



Annual Evaluation Report

January 2004

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Contents

	Page No.
1 Introduction	2
2 Aims and Objectives	2
3 Background	3
4 Methodology	5
5 User Satisfaction Survey	6
6 Bookstart Plus Project	10
7 Sports Development Project	16
8 Play, Learning and Childcare Project	22

1 Introduction

This report provides feedback on the first year of evaluation activities that have taken place within SureStart Hyde during 2003. The research for this report has been conducted over a period of time in which the project has been establishing links with the local community of SureStart Hyde. The data, which forms the basis of this report, is mainly qualitative in nature as it focuses on the views and opinions of local parents who live in the area and involved in the programme. The report does not incorporate a great detail of statistical analysis, as this will be explored further in years 2 and 3 of the evaluation.

The evaluation has encompassed the following areas/projects:

1. Feedback from the User Satisfaction Survey
2. Bookstart Plus Project
3. Sports Development Project
4. Play, Learning and Childcare Project

2 Aims and Objectives

The main aims of this evaluation were to provide us with a synopsis of the following:

- Views of local parents who live in the area and their satisfaction levels with the facilities and services used/available in the area, including ways in which services and facilities can be improved.
- To gain an understanding of how well our services are performing.
- Progress towards the objectives and targets for SureStart.
- Short-term achievements of SureStart Hyde.
- Progress towards future development of services and facilities.

3 Background

SureStart

SureStart programmes work with parents and parents-to-be to improve children's life chances through better access to:

- Family support
- Advice on nurturing
- Health services
- Early learning

Aims and Objectives of SureStart

"The aim of SureStart is to work with parents-to-be, parents and children to promote the physical, intellectual and social development of babies and young children – particularly those who are disadvantaged – so that they can flourish at home and when they get to school, and thereby break the cycle of disadvantage for the current generation of young people"

Nationally, SureStart has some clear objectives and targets to allow for measurement and evaluating progress, these are:

Objective 1: improving social and emotional development

"by supporting early bonding between parents and their children, helping families to function and by enabling the early identification and support of children with emotional and behavioural difficulties"

SureStart subsequently has as one of its targets to reduce by 20% the proportion of children aged 0-3 in the SureStart areas who are re-registered within the space of 12 months on the child protection register by 2004.

Objective 2: improving health

"by supporting parents in caring for their children to promote healthy development before and after birth"

In relation to this objective, one of the targets is to reduce the number of women smoking during pregnancy by 10% in the SureStart areas.

Objective 3: improving children's ability to learn

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

Subsequently one of the targets is to reduce the number of children with speech and language problems requiring specialist intervention by the age of 4 by 5%.

Objective 4: strengthening families and communities

"by involving families in building the community's capacity to sustain the programme and thereby create pathways out of poverty"

In relation to this objective, one target is to reduce by 2004 the number of 0-3 year olds in the SureStart areas who are living in households where no one is working by 12%.

Key Principles of SureStart

Overall SureStart programmes have the following as their overall principles:

- Co-ordinate, streamline and add value to existing services in the SureStart area;
- Involve parents, grandparents and other carers in ways that build on their existing strengths;
- Avoid stigma by ensuring that all local families are able to use SureStart services;
- Ensure lasting support by linking SureStart to services for older children;
- Be culturally appropriate and sensitive to particular needs;
- Promote the participation of all local families in the design and working of the programme.

SureStart Hyde

SureStart Hyde is a fifth wave programme situated in the South of Tameside incorporating parts of the three wards, which make up Hyde. These are Hyde Godley, Hyde Werneth and Hyde Newton wards. The 1998 Index of Local Deprivation classed the whole of its built-up extent as 'deprived' in one or more respects.

According to the Health Visiting Records for 2003 there are approx 846 children aged under 4 years in the catchment area. The 2001 Census information identified 13.8% of the SureStart population is of Bangladeshi origin. Other ethnic groups are tiny by comparison, the largest being Pakistani with approximately 70 people.

A vast majority of Hyde's Bangladeshi population live near the town centre, although a number of families live in the Flowery Fields area, which is within the SureStart Boundary area. Most of the Bangladeshi community are from the Sylhet region of Bangladesh, which is a rural region experiencing intense poverty.

Many of the Bangladeshi community are not using the health facilities due to difficulties in obtaining appointments, a lack of women GP's, a few bilingual workers. There are also difficulties in early identification of health problems within the Bengali community.

Although many people within the SureStart Hyde require services to be adapted and delivered in different ways, parents share common aspirations for their children and have identified similar concerns within previous consultations namely:

- To improve incomes
- To provide children with play and learning opportunities
- To have access to safe and affordable childcare
- To have clean streets and play areas
- To have venues where parents and carers can mix and learn from each other

The SureStart programme aims to continue to build on the strengths of the diverse community of Hyde and to work with parents to breakdown barriers and perceptions that can be viewed as 'unfairness'. This can lead to racial tensions similar to other areas where people have the additional pressures of living on low incomes and poor housing etc...

Bringing the two communities together whilst respecting difference is considered to be a major challenge for the service providers and for the SureStart staff.

4 Methodology

The evaluation of SureStart Hyde has used a wide range of research methods including Independent/Internal research – involving local parents, other sources of information such as the National Census Information, Health Records in order to obtain the information required and to assist us in analysing the impact SureStart Hyde has made in the local community.

5 User Satisfaction Survey

Aims and objectives

Questions Answered was asked to undertake a survey amongst local parents (of children aged 0-4 years) to establish their views of the area in which they live and their satisfaction levels with the services and facilities used/available in the area, in order to be able to identify ways in which services and facilities could be improved and to identify how best to spend resources.

Self-completion method

Questions Answered designed a suitable survey in collaboration with us. This was then sent out by post to families of all children between the ages of 0-4 years in the SureStart Hyde area (names & addresses were provided by PCT (Primary Care Trust)).

The family of each child was sent a covering letter (in English and also translated into Bangla), a self-completion survey, a pre-paid envelope and two reply slips (also an information leaflet about our local programme). One reply slip allowed parents to write down their personal details (name and address) to allow them to receive a £5.00 voucher as an incentive for completing the survey. A further reply slip was included for anyone requiring a face-to-face interview (a home visit) opposed to completing a self-completion survey.

The method adopted was the self-completion survey, as nobody requested for a telephone survey or a face-to-face survey. From the 650 surveys' that were mailed out, a total of 155 separate surveys were returned through this method, giving us a 23.8% response rate. In actual fact 12 of these surveys were from families outside of the SureStart Hyde catchment area, so the total number of returned surveys was actually 143 and a response rate of 22%.

Below is a breakdown of the number and percentage of returned surveys by Ward:

Ward	Number of completed survey's	Percentage of completed survey's
Hyde Godley (part)	51	36%
Hyde Newton (part)	55	38%
Hyde Werneth (part)	37	26%
Total	143	100%

A summary of the key findings from the survey

- In terms of their satisfaction it appeared that the majority of respondents were of the opinion that the area is ok (though would like some things to change) and there was little difference in the opinions of those families from white and non-white groups. Just under a quarter of respondents felt that there were a sufficient range of childcare facilities available locally, despite this more than half of respondents were using some kind of childcare for their children. It was notable that white respondents were more likely to be using childcare than those from ethnic minority families.
- A much higher proportion of parents were using informal childcare from family and friends than were using formal childcare. However of the parents that were using formal childcare the majority appeared to be either satisfied or very satisfied with it. When asked if they had faced any barriers to accessing their preferred form of childcare, despite many parents suggesting that they didn't face any barriers, cost was the one thing most parents felt prevented them from using their preferred method of childcare.
- Although the majority of parents felt there were not enough services or facilities for under fours. It was encouraging to see that many parents were currently using facilities with their children such as visiting parks and swimming. Suggestions for improving services and facilities locally included making families more aware of the services that are available, cheaper facilities and the availability of more parks and play areas in Hyde.
- The survey has revealed that there is clear demand for the new day nursery at Flowery Fields, with 54 parents reporting that they are likely or very likely to use it. Furthermore, parents from ethnic minority families were as likely to report that they want to use the nursery as white respondents.
- As might be expected from the responses above, help with fees was the most popular response when parents were asked what could be done to help them to access the nursery. Overall, a community café or meeting point for families was the most commonly mentioned additional facility that parents would like to see at the nursery. However, as might be expected parents from ethnic minority families were much more likely to want a multi-cultural environment and bi-lingual staff than white respondents.
- When asked about their preferred opening times of the nursery, the majority of respondents would like to see the nursery open from Monday to Friday, although just under one in five respondents respectively would like to see the nursery open either 7 days per week or Monday to Saturday.

Thus, suggesting many parents would still prefer to be able to access childcare more than five days a week. Similarly, although the majority would like to see the nursery open from 8am-6pm a higher proportion of respondents in total would like to see the hours of opening extended beyond these times. Furthermore, when asked what would help them to access the facility, flexible opening hours/days was mentioned by more than three-quarters of respondents.

- With regards to the needs of fathers in the area, over three-quarters of respondents feel that activities should encourage the involvement of fathers, notably though males were less likely to report this than females.

Respondents suggested a variety of ways that fathers could be involved in activities for under 4's these included: having father only sessions for some activities, adapting times of facilities to account for the fact that men often work during the week and the need for promotion of activities to specifically target men.

- Practical support in attending local groups/facilities such as toddler groups was the kind of family support that parents in the area would most like Sure Start to make available to them.

General advice and guidance on child/family issues and help with increasing confidence and self-esteem were also popular responses. Although help with translating bills was not popular amongst the white respondents, almost a quarter of ethnic minority respondents reported that they would find this useful.

- Although, positively almost three quarters of parents reported that they were aware of Sure Start. It is perhaps a concern that almost half of parents did not know where to access information about childcare, and only just over one in ten respondents were aware of the Children's Information Service and Employment Service Plus. The majority of parents would like a drop in centre for information to be available on these issues.

Conclusion

To conclude, the survey has supported the fact that there is a genuine demand for the development of the Flowery Fields day nursery. Furthermore, although the majority of respondents to the survey asserted that they wanted the 'traditional' opening times, there were still many parents wanting flexibility beyond the normal working week.

In addition to this the survey has highlighted some issues relating to ethnic minority families in the area. For example, families from ethnic minorities are less likely to be currently accessing childcare, although the demand for the Flowery Fields day nursery is the same as white parents. In addition ethnic minority parents are more likely to want the nursery to provide a multi-cultural environment and bi-lingual staff, and find language barriers and cultural issues to accessing care. In terms of additional support ethnic minority families are also more likely to want help with translation/bills.

Although Questions Answered (QA) felt that there was a very good response with the self-completion survey, as the returns represented families across the three parts of the wards covered by our area and felt that there was no real need to go out and undertake face-to-face interviews (home visits).

However, we have decided that further research in the ethnic minority families would be useful, due to the fact that there is quite a large Bangladeshi population in the area, around 13.8% (2001 Census). Therefore it has been agreed with QA that they

would train a group of local parents in January 2004 and in order to maximise the response rate, the parents trained would undertake face-to-face surveys (home visits) in the local ethnic minority families, especially bilingual speakers, as they would have knowledge of the area and an empathy with the local parents of the same ethnic group. All completed surveys will be sent to QA by the end of February 2004. QA will then analyse the surveys and report back to us with the research findings during March/April 2004.

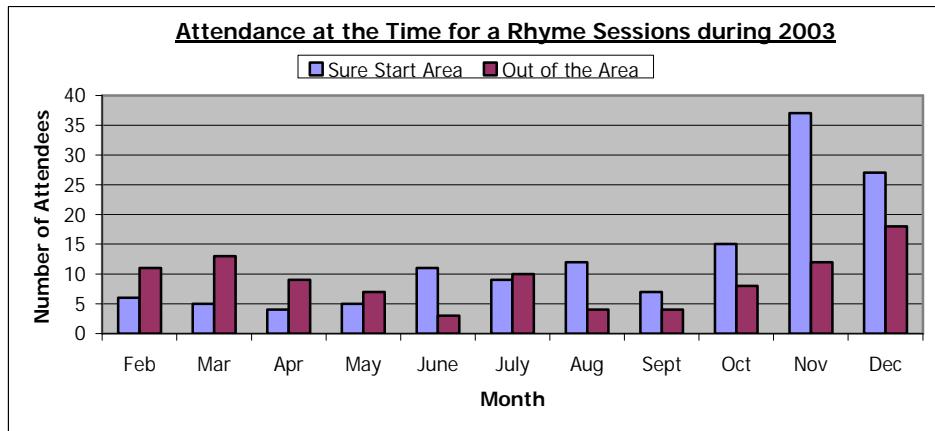
6 Bookstart Plus Project

Activity – Time for a Rhyme

Objectives

- a) To encourage the use of the Library service
- b) To develop listening skills
- c) To develop parents awareness that it can be a fun activity
- d) To encourage parents/carers to sing nursery rhymes as babies and children respond to repetition and rhythm and it helps them to develop their own sounds
- e) To promote concentration skills
- f) To establish positive relationships with parents of young children

Time for a Rhyme is held every second Tuesday of the month at the local Hyde Library. The sessions are for children aged 0-4 and include singing nursery rhymes, action rhymes and favourite songs following this, the children are read a story and an activity that relates to that story which concludes the session. Refreshments are served at the end of each session to allow parents and children to choose books together.

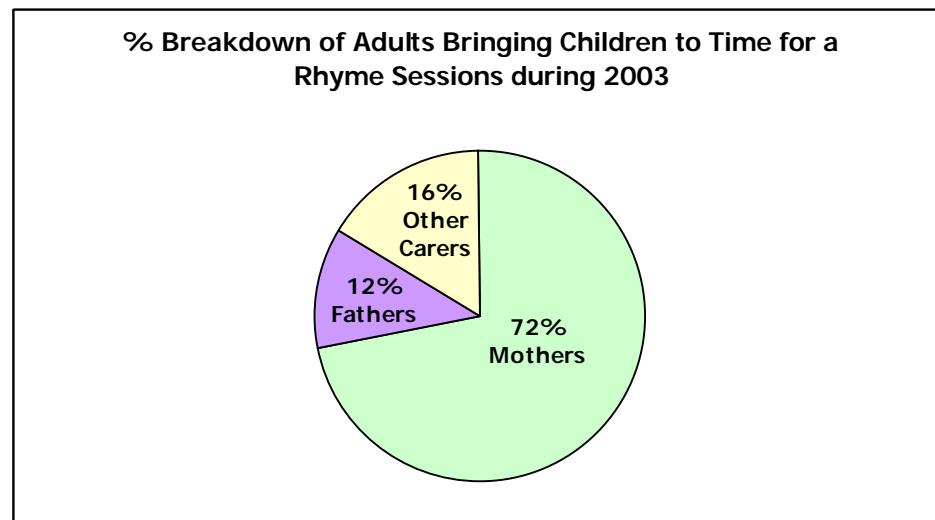


Time for a Rhyme has been a very popular activity with the numbers attending increasing throughout the year. There are indications that we are having a steady increase in the number of SureStart parents/children attending the sessions rather than parents/children out of the area.

To celebrate this success a nursery rhyme party was held at the Hyde library during November, where a total of 23 parents/children attended. Each child came dressed as a character from a nursery rhyme and received a free gift. A video of the session reflects on how much fun the children had and how parents and children interact

throughout. Colleagues who have attended Time for a Rhyme as observers have commented that children who have attended on a regular basis were very obvious to identify due to the fact that they followed the routines and interacted well.

At the end of its first year, it is believed that Time for a Rhyme has achieved its objectives and is in a good position to build on this success. The evidence for this is provided by extremely positive feedback from parent led discussions and from take up statistics. As a result of this strong links have been established with the library service and these will be further enhanced and developed.



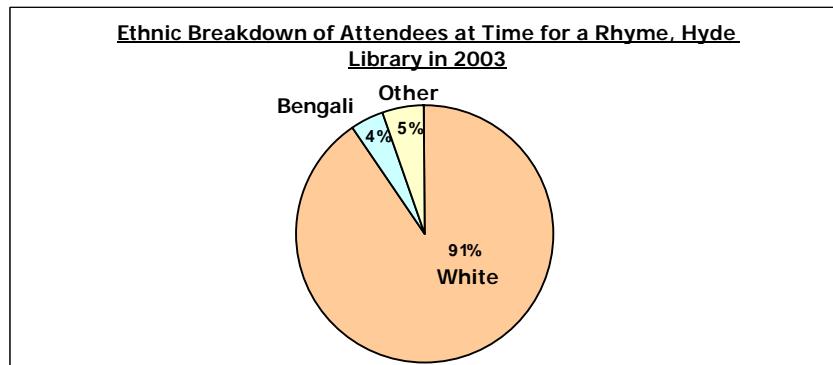
Fun at Time for a Rhyme

"Janet's sessions are a great environment for learning. I have no doubt my baby will gain social and language skills from being with other children"

"My son loves to sing and he now joins in the actions"

"My son loves attending the sessions. Janet clearly enjoys her work and puts a lot into each session"

"My daughter is developing good concentration skills and I think this is a result of attending the sessions and interacting with the other children"



Nursery Rhyme Party

"My son's language has really improved since I started telling him nursery rhymes"

"We loved the nursery rhyme party,
everyone came dressed up.
What good fun!"

"We had a great time.
We sang all our favourite rhymes"

Conclusion

In the future, two further sessions will take place alongside the well-established Time for a Rhyme session. These will focus on two distinct age groups, 0-18mths called Tiny Tots Tune Time and 18mths-3yrs Tiddlers Tune Time. These additional sessions will provide an activity at the local library for parents and children to attend each week.

In addition to the above, plans are going ahead to hold music and story sack sessions in our SureStart Hyde building, linking in with the Family Support Group of Volunteers. Also the possibility to have information about these activities and some rhymes in dual language.

Bookstart Plus Packs

Objectives

- a) To introduce the use of books to young children and their families and to establish the foundations for early literacy and later learning as well as promoting the use of books for pleasure
- b) To promote the culture of book sharing and maximise the potential for each child's development
- c) To provide advice and guidance on books and reading to parents and carers

Bookstart Plus Packs – 3 year packs

Contents:

1 picture book
Toddlers first book list
Drawing pad and crayons
Bookmark
Bookstart balloon
Red nylon Bookstart plus bag



Parent presentations are held at all nursery classes within the SureStart Hyde area about the benefits of sharing books with children. Every child receives a Bookstart Plus pack, 173 have been presented in total.

Nursery Rhyme Pack- 18-24 months

Contents:

Nursery rhyme book
Nursery rhyme song sheet
Booklist
Nursery rhyme card
Books are for everyone leaflet



In addition to the Bookstart Plus packs a nursery rhyme pack is presented to all children who attend the 18-24 month developmental screening. Whenever possible the Bookstart plus officer will talk to the parents about the importance of sharing books with children from an early age, and the value of spending quality time together.

6-8 week pack

Contents:

Sensory book
Library invitation card
Bookstart leaflet
Nursery rhyme card
Plastic wallet



The 6-8 week pack is distributed at post-natal group presentations by the Bookstart Plus Officer and at immunisation clinics.

Parent's views on the Bookstart Plus Packs

Following Parent Presentations at nursery schools, parents were asked to complete a questionnaire asking for their comments on the Bookstart Packs and how they felt about the project. Below are some of the comments made by a group of nursery school parents:

"The Bookstart packs are excellent quality, my son will be thrilled with his new book"

"I'm very impressed, we received the first pack and look forward to the Bookstart plus pack"

"Lots of good practical advice!! Very useful session!"

"Any scheme that promotes literacy is important and I would support any such schemes"

"Brilliant idea. Encourages parents who normally don't have access/time to go to the library"

"It made me think about sharing books with my daughter, Janet had some good ideas"

"Janet gave me the confidence to sing nursery rhymes with my children and not to feel embarrassed, thank you"

"Some good ideas to encourage children and parents to enjoy reading books together."

Conclusion

Nursery staff members have commented that Bookstart is an excellent starting point in promoting early literacy and sharing books and they look forward to working in partnership in the future. As a follow up to the parent presentations Bookstart Plus has been involved in literacy workshops at each of the schools in the area.

A year into the project and the Bookstart Plus Packs have been well received. They have enabled SureStart Hyde to build links within the community and to spread the Bookstart message. Parents have benefited from one to one contact and have been able to ask questions more freely.

Bookstart Plus Packs have been purchased for the next two years and will continue to be given out at nursery classes, developmental screening and immunisation clinics. However it is felt that there is some scope for this Project to be involved and work in conjunction with the Health visitors and Midwives with the issuing of the 6-8 week packs.

7 Sports Development Project

Objective 3: Improving Children's ability to Learn

Objective 4: Strengthening Families and Communities

SDA Target

All children in the SureStart area to have access to good quality play and learning opportunities, helping progress towards early learning goals when they reach school age.

The scheme involves the Youth Sports Trust, Top Tots and Top Start programme. The Youth Sports Trust mission is to develop and implement quality physical education and sport programmes for young people, aged 18 months to 18 years, in schools and communities.

Evaluations have been chosen for a percentage of the SureStart sessions. Sessions ran from January 2003 onwards.

- **Baby Massage** – from newborn to approximately 6 months
- **Wrigglers** – 0-2 year old physical activity sessions
- **12/18 Month Development Check** – Top Tots bags given to carers & children
- **Asian Healthy Living Project** – Crèche for children of carers using the pool. Incorporates Top Start bag and games. Encourages children to use the pool and introduces physical activities
- **Under 4's Sport Session** – Based out of school hours in school hall
- **Ball Skills** – from walking to 4 year old, sessions ran out of school hours in school hall, delivered by Sports Development Unit coaches
- **Wanderers** – 2-4 year old physical activity sessions
- **Training Workshop** – Free Top Start training offered
- **Boxercise Crèche** – In partnership with Sports Development SRB5 Officer, crèche incorporates Top Start bag and cards in its play
- **Volunteers Scheme**

Top Tots Rucksack

At the child's 12/18-month developmental check, carried out by SureStart Health team, a Top Tots rucksack is given. It contains safe, colourful, tactile equipment, specially designed for children aged 18 months and upward, and resource cards with ideas to help develop child's movement and co-ordination. The scheme introduces physical activity to young children aged 18 month onwards.

The scheme provides the basis of the development of physical activities for children in the SureStart Hyde area and allows the opportunity to play at home with their carers and access other physical activity sessions funded by SureStart Hyde.

The rucksack is presented to the child and carer and an informal chat and demonstration is given to the carer showing how the equipment can be used in conjunction with the relevant resource cards. Working in partnership with Sports

Trust, free family swim tickets for Hyde Leisure Pool and armbands are given with the rucksacks.

Parent's views on the Top Tots Rucksacks

A group of parents were chosen at random by the Early Years Physical Development Officer and asked their opinions of the Top Tots rucksacks.

The replies received were very positive, all the parents/carers pointed out that the children played with the equipment and the majority of the parents/carers used the resource cards with the children. One carer commented:

- *'It's just the correct development stage'*

Although some felt the resource cards were too advanced for an 18-month child and commented:

- *"A bit too difficult for small children"*
- *"Bit too young at the moment, but good ideas for the future"*

The majority questioned felt their child had benefited from receiving the rucksacks quoting:

- *"My child loves it. (She) has learnt to throw"*
- *"Took it on holiday with us"*
- *"Used every day"*
- *"Dad makes up an assault course for him"*

If the child and carer fail to attend the 12/18-month developmental checks, two further appointments are offered. If they are unable to attend any of the appointments given by the Health team a postcard is sent out with details of the next SureStart Hyde Drop-In Session, run by Bookstart Plus Officer and the Early Years Physical Development Officer. The aim of the 4-hour drop-in session is to give the carers the opportunity to pop in and pick up the rucksacks and Bookstart Plus packs.

To date over 70 Top Tots rucksacks have been given out.

Advantages of the Top Tots Rucksacks

- Linking and Liasing with the Health Team
- Opportunity for people to get to know about SureStart Hyde and what it offers
- Introducing physical activities and awareness at an early age
- Evaluation Questionnaires allowed for accurate feedback

Disadvantages of the Top Tots Rucksacks

- Time consuming as packs are given out individually
- Language barriers
- Evaluation Questionnaires carried out too soon after parents/carers had received the rucksacks

Solutions for the future

- Changing the structure of the 12/18-month development check to an informal Drop-In session
- Liasing with other partnerships in one large room and inviting carers and children to the check. They can play on large equipment, have a story read and play with the equipment in the Top Tots bags, meet the Healthy Living team (Nutrition and Oral Health) and Health Team. To be started in January 2004
- Bilingual interpreter in session
- Questionnaires to be conducted after 6 months
- With reference to the feedback, the distribution of rucksacks at the 12/18 check works well
- Sports Trust has agreed to fund the resource cards to be in dual language.

Volunteer Scheme

Volunteering offers individuals within the SureStart area the opportunity to be mentored by professional Sports coaches, access relevant courses and gain qualifications that may lead to paid employment.

The scheme is fully supported by the Sports Development Unit at Tameside MBC.

The volunteer scheme has attracted a great deal of interest. Three females and one male have voluntarily helped with delivery of sessions. All of the volunteers have enjoyed the experience, some of the comments made were:

"I love helping in Wanderers and Wrigglers. I'd like to get qualifications to help me find work with children this age"

"Helping at Wanderers and Wrigglers gave me the experience and the confidence to apply for a full-time job and I got it"

Future courses relevant to under 4s sport activities are planned for 2004 working closely with Sport Development Unit at Tameside MBC.

Top Start Training

Developed specifically for use with pre-school and nursery children. Top Start is the follow-on from Top Tots.

The Top Start bag contains equipment designed to stimulate children intellectually as well as physically. The equipment is used in conjunction with the 23 resource cards included.

The activities in the Top Start programme include the development of the following:

- Spatial awareness
- Co-ordination and control
- Basic motor skills
- Aiming, predicting and estimating

Two practical workshops ran in 2003, which provided professionals with information about Top Start equipment and resource cards and strategies for using them.

The participants were nursery staff from the schools in the SureStart area, play school staff and coaches from the Sport Development Unit of Tameside MBC.

Early Years Physical Development Officer has visited the nurseries and playgroups after the workshop to observe and participate in the delivering of the physical activity sessions and to see where Top Start had been incorporated in the sessions.

Feedback was extremely positive from both the staff and children.

Staff reported that the children enjoyed the games on the resource cards. One nursery teacher commented:

"The cards have helped us with new ideas"

"The children love PE now"

Training has been offered to professionals and a Community Sports Leader Award course is scheduled to take place in January 2004, delivering to local people, professionals and childminders. The Sports Development Unit of Tameside MBC will be delivering this.

The Community Sports Leader Award is a nationally recognised qualification. The award is to have a slant on Early Years and include Top Start training. Training local people and professionals will ensure this project will be self-sustaining.

Wrigglers and Wanderers Activity Sessions

These sessions introduce physical activity into children's lives at an early age, therefore promoting and improving children's physical ability whilst developing their motor skills.

The equipment and toys used are relevant to age and developmental stage.

Admission is free for people within the SureStart area there is a 50p charge for people from outside of the SureStart area. This charge is to help with sustainability.

The follow on group from Wrigglers is for 2-4 year olds, Wanderers. Wrigglers and Wanderers sessions are delivered by the Early Years Physical Development Officer cover for holidays and sickness is provided by Sports Development Unit at Tameside MBC.

Sessions run twice weekly, breaking for two weeks at Christmas. In school holiday's siblings of children attending Wrigglers and Wanderers are able to join in activities provided in other rooms and funded by the Children's Fund.

Parents views on the Wrigglers and Wanderers Sessions

A group of parents led a group discussion and asked five open-ended questions. Comments made were very positive.

When asked, "what they and their child enjoyed about Wrigglers and Wanderers" the responses were extremely positive:

- "Good that the groups are split, gives the children chance to play with and mix with children their own age. Younger children are not over powered by older children"
- "We like the different toys and activities"

When asked, "has your child's physical ability improved, if so, how?" the findings were extremely positive:

- "Hand-eye co-ordination has improved noticeably"
- "Balancing and climbing stairs now"
- " My child is more active"
- "Since coming my son has gained a lot more confidence in balancing and basic physical skills"

100% of carers noticed their child's abilities had increased, noting that their self-confidence had improved and there was an increase in their confidence to try new activities.

It was also asked, "in their opinion how the sessions could be improved?" Comments varied from:

- "Introduce a time-out table"
- "Tea and coffee for parents"
- "Longer sessions, maybe one hour"

A comments book is also available for parents and carers.

Strengths of the sessions

- Sessions held at SureStart building, so people become familiar with staff and other parents in the community
- Promotes bonding between carers and child
- Introduces physical activities from birth
- Encourages mobility, physical control and awareness of space
- Liasing with the Children's Fund

Weaknesses of the sessions

- Low attendance of Bangladeshi children
- No bilingual worker in sessions

Solutions

- Bilingual worker/volunteer in sessions
- Extend session to one hour and review with carers after 6 months
- Steering group for Sports Development

Conclusion

Wrigglers sessions are very well attended by female and male carers. Dads commented that they are made to feel extremely welcome. Although the Wanderers (2-4 year olds) are well attended from the Bangladeshi community, Wrigglers isn't, so promotion to new parents by a bilingual worker is to take place in early 2004.

A steering group, which includes Bangladeshi carers, may help address the issue of low attendance.

Initial consultation with the SureStart Hyde community revealed the need for physical activities for under 4s. Following the result of this consultation SureStart Hyde and TMBC introduced an Early Years Physical Activities Development Officer.

SureStart Hyde is the only programme in Tameside who has put funding into Sports Development based on the local consultation with the community.

The Sport Development project has had a promising and successful 1st year. This is reflected in the positive feedback from the local Community.

The project is continually meeting its aims and objectives and plays a large role in the registration of new families in the SureStart Hyde area.

The evidence shown from the attendances at the sessions shows the ongoing demand for this project to continue.

8 Play, Learning and Childcare Project

Objective 3: Improving Children's ability to Learn

This project will serve the target relating to working closely with the local Early Years Development and Childcare Partnership. It aims to increase the availability of accessible, affordable, diverse and quality childcare within the SureStart area in response to parental demand.

Messy Play Activities

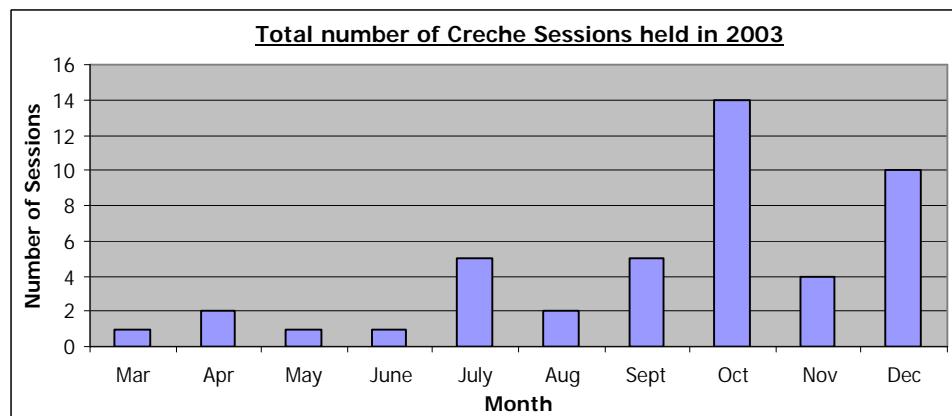
Messy Play Activities were provided to engage parents and their children in activities that they may not have access to in the home environment. Many children do not access any provision until the age of 3½, when they start nursery. These sessions gave the children the opportunity to develop their social skills and spend time in a safe and stimulating environment, where they were safe to explore the activities, with or without their parents by their side. The role of the staff present at these sessions was to encourage parents to play with their children and give advice on child development issues. Ideas for messy play that are inexpensive were also on offer.

Messy play activities have been a success and have been well attended. There were three sessions provided in 2003 and a total of 67 parents/children attended these sessions. Children and adults alike enjoyed the play on offer. The activities are always planned with the age and ability of the children being taken into consideration.

Crèche Provision

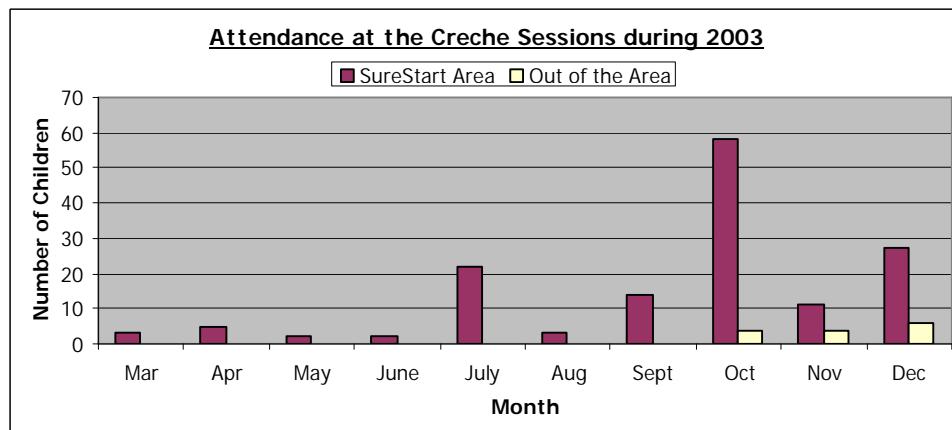
Crèche provision has enabled many parents to access SureStart activities that have been provided across the SureStart area, in the knowledge that their child is being cared for by professional child carers. These have been across the area and in a variety of settings.

Before any crèche is carried out in the community a risk assessment is carried out to ensure the safety of the children and that the venue is appropriate with regard to changing and toilet facilities.



Crèche provision has been provided to support many SureStart activities and access to other partnership agency activity, some examples include:

- ESOL Classes – English for Speakers of Other Languages
- Early Start Literacy programme
- Volunteer training
- Cook and eat sessions
- Sports development training
- Boxercise
- Swimming for Asian women
- Asian healthy living programme
- Weaning parties
- Sub group meetings
- Board meetings



As well as SureStart activities crèche provision is offered to other service providers that are offering services to the parents in the SureStart area at no cost.

Capital Builds

Planning around the design of the day-care facility has been a long process with minor adjustments. The main day-care building plan is at the stage of going out to tender (this is imminent). The plans have been seen by the SureStart Architects and they meet the criteria laid out.

The Asha Building

The 'Asha Building' is a project that has been quick to develop and provide services in the SureStart area. It is a purpose designed building and will accommodate up to 17 children. This is a joint venture between SureStart Hyde and the Hyde Bangladeshi Welfare Association (HBWA). SureStart Hyde has funded the building and will provide support for a three-year period. At the end of the three years the building will be self-sustainable and will be handed over to the HBWA.

This resource is not just for the Bangladeshi families it will continue to support activities in the main SureStart building. The aim is for parents who currently do not use child care to build up trust to leave their children and to train local parents to obtain child care qualifications to provide local child care in the longer term.

There has been a racially mixed group of parents that have been involved in this project and have made the decisions about the provision and the naming of the building. Many parents have expressed an interest in the facility offering sessional and full day care for their children. There is currently a steering group that will hold joint responsibility for making decisions around the fees and general use of the building.

It is planned that crèche, sessional care, parents and toddler groups and interactive play sessions will take place here. There is an OfSTED inspection at the end of February 2004 to register the building for crèche and sessional care.

Staffing

Until recently there have been issues about the quality of provision being offered when using casual staff and initially in having bilingual staff. However, there are now three part time Early Years workers in post. Their role is to support all local providers as well as all the childcare provision for SureStart Hyde activities across a variety of sites in the community.

The Early Years Workers will also have responsibility for providing support for children within the age range of 2 to 3 years where it is thought that the child's development would benefit. These children will be identified through various agencies and an assessment will be made of their need and which service would be best suited to meet them.

Links have been developed with other providers in the community and the Early Years Workers role is to support them and provide activity sessions that would be difficult for them to do. They will also be encouraging the different ethnic groups to mix across the community.

Greenfield Toddler Group

This group was set up shortly after the local programme was established. This was a quick method of putting some SureStart provision into place. Initially a paid member of staff was put into place to establish the group and encourage parent participation.

Although a lot of credit goes to our Vice Chair who is a local parent and has taken the lead to develop the group and encourage new parents to take on some responsibilities.

Over the last year local parents have made the group sustainable and now run this themselves with no direct support from SureStart Hyde. The Early Years workers offer extensive support and attend when requested to do so or as part of a contact schedule. Many parents that were there at the start of the group are still attending and after speaking to them they feel that their children have benefited from attending.

Conclusion

As the crèche provision developed to outside sites and the provision of crèches grew it became evident that the quality of the service needed to be evaluated. It was felt that the best way to do this would be by using a simple tick box questionnaire.

Parents that used the crèche facilities were asked to complete a questionnaire, this was optional and was carried out across all crèche provision. In total 11 questionnaires were completed and the findings showed that parents felt that: -

- their children settle quickly in the crèche and it is always clean and tidy
- the crèche workers always asked about their child and encouraged their child to participate in the activities
- the activities are always appropriate to the needs of the child
- the children are always happy when they pick them up from the crèche
- staff talk to them about their child when they pick them up and they feel that the care their child receives is good.

Comments from parents and carers

"I think the crèche workers are very supportive and make the children feel very welcome."

"I am quite surprised how my son is with everyone who works in the crèche. A big thank you to all."