

Sure Start Shadwell Annual Evaluation Report 2003/2004

Purpose

The report provides an overview of what tasks have been performed to date on the Sure Start Shadwell local evaluation and what processes have been put in place to ensure evaluation is embedded throughout the programme.

Background

The Sure Start Shadwell area catchment area includes two of the most disadvantage and deprived wards in the country- St Katherine and Shadwell.

Many of the families living in the area are larger than the national average. Nearly half of the population is from the Bangladeshi community, with a high proportion of families where English is not the first language.

Unemployment levels are very high and training and education attainment is very poor in the community.

The physical environment is a major concern, poor over crowded housing combined with a lack of access to safe outside play space means that many children grown up in an impoverish environment.

Health indicators for community show there is a high incidence of heart disease, diabetes, hypertension and cancer in adult and high levels of tooth decay in children. Poor health among the Bangladeshi community is a major concern because they have high level of sugar and fat in their diet. Postnatal depression is also an area of concern, because it is often not dealt with appropriately and has stigma attached to it by the Bangladeshi community.

The area also has the greatest concentration of youth in the country and it has a high number of teenage parents, who are more than likely married, therefore not fitting the stereotypical image of teenage parents.

Crime in the area is very high which has affected the willingness of parents to access services themselves or allow their children to access them.

Sure Start Shadwell Programme

Sure Start Shadwell programme was approved the Sure Start Unit in January 2003. A full compliment of staff was not in place until September 2003. Please see attached organisational chart.

The programme partnership consists of a good mix of parents, statutory and voluntary sector representatives. The board has 2 parents representatives (mothers) who are very proactive and involved in the evaluation, capital and recruitment sub groups.

The programme provides a number of activities and services, these services, and activities are either delivered by commissioned service providers or Sure Start Shadwell staff (Health and Family Support Team).

The following list gives details of all the services and activities that are currently being delivered.

- Speech and Language Service – Chat-A-Way Project
- Oral Health promotion
- Breast Feeding Support

- Teenage Mother Support
- Parents Forum
- Play and Early Learning (Toy House Library 6 play and stay sessions and 1 Play and Information session)
- Additional Childcare Places (Glamis Community Nursery)
- Psychology and Counselling Service (PND)
- Book start and Book Start plus
- Sure Start Information Days
- Home visiting which includes introductory contacts with new families/new birth visits and referral of families needing extra support.
- Child Safety Scheme
- Half Moon Theatre Learning through Play Workshops and Performances
- Hackney Play Bus
- Rhyme Time and Early Literacy Promotion for Parents
- First Aid Courses linked to parents attaining national recognise qualification (NVQ level 2 in Early Education and Childcare)
- Baby Yoga
- 2 year old Birthday parties (combined with information event, children activities and administering the Sure Start Speech and Language Measure)
- Nutrition Training for parents, staff and volunteers

Monitoring:

All the services and activities that are delivered are monitored. The monitoring information obtained from the services and activities would help form part of the baseline data for any evaluation activities under taken by the programme.

Sure Start Shadwell Evaluation Strategy:

There are two strands to the SSS Evaluation Strategy. The first strand is linked to the yearly local evaluation that needs to evaluate a particular theme of the Sure Start Shadwell programme; this strand also includes the parental satisfaction survey. The second strand of the strategy is based on how evaluation is embedded throughout the programme.

Progress to date :

An evaluation sub group has been developed, the purpose of the group is to guide and support the Sure Start Shadwell local evaluations. The group also assists in drafting and developing the parental satisfaction survey, but overall the group's role is to ensure that evaluation is fed throughout the programme.

The group includes: a local parent, a service provider (Speech & Language), and three members of the Sure Start Shadwell staff team – Public Health Co-ordinator, Community Development Officer and Deputy Programme Manager. The Deputy Programme Manager is the lead officer who manages the monitoring and evaluation element of the programme.

The group agreed on the theme for the first year's local evaluation and the area the parental satisfaction survey should focus on.

The theme for year 1 local evaluation would be an assessment of the Sure Start Shadwell Speech and Language Service. The justification for selecting this service to be evaluated was because it was one of the early services to be delivered and it is the most expensive service the programme has commissioned. However, a central point to this evaluation would be to identify those users who accessed the service in its first few months of delivery and assess whether the service has had an impact on their speech and language development.

The parental satisfaction survey would be based on childcare provision therefore identifying what type of childcare provision best meets the needs of families in Shadwell. The reason why childcare provision was agreed on as an area to focus the parental survey was because a recent consultation with parents identified childcare provision being one of the major services parents would like more of in the area.

Other evaluation activities that have taken place include:

- An external evaluator has been commissioned to be a mentor to the Deputy Programme Manager and to provide evaluation training and support to the Sure Start Shadwell staff team, management board and service providers. The evaluator has been commissioned for 4 months; however, this will be reviewed. The evaluator has worked on a number of Sure Start programmes and comes highly recommended by Sure Start on the Ocean trailblazer's programme.
- A skills audit has been conducted on the Sure Start Shadwell Management Board. The audit was part of a training session the management board received on effective partnership working. The audit identified a number of strengths the current management board has, however, it also demonstrated some weakness, which would require further support and training.
- A service review was conducted as part of the Sure Start Shadwell Team Away Day. The review looked at current services being delivered and what future and additional services are needed. The review also looked at how the current services and future services helped the programme achieve its Public Service and Service Delivery Agreements.
- Full reviews and routine feedback have been done on a number of activities. The activities that have been reviewed are:
 - 1st Aid training for Parents
 - Chalkwell Seaside Outing for children and parents
 - 2 year olds birthday parties, which provides information, children activities, and administering the Sure Start Language Measure.
 - Winter Celebration
 - Parent Forum
 - Watney Market Information Day

The reviews that have been conducted and feedback obtained on each of these activities would have focused on the following key areas:

- The intended outputs the activity wanted to achieve, therefore how many children, parents and families accessed the activity
- The short-term impact the activity might have on the families
- Feed back verbal or written by the families
- Visual images of the activity which would be supported by photographs
- Value for Money, whether the activity was cost effective
- Recommendations - identifying any areas that could have improved the activity's delivery.

The overall finding of each review shows that all activities were received well by children and parents. The number of families attending the activities and the positive feedback given by families supports the findings of the reviews and the routine feedback. The following table shows the number of children and families that attended the activities:

Activity	Number		
	Children	Parent	Families
1 st Aid training for Parents	15	12	12
Chalkwell Seaside Outing for children and parents	14	10	10
2 year olds birthday parties	18	25	25
Winter Celebration	50	58	58
1 st Parent Forum	38	45	45
Watney Market Information Day	49	31	31

What next? :

The Deputy Programme Manager was appointed in August 2003 therefore there has been a late start to work being done on evaluation; therefore an action plan has been put in place to ensure that evaluation targets are met:

AREA OF WORK	ACTION/S	COMPLETION DATE
Local evaluation – A review of Sure Start Shadwell Speech and Language Service - Chat-a-Way Project	➤ Deputy Programme Manager to obtain monitoring data on the Chat -a-way Project; monitoring data is the start point data for the evaluation.	January 04
	➤ Evaluation Sub group to meet in order to agree the evaluation questions and methodology of evaluation-the external evaluator needs to be involved in this process.	January 04
	➤ Evaluation questions and methodology needs to be submitted to Tower Hamlets PCT ethics committee. The deputy programme manager would complete the ethnics committee application form	January 04
	➤ Evaluation can commence once approval has been gained by the committee	February 04
	➤ Evaluation progress report produced for Evaluation sub group and management board	April 04
	➤ Data analysis – this would be done by the Deputy Programme Manager	April 04
	➤ Evaluation completed and results disseminated	May 04
Parental satisfaction survey -	➤ Deputy Programme Manager to review information produced by Tower Hamlets Early Years Services and to obtain the start point data on childcare provision in the Shadwell area	January 04
	➤ Evaluation sub group to develop draft survey questions	January 04
	➤ Draft survey questions to be piloted through the Parent's Forum or other Sure Start Shadwell Services or activities	January 04
	➤ Agreed survey questions and methodology submitted to	

	<p>Tower Hamlets PCT ethic committee- The deputy programme manager would complete the ethnics committee application form</p> <p>➤ Approval gained and survey is administered – it is envisaged that a community organisation that has a lot of experience in administering community surveys will be commissioned.</p>	<p>March 04</p> <p>April 04</p>
Training and Support	<p>➤ Mentoring Plan for the Deputy Programme Manager to be developed by External Evaluator with input given by the Deputy Programme Manager</p> <p>➤ External Evaluator to attend and support evaluation sub group</p> <p>➤ Provide evaluation training to the Sure Start Shadwell team.</p> <p>➤ External Evaluator to provide training on self assessment and develop a tool kit to support self assessment</p> <p>➤ Sub group to review current evaluation system that is in place which reviews the activities and service being provided by the programme</p> <p>➤ Provide evaluation training to the Sure Start Shadwell management board</p>	<p>January 04</p> <p>As and when needed</p> <p>Feb</p> <p>March/April</p> <p>March/April</p> <p>May 04</p>