



## **Mildmay and Canonbury East Sure Start Local Programme Annual Evaluation Report 2003-2004**

### **Introduction: The Sure Start Area**

The Sure Start Mildmay and Canonbury East catchment area includes part of the Mildmay ward and runs up along Newington Green Road from the junction of St Paul's Road and Balls Pond Road. It continues along Beresford Road and cuts across New Park Road, to encompass Highbury Quadrant School. It includes part of Green Lanes before leading into Matthias Road, and takes in Newington Green Primary School. The catchment area continues down Boleyn Road until it meets with one of the main roads in Islington, Balls Pond Road. The Canonbury East Ward is fully represented, and the catchment area goes south on Southgate Road until Rosemary Gardens and is then bordered by North Road, Prebend Street and Britannia Row, and includes Charles Lamb Primary School. A large part of one of the main roads in Islington, Essex Road, falls into the catchment area.

The MCE area is largely residential, rich with cultural diversity. Its borders the borough of Hackney but is within a short bus ride to two stations: Highbury Islington tube, and Essex Road train station. There is a broad range of neighbourhood based shops and food stores. There are a number of locally focused community groups working toward regeneration initiatives. Many of these have become involved with Sure Start including The Factory, IMECE, and Bentham Under 5's Nursery.

### **Evaluation Approach**

Zahno Rao Associates, a local firm was commissioned in August 2003 to undertake for a scoping exercise to identify issues that might be examined in the yearly evaluation. The outcome was that the full evaluation should be carried out using a self evaluation approach with the focus on the **quality of service** being offered by providers receiving funding from Sure Start MCE. This approach was discussed and approved by the Management Board.

The initial scoping exercise involved face to face interviews with six service providers chosen by the Management Board and programme manager.

## **Methodology**

Following the scoping exercise the evaluators suggested a choice of two options. The Board chose to use the self-evaluation model. To support the self-evaluation process they developed a tool kit for the participating groups to use. To summarize:

- a. 11 service providers were evaluated through one to one interviews. This is the number of service providers who were, at that time, receiving Sure Start funds.
  
- b. The evaluation took place, including the scoping exercise, between September 2003 and January 2004.
  
- c. The scoping exercise identified a quality service as one that:  
1.reaches its target group of users; 2.delivers what it says it will; methods and approaches ensure that the service makes an impact and brings about positive change, making a tangible contribution to the programme's strategic objectives;3. adds value through linkages, additional funding and its ability to address users' other issues; 4.evaluates, reviews and changes its own service.
  
- d. Following this, issues were identified that were discussed in the interviews. These were:  
1.Reaching target users 2.Service delivery 3.Impact 4. Added value 5. Evaluation and development.

## **Syntheses of findings and Further Action**

The result of the interviews was combined in a narrative report along with a Table of Responses (Please see Appendix one) and a Recommended Action Plan (Appendix two) The table of responses allowed each group to confidentially rank their performance. This table will be used as a baseline by the programme for measuring future performance. The Recommended Action Plan has detailed suggestions, dates and designated tasks that include programme staff, service providers, and management board members. This provides a basis for the next year's evaluation.

Immediate action will involve the Community Outreach team and other service providers meeting to discuss these findings, set the baseline and begin work to complete the Recommended Action Plan by end of January 2005.