steps for pushchairs.
- The steps - I find it awkward with a buggy.

The information regarding accessibility is interesting inasmuch as that it tends to show that the physical layout of the venue is something of an impediment to potential users. The results here must be read in conjunction with the results at Chart 10, where over 80% of parents indicated that they did find the venue accessible.

As with Chiltern Drive, several parents indicated that they did not like the area in which the venue operates:

- Bad area – frightened of getting mugged.
- Don't like this area of Hastings.
- I don't really like Farley Bank.

## Priory Road

Unlike the previous two venues, the primary consideration in relation to Priory Road was that of unfriendliness, with distance the second most important factor.

Table 13: Factors preventing use of Priory Road

Factor	Number of citations
Unfriendly	4
Distance	3
Difficult to access	2

Illustrative quotes are provided below:

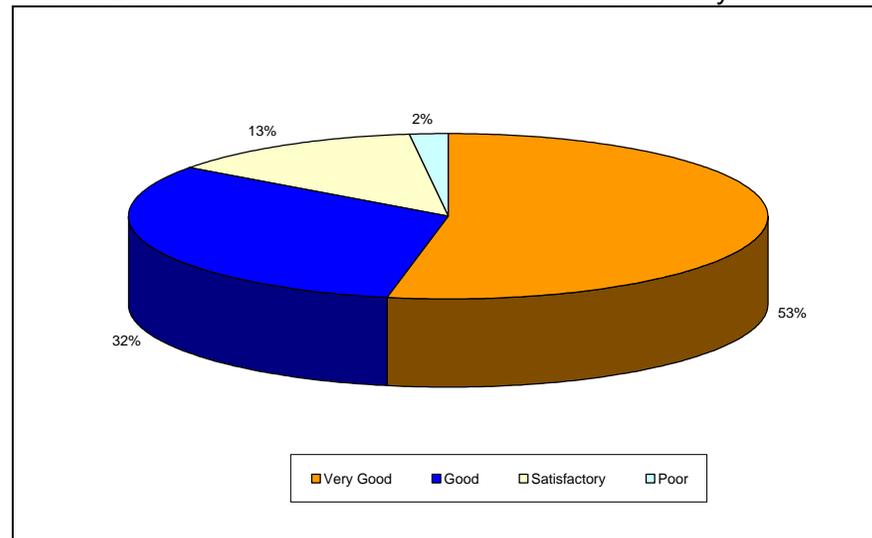
- They are very clicky and make you feel unwelcome.
- The attitude of other parents.
- Not friendly.

## Overall

Finally, local parents gave an overall assessment of the Sure Start Ore Valley programme and its impact on the area.

The results at Chart 12 indicate that 98% of parents consider the programme to be Very Good, Good or Satisfactory. Moreover, more than half of all local families assessing the programme to be Very Good.

Chart 12: Overall assessment of Sure Start Ore Valley



Parents were also asked, if they did not use Sure Start services, why this was the case.

Chart 13 demonstrates that the single most common factor for not using Sure Start services was the age of children, followed by not knowing about the services.

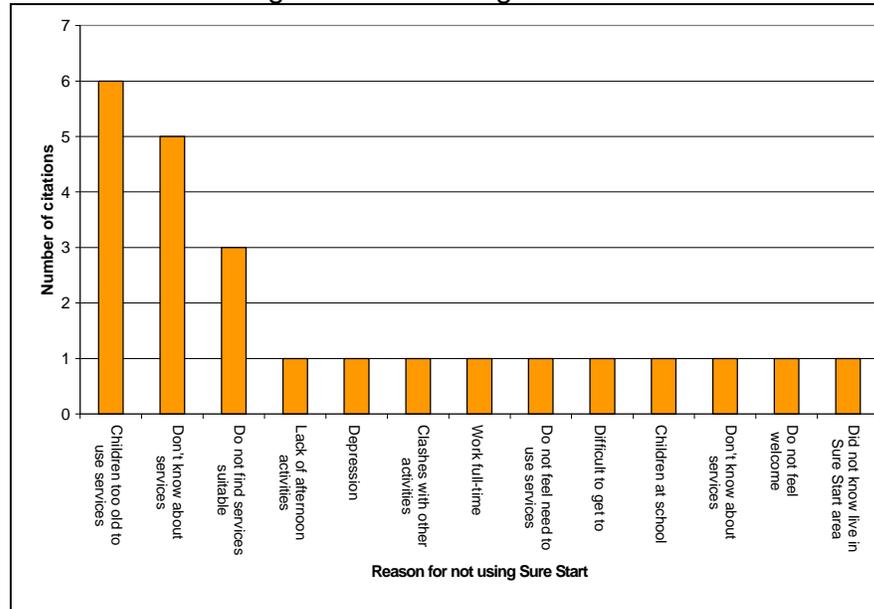
I cannot bring my 4 year old because my older children cannot go.

My child is not old enough for some services.

Because my children are too old now.

- Don't know about them or at wrong time for me.
- Because often I only hear about something that Sure Start is doing after it has happened. Not very well advertised.
- No one tells you what is going on.

Chart 13: Reasons given for not using Sure Start services



## Other issues arising

Parents were also invited to add any last additional comments which they felt were relevant to any aspect of Sure Start and the services it provides.

In total, 15 parents provided additional final comments. These in turn largely broke down into two broad thematic areas that are detailed below.

## Promotion of Sure Start

Several parents felt that the programme could improve its work around promoting its services to the community. Such thoughts, however, must be considered in relation to the area concerning awareness of Sure Start, indicating that verbal communications are best placed to promote Sure Start Ore Valley.

- They need to advertise what they offer so everyone knows what's on offer and when.
- More information about services.
- It is very difficult to find all about the service. Not advertised much to the general public in the Sure Start area. Perhaps leafleting to all houses so they can see what's available, with contact numbers etc.
- I think Sure Start is an excellent service and I would like to know more about what is available. I didn't even know I was even in the Sure Start area.
- Could do with a bit more publicity.
- Maybe more advertising as I don't think the private areas within the Sure Start area know that they can use the service as well as the people living in Council accommodation.

### Sure Start client group

Some parents indicated that they wanted the remit of Sure Start expanded to include a wider age range of children. Their quotes are provided below:

- Please raise the age to 5 'til you can get them to school.
- They should not be cut off at four years for children.
- They need to cater for older children not just 0 – 4.

While this is not possible by virtue of the specific nature of the specification of the programme, it does indicate a need to:

- Improve awareness about the boundaries of the programme
- Linking up with other services that meet the needs of children aged four and over, such as the Children's Fund and Connexions, to enable a service package framework that meets the full continuum of needs of local families, irrespective of the age of their children, and thus enables seamless 'whole of family' services.

## Appendix 1 – Health services

Table 14: Health services cited by parents

Health service used	Number of citations
Health Visitor	29
Clinics (non-specified)	20
GPs	15
Sure Start service (non-specified)	6
Midwives	5
Dentist	4
Baby clinic	4
Speech therapist	3
Baby weighing	2
Sure Start clinic	2
Breast feeding group	2
Physiotherapist	1
Occupational therapist	1
Baby massage	1
Young mums group	1
Drop-in service (non-specified)	1
Special needs service	1
PNC	1

Table 15: Evaluation of health services

Health service	Evaluation (%)			
	Very satisfied	Quite satisfied	Satisfied	Unsatisfied
Community Midwife	49.0	22.6	26.4	1.8
Paediatric Occupational Therapist	42.8	28.5	28.5	0.0
Midwife Clinic sessions	44.8	29.3	24.1	1.7
Health Clinic sessions	44.8	29.3	24.1	1.7
Nurse Practitioner	46.6	16.6	36.6	0.0
Sexual Health Worker	34.7	17.3	47.8	0.0
Health Visitor	56.5	24.6	11.5	7.2
Speech and Language Therapist	51.7	20.6	27.5	0.0
Breast Feeding Group	47.8	13.0	34.7	4.3
Baby Massage Group	45.8	37.5	16.6	0.0

Table 16: Favourite health service of parents

Favourite health service	Number of citations
Health visitor	13
Clinic (non-specified)	6
Midwife	5
Speech and language therapist	4
GP	3
Dentist	3
Nurse	3
Baby clinic	2
Sure Start service (non-specified)	2
Breast feeding group	2
Playlink (non-specified)	2
Ore Health Clinic	1
Physiotherapist	1
Early Learning services	1
Child clinic	1
PNC	1
Occupational therapist	1
Sexual health worker	1

Table 17: Least favourite health service of parents

Least favourite health service	Number of citations
GP	4
Health visitor	3
Dentist	1
Hospital (non-specified)	1
Speech and language therapist	1

## Appendix 2 – Play and learning services

Table 18: Play and learning services cited by parents

Play and learning service used	Number of citations
Playlink (non-specified)	31
Playlink drop-ins	28
Funbus	19
Playlink home visits	13
Playgroups	13
Parent and toddler group (non-specified)	8
Tumbletots	5
Toy library	5
Nursery (non-specified)	4
Crèche (non-specified)	3
Playworker	2
Music group	1
Kids Galore	1
After-school club	1
Parks	1
Pre-school visiting	1
Bumps and babys	1
Music and movement	1
Early learning	1

Table 19: Evaluation of play and learning services

Play and learning services	Evaluation (%)			
	Very satisfied	Quite satisfied	Satisfied	Unsatisfied
Parent Toddler Groups	60.5	28.1	9.8	1.4
Nurseries	65.8	19.5	9.7	4.8
Playgroups	61.4	17.5	17.5	3.5
Childminders	56.0	20.0	8.0	16.0
Playlink Drop-ins	66.2	20.0	11.2	2.5
Playlink Home Visiting	81.6	11.6	6.6	0.0
Creche	56.0	24.3	14.6	4.8
Mobile Toy Library	51.1	17.7	31.1	0.0
Fun Bus	53.1	17.0	25.5	4.2
Early Years Service	55.5	33.3	11.1	0.0

Table 20: Favourite play and learning service of parents

Favourite play and learning service	Number of citations
Playlink (non-specified)	30
Funbus	9
Playlink home visits	7
Tumble tots	4
Nursery	4
Playlink drop-ins	4
Playworker	2
Parent and toddler group (non-specified)	2
Pre-school	1
Early learning	1
Music and movement	1
Toy library	1
Creche	1

Table 21: Least favourite play and learning service of parents

Least favourite play and learning service	Number of citations
Funbus	6
Playlink	4
Play-link drop-ins	2
Childminders	1
Park	1
Toy library	1

### Appendix 3 – Training and education services

Table 22: Training and education services cited by parents

Training and education service used	Number of citations
Horizons	12
Cooking	7
CLAIT	5
First Aid	5
Maths	3
Alternative health	2
Parenting course	1
Food hygiene	1
English	1
Internet	1

Table 23: Evaluation of training and education services

Training and education facilities	Evaluation (%)			
	Very satisfied	Quite satisfied	Satisfied	Unsatisfied
Horizons	48.7	26.8	24.3	0.0
Parents R Us	27.7	27.7	44.4	0.0
Get Cooking	48.2	17.2	31.0	3.4

Table 24: Favourite training and education service of parents

Favourite training and education service	Number of citations
Horizons	6
Cooking	4
First Aid	3
CLAIT	2
Maths	2
Parent R Us	1

Table 25: Least favourite training and education service of parents

Least favourite training and education service	Number of citations
Hastings college	1
Lack of public transport to training venues	1

## Appendix 4 – Other services in the Ore Valley area

Table 26: Other services in Ore Valley area cited by parents

Other services used	Number of citations
Sure Start Minibus	22
Trips/outings	11
Food co-op	4
Family support service (non-specified)	3
Self awareness	1
Homestart	1
Libraries	1

Table 27: Evaluation of other services in Ore Valley area

Other services	Evaluation (%)			
	Very satisfied	Quite satisfied	Satisfied	Unsatisfied
Family Support (NCH)	47.3	39.4	13.1	0.0
Family Support (Home Start Service)	33.3	40.0	20.0	6.6
OASIS	17.6	52.9	17.6	11.7
Food co-op	22.8	40.0	20.0	17.1
Relate	16.6	55.5	22.2	5.5
Sure Start Mini Bus	61.4	26.3	12.2	0.0
Trips and Outings	56.6	26.6	8.3	8.3
Libraries	38.2	27.1	22.2	12.3
Play facilities	24.1	25.8	25.8	14.1
Public transport	16.8	15.5	28.5	38.9

Table 28: Favourite other service in Ore Valley area of parents

Favourite other service	Number of citations
Sure Start Minibus	10
Trips/outings	5
Playlink	4
Family Support (non-specified)	4
Toy library	1
Playgroup	1

Table 29: Least favourite other service in Ore Valley area of parents

Least favourite other service	Number of citations
Funbus	3
Family support (non-specified)	1
Food co-op	1
Horizons	1
Sure Start Minibus	1
Trips/outings	1
Public transport	1