Annual Evaluation Report

January 2005

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Annual Evaluation Report January 2005

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1. What is the Evaluation Report For?

The annual evaluation report brings together findings from all evaluation activity conducted for the year January 2004 to January 2005.

The report is for the Partnership Board and Stakeholders.

The report offers an overview of the findings from our evaluation over the year as well as;
- policy recommendations for the future development of the programme
- progress on meeting targets and objectives
- recommendations regarding future evaluation (any revisions for the SSKCH evaluation plan)
- also aim to identify any successful approaches that could be applied more widely across the area

A copy of the report passed to the Sure Start Unit Regional Team and the National Evaluation of Sure Start team.
**Evaluation Undertaken January 2004 to January 2005**

The following is a table of evaluation activity that the Sure Start Kings Cross Programme has undertaken.

|   | Evaluation of Homeless Families in the area | Undertaken by Kings Cross Homelessness Project | Jan – June 2004 |
|---|-------------------------------------------|-----------------------------------------------|-----------------
<p>|   |                                           | Research undertaken by;                        |                 |
|   |                                           | Amanda Dean                                   |                 |
|   |                                           | Matthew Pratt                                 |                 |
|   |                                           | Molly Quinn                                   |                 |
|   |                                           | Mark Foster                                   |                 |
|   |                                           | &amp; Thank you to homeless families who participated |               |
| b) | PCT Early Years Dental Project Evaluation | Hunter Street Health Center PCT               | Jan to March 04 |
|   |                                           | Research undertaken by;                       |                 |
|   |                                           | Fiona Moorhouse                               |                 |
|   |                                           | &amp; Thank you to families who participated      |                 |
| c) | PCT Skin Clinic and Club Evaluation       | Hunter Street Health Center PCT               | June to August 2004 |
|   |                                           | Research undertaken by;                       |                 |
|   |                                           | Fiona Moorhouse                               |                 |
|   |                                           | &amp; Thank you to families who participated      |                 |
| d) | PCT Evaluation of Hospital Attendance and Admissions 2003/2004 | Hunter Street Health Center PCT | December 2004 |
|   |                                           | Research undertaken by;                       |                 |
|   |                                           | Fiona Moorhouse                               |                 |
|   |                                           | &amp; Thank you to families who participated      |                 |
| e) | ‘Putting the Pieces Together’ Evaluation of temporary services leading to recommendation for awarding contracts for Childcare, Crèches and Drop-ins | Two consultants identified and recruited by representatives from the Play Learning and Childcare sub-group; | April – July 04 |
|   |                                           | Research undertaken by;                       |                 |
|   |                                           | Sue Reeve                                     |                 |
|   |                                           | Emua Ali                                      |                 |
|   |                                           | &amp; Thank you to families who participated      |                 |</p>
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<th><strong>f) ‘Extending our Family’</strong></th>
<th>Consultant Sue Reeve to lead on the project with Dionne DMCI. To establish protocols for working with consultants and evaluators. Report to Rollout sub group and PB Research undertaken by; Sue Reeve &amp; Thank you to families who participated</th>
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<td><strong>g) Annual Evaluation Survey</strong></td>
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<td><strong>h) Sure Start Camden Wide</strong></td>
<td>Discussions are taking place to identify evaluation work that could take place within the new rollout area. These include; - Project to inform further work on children’s centers - Project to demonstrate the ‘legacy of Sure Start’ - Project to address National Criticism of Sure Start - An review of all evaluations completed - Analysis of existing data to demonstrate Sure Start has made a difference - 15-20 families – impact study life before and after Sure Start has been established in rollout areas</td>
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Reports on Projects 2004/2005

a) Kings Cross Homeless Project
Researching the needs of homeless families in the Sure Start Kings Cross and Holborn area received August 2005

Kings Cross Homeless project were commissioned to produce the research to;

Give a clearer idea of the numbers of homeless families in the different types of accommodation in the Sure Start Kings Cross and Holborn area

Consult and develop a picture of need of services

Get a picture of current engagement with services of families in temporary accommodation

Look at ways services can help target those in these different forms of temporary accommodation

• How the evaluation was done

The first step was to identify homeless families locally. The following agencies were identified and contacted;
The Asylum team, Children and Families team in Social Services and the NASS (National Asylum Support Service) and a review of the Greater London Authority report March 2003 identified 10 Homeless Persons Units placing homeless families and 1 Homeless Persons Unit placing asylum families in temporary accommodation

The following information was requested;
- The exact location of families who were placed in the Kings Cross and Holborn Sure Start area
- The duration of the families placement in the Kings Cross and Sure Start area
- How long has this area been used for placing homeless families?
- How long is it anticipated that the Sure Start Kings Cross and Holborn area will be used in the placement of homeless families?

Letters were sent to named managers with follow up telephone calls and emails to obtain the information. Additionally local KCHP workers outreached Bed and Breakfasts known locally.

• Timescales, participants involved and recruitment methods

It took six weeks to gather the information and then two workers visited the address obtained over three days. Over this time 20 families were interviewed.

The aim was to get a cross section of at least ten homeless families for the research, this cross section being;
- Families being placed from another borough in the Sure Start area
- Families who were asylum seekers and supported by NASS
- Families who were supported by Social Services
- Families who were Homeless at Home
- Families who were placed by Camden Homeless Persons Unit
• Numbers involved
Families visited but there was no response 63
Families visited and not wanting to be interviewed 21
Families not living at the address 2
Accommodation which the occupant said was permanent 4

Families visited and interviewed 20, of these
Families living in a hostel 8
Families living in Bed and Breakfast 1
Families living in private rented 7
Families living with a family 4

• Research questions
The workers interviewed families with a structured questionnaire.

• How the information was analysed.
Information from the questionnaire detailed on tables within 3 categories

1 Housing
- Outreach service needed to address housing issue, local information and welfare rights
- Sure Start, Homeless Persons Unit and Sure Start to work together to create a register of families living in hostels, bed and breakfast and temporary accommodation so that appropriate services can be delivered to them
- Need for longer term placements for families – a more careful review of family circumstances
- Other recommendations highlighted by families
- Temporary accommodation only to be 6 weeks
- Temporary accommodation should be in good repair
- Overcrowding should be a consideration before a placement is made
- Equal housing rights for everyone

2 Services
- Use popular services like parks, health centres to disseminate information
- Use of multi lingual information
- Improve Early Years services flexibility offer access for homeless families
- Variety of flexible services for families including; playgroups, nurseries, crèches, parent and toddler groups and full and part time child care
- Publicise training and education opportunities
- ESOL classes with childcare

3 Findings specifically for Sure Start (as below)

Additional information from families at the draft report coffee morning
- More advertising in popular places, parks/where people are living/libraries/colleges
- Outreach information and advice including housing and welfare rights (how to complain about current circumstances/welfare benefits)
- Multi lingual information on posters and information (info to homes)
- Access to early years childcare provision
- Better information about training and education in community languages
• Report Findings/Evidence generated

Key message is that families living within temporary accommodation are isolated from the wider community and do not engage with local services and resources easily. Families need to build trust with workers and be linked to services and resources.

Recommendations from the report included;
- Greater availability of ESOL classes with Childcare Provision
- Longer ESOL classes
- The need for Sure Start to improve publicity – using popular local services e.g. Health Centres, parks, libraries, family centres, places of worship
- Hostels and temporary accommodation – focus activity on these hardest to reach
- Outreach worker to focus on homeless families
- More information to homeless families
- Sure Start to offer joint working with other agencies (NASS, Social Services and Homeless Persons Unit) to give families better access to services

• An assessment of the research

Need for a concerted publicity campaign to give Sure Start a profile in the ‘popular places’ used by homeless families

Recognition of the need to target resources to the most vulnerable families in the Sure Start Locality. Families who are socially excluded will need outreach work to introduce and link them to services

The need for a joined up approach to identify where these families are particularly those offered accommodation for 6 weeks to ensure that they can be made aware of local services and resource

• Short term impact

Birthday Parties at Field Lane Homeless Families Unit (Deputy Community Development)
Worker to Field Lane Homeless Families Unit
Family Support and Outreach Team, work and drop-in at local hostels
Support services offering sessions in local hostels e.g. Libraries session and walk to Holborn Library

• Policy, key recommendations and Implications for the programme

- Greater availability of ESOL classes with Childcare Provision
- Longer ESOL classes

SSKCH funding crèches for ESOL at a variety of venues where drop-ins take place

Feed back to providers
- The need for Sure Start to improve publicity – using popular local services e.g. Health Centres, parks, libraries, family centres, places of worship

A poster to promote Sure Start services has been designed by local parents. Eight community languages are represented on this. These to be distributed to the above and GP’s surgeries

Drop-in leaflets and information about Sure Start services to be distributed locally to all Sure Start contracted services

- Hostels and temporary accommodation – focus activity on these hardest to reach

Additional under 4’s family worker for Field Lane Homeless Families Project
SSKCH Housing Worker to establish links with homeless families

- Outreach worker to focus on homeless families
Additional under 4’s family worker for Field Lane Homeless Families Project – this will enable increased outreach work with families who are homeless families
SSKCH Early Years worker to work with Homeless Families Health Visitor to offer drop-in from local hostel with many homeless families – until closure
SSKCH Housing Worker to establish links with homeless families
  - More information to homeless families
  - Developing system for early identification and then offering services
SSKCH to lead on ensuring that systems for identifying homeless families are effective locally so that they have the opportunity to access the services and support required (developing effective use of the Notify system)

- Progress to targets

SSKCH funding crèches for ESOL at a variety of venues where drop-ins take place
Local promotional poster complete for distribution in February 2005
Drop-in leaflets distributed to providers as a monthly mail out with local ‘what’s on’ information
Detailed services leaflet in production for distribution February 2005

Field Lane Homeless Families Project has closed in December 2004 as the needs of Homeless Families has changed in the local area. A meeting for providers of services for homeless families was convened by Sure Start to look at future needs of local homeless families with children under 4. The worker recruited by Field Lane has been linked to Coram’s Fields and Kings Cross Homeless Project
SSKCH Housing Worker is working with homeless families locally
SSKCH Early Years worker to work with Homeless Families Health Visitor to offer drop-in from local hostel with many families temporarily accommodated – until closure
Work is ongoing to establish effective systems for the early identification of homeless families in the area

The SSKCH Social Services worker joins the team in February 2005 this will enhance the ‘joining up’ of agencies/services locally
  - Mainstreaming services
Report presented to the Sure Start Camden Policy and Coordination Group by Lead Officer for Camden
  - Cost effectiveness
Cost of report £5,515

An effective report identifying clear areas of development for the programme.
b) PCT Early Years Dental Project Evaluation

Project undertaken by the Health Visitors at the local Health Centre, offering and enhanced version of the ‘Brushing for Life’ dental pack and to raise awareness of the negative effect of prolonged use of bottle use in babies and toddlers after the age of 9 months. This was achieved via a bottle swap.

The project was delivered at ‘bottle swap’ sessions and at 9 month, 2 year and 3 year reviews.

- How the evaluation was done
  Verbal information all positive in favour of the project not collated

  Questionnaire to all participants at a ‘Bottle Swap’ session at the National Play Day at local venue Coram’s Fields

- Timescales
  1 Day Sure Start Early Years Dental Health Questionnaire 4 August 2004

- Participants involved and recruitment methods
  Parents who participated in the ‘Bottle Swap’

- Numbers involved
  18 participants a structured questionnaire

- Research questions and findings
  - Age of child – a range
  - Is your child bottle fed? Aprox 66%
  - Is child over 1, is child still bottle fed? 4x over 3yrs Aprox 25%
  - Drinks other than milk by bottle? Approx 25%
  - Bottle taken to bed at night? Aprox 33%
  - Discoloured or bad teeth? 50%

- How the information was analysed
  Count responses

- Findings section
  Indication that there is significant risk usage of bottles for feeding. Project to continue to raise awareness with local parents

- Policy, key recommendations and implications for the programme
  The Health Outreach worker an the Health Visitors to continue to promote awareness of this issue locally. There are 800 packs so there are opportunities to continue this campaign.

- Progress to targets
  Over 180 packs have been distributed

- Cost effectiveness
  No cost – within the wider bottle swap project
c) PCT Skin Clinic and Club Evaluation received September 2004
Project undertaken by the Health Visitors at the local Health Centre. The aim to pilot for 3 months;
- a weekly skin treatment and management outpatient clinic (6 sessions)
- a drop-in skin club (weekly)

- How the evaluation was done
  Measure of attendance
  Evaluation forms for the skin club

Report Findings
- Evidence generated

Skin Clinic
  - Sessions for the clinic, 63 children seen
  - Good publicity to GP’s
  - GP’s keen for nurse providers to reduce families surgery contacts

Skin Club
  - question about room suitability
  - question about timing 1pm – 2pm

- Cost effectiveness
No cost within project to establish a skin clinic

Policy Recommendations
- Mainstreaming services
The pilot skin clinic was successful and the weekly session mainstreamed by the PCT
Skin club not mainstreamed
d) PCT Evaluation of Hospital Attendance and Admissions 2003/2004 received January 2005

Project undertaken by the Health Visitor at the local Health Centre

- How the evaluation was done

Review of Hospital attendance/admissions to University Hospital with lower respiratory, gastrointestinal conditions and following an accident in the home.

- Timescales
  Data from April 03 to April 04

Report Findings

- Evidence generated
  28 children admitted to Hospital with a lower respiratory condition (majority bronchitis, newly diagnosed or exacerbated asthma – 2 pneumonia – 1 tropical disease)
  7 children attended with a gastro intestinal condition (small number recorded as gastro enteritis – larger numbers diarrhoea, nausea or vomiting)
  165 attended hospital after being injured at home or outside the home – of these 21 were admitted overnight (minor injury, to severe injury and burns – most preventable)

Policy Recommendations

- key recommendations
  Sure Start, Health Visitors, Healthy Families Partnership and Parents Centre – to work together to achieve;
  - Discussion about safety in the home on routine visits
  - When risks identified equipment to be distributed to the family
  - Crèche places to support parent training opportunities
  - Reducing family stressors (e.g. access to benefits, improved housing and emotional stability)
  - Agencies meeting to further analyse A and E admissions to ensure effective discussions at home visits
  - Follow up A and E with a home visit
  - Link with accident prevention agencies e.g. Fire Brigade and Charities

- Progress to targets
  Agency meeting to take place in February 2005. This will develop a local response to reduce such A and E admissions.

- Cost
  Nil as within wider home safety scheme

- How develop in the future
  Analysis of data for 2004/2005
e) Putting the Pieces Together – Evaluation of Early Services and Allocation of Play Learning and Childcare Resources

To ‘help the partnership decide on the type of childcare services it wants to fund over the next few years’

The core group ‘refined’ the aim within two main areas:
- To what extent do the services meet families’ needs and overall Sure Start objectives? Is there unmet need, duplication and gaps?
- Are services of a high quality? To what extent are they inclusive – welcoming, demonstrating equality, and addressing families additional and specific needs e.g. child with a disability.

- How the evaluation was done…the approach of the Project
There were two linked strands to the Project;
- information gathering and analysis by a core group of parents
- focus group meetings to consult with families who may not have been fully reached by previous consultations

The success of the project depended upon;
- Involving and listening to the views of different stakeholders
- Recruiting and supporting a group of parents to lead the work
- Working with service partners to keep them informed about the Project and contributing to it.

- Timescales
Main Project
Working with the core group 12 weeks

Focus Groups
5 single group meetings and telephone interviews with families

- Participants involved and recruitment methods
Main Project
Parents were recruited to join the core group via;
- presentations at meetings with parents/carers
- a leaflet for parents which went to all service partners
- item in the Sure Start newsletter

Initially about fifteen parents expressed an interest, of which ten signed up for the Project. Nine parents finally joined the Project but a core of seven parents attended all the work shop sessions and undertook the information gathering visits.

Focus groups
Parents were recruited via;
- Contact with local community groups
- Family contacts from the Sure Start Deputy Community Development
- Working parents were contacted through email and leaflets to attend an evening focus group or a telephone interview

- Numbers involved
Main project (information gathering visits)
Parents 39
Employees 8
Focus Groups
Homeless parents – 8 families
Chinese parents – 10 parents/carers
Working parents – 4 parents/carers
Bangladeshi parents - 7 parents/carers
Somali parents – 7 parents/carers

- Research questions
  Main project
  Two types of information were reviewed;
  Quantitative
  - Data from services’ monitoring information and any other relevant reports
  Qualitative
  - Feedback from parents/carers through semi structured interviews
  - Feedback from staff through a questionnaire
  - Observation visits to services including the use of a checklist with a scoring system
  - Collation and analysis of previous and ongoing consultations with parents and others

Focus groups
Qualitative – interview questions were developed in consultation with parents and professionals involved in the research. The same questions were asked on the telephone interviews.

- How the information was analysed
  The core group worked to together to establish how information would be analysed, see annex 1

Recommendations and Implications for the Programme

1. The majority of funding for grants within the Play, Learning and Childcare budget should be allocated to drop-ins and crèches. These will benefit the most children and will contribute significantly to achieving other Sure Start objectives including health and family support. From 2006/07 approximately 23 % (£60,000) will be allocated to creating new, affordable day care places at 1A

2. Continue to fund and work in partnership with the currently funded service partners to agree a revised service specification including service developments and reshaping of resources to reflect the expressed needs of parents. This would include clarifying and agreeing the ‘offer’ made consistently to all families.

   Where it is not possible for the service partner to deliver the services required, the level of funding needed to deliver that element of the service should be identified and used to commission the services from other local service partners.

3. Through the co-ordination across services ensure that more drop ins are available during the afternoons, in the evenings and at weekends. More detailed work is required on this proposal however the programme should aim to provide;
   - At least three afternoon drop in sessions
   - Two evening drop ins each week at two different venues
   - Rationalization of weekend provision currently on offer at Coram’s field and Coram Parents’ Centre.

1. The provision of crèche places for respite, at all the funded services. A model might be:
   - Argyle primary school - one every half term
- Bedford House – once a month
- Calthorpe Project and Coram’s Field – fortnightly
- Coram Parent’s Centre – weekly
- Bourne Estate – weekly.

1. Increased capacity and improved quality throughout services supported through an ongoing staff development programme. The aim is to improve the co-ordination of services, sharing of resources and good practice as well as greater ‘ownership’ of the Sure Start Programme more generally.

2. Increased involvement of families in service planning, delivery and evaluation which reflects the level to which they wish to become involved and/or may need support to do so.

3. Review the existing arrangements for the production and distribution of information to prevent duplication and identify gaps, improve consistency and quality; ensure the most effective use of resources.

4. Review the level and type of service used by children with disabilities and special needs, their families and parents and carers who have special and additional needs themselves.

5. The programme should continue to build and strengthen its partnerships with other child care services not funded by the programme. Developing and sustaining relationships with community organisations especially those which are used and trusted by the diverse range of ethnic communities will also be critical to the Programme’s achievement of objectives.

- Progress to targets and issues for the programme

The report highlights the need for more integrated approach for the drop-ins to be able to deliver their services and activities for Sure Start families.

Sure Start workers including the family support team and support services need to have a good profile within the drop-ins to ensure that parents are able to link into and make use of the wider services and resources available to them.

Progress in relation to recommendations

1. Contracts have been placed with local providers.

2. Developing a ‘consistent offer’ for families locally
   - a drop ins forum has been established. This has included managers of services meeting and further on going meetings of drop-in workers. Work of this group includes developing standard policies and procedures for e.g. welcoming families to the drop – in, including families with disabled children.
   - Alterations to Service Level Agreements have been made to reshape service in line with the report. These have included:
     - Argyre school – developing respite crèches
     - Bourne Estate – developing respite crèches
     - Bedford House 2x Saturday pm sports sessions
     - Coram’s Fields a Saturday morning drop-in and 3 weekday afternoon drop-in sessions
     - Parents Centre – respite crèches available daily
   - Work has also been taking place with drop-in providers to establish their own monthly consultation meeting with families so that services may be refined locally in line with users of their services. A member of the Sure Start team will be...
available at these sessions to provide information about Sure Start services, developments within the programme and activity within the local area.

3. Rationalisation of services
   At least three afternoon drop in sessions
   - Argyle (Thursday)
   - Calthorpe (Monday and Thursday)
   - Bourne Estate (Friday)
   - Coram Parents Centre Bangladeshi Drop-in (Thursday)
   - Coram’s Fields (Monday, Tuesday and Wednesday)
   - Bedford House (Saturday)

   Two Evening drop-ins (not been able to establish)

   Rationalisation of weekend provision between Coram Parents Centre and Coram’s Fields
   - Saturday drop-in at Coram’s Fields
   - Parents centre not able to offer service at this time

4. Respite Crèche Places
   - Argyle developing registration process
   - Parents Centre pilot respite crèches from February 2005
   - Bourne Estate – need suitable venue, exploring registration process
   - Other providers not able to progress

5. As recommendation no. 1
   On going work will continue in this area. A partnership day in December inviting all providers took place.

6. Increased involvement of families in services planning, delivery and evaluation
   - Capacity building within the Parent Forum so parents are actively involved in the Partnership Board and sub-groups
   - Quarterly services group reviewing all programme activity
   - To repeat the visits to drop-ins made by parents annually (observations and questionnaires)

7. Information distribution
   - Parents developed a promotional poster for the programme – wide distribution of this. Includes information in community languages
   - A booklet detailing Sure Start services and activity
   - Add community languages to newsletter and monthly ‘what’s on’

8. Service for Disabled Children and Special Needs
   - Working with KIDS, support service to develop these
   - Developing knowledge within the drop-ins forum

9. Building Partnerships with other Childcare Services not Funded by the Programme
   - Establishing links for example, Healthy Families Partnership, updating local health services manual to include the rollout area
   - Health ESOL classes at Chadwell Healthy Living Centre (Family Support Team)
   - Homeless families network meeting called by Sure Start
   - Inviting UK Friends to join the Partnership Board as representatives for minority groups (Somali Families)
Other
Field Lane Homeless Families Centre – worker agreed to support links with Homeless Families in the area (see KCHP report). Worker recruited, then Field Lane closed so post established at Coram’s Fields. Post is now linked with KCHP.

Implications for the SSKCH programme include the mainstreaming services of these services once the local programme grant finishes. This has become a priority due to the announcement that SSKCH local programme will not achieve full grant and it is anticipated that there will be a reduction in grant from April 2006. Mainstreaming, making providers aware of the need to find alternative sources of funding is an important part of the Service Level Agreement and drop-ins forum. The Community Development worker will need to be actively involved in exploring alternative sources of funding for the programme.

The change of emphasis within Sure Start targets through the developing Children’s Centre agenda will also need to be addressed by the programme.

- Cost effectiveness and assessment of the research
  Cost of the report £10,000

- Progress of evaluation
  Exploring a follow up evaluation report to look at;
  a. The impact of multi disciplinary working on the drop-in service provision
  b. How does the drop-in service provision help the programme to meet its Sure Start targets?

This information could be used to demonstrate the effectiveness of the joined up working between Sure Start Employees and the drop-ins
f) ‘Extending our Family’ – Mapping Services and Needs in the Rollout Area

The Project was commissioned by the Partnership Board to enable Sure Start King’s Cross and Holborn to extend their activity from the local programme area to neighbouring wards in the southern tip of Camden (Covent Garden, Fitzrovia and Bloomsbury).

The project remit was to;
- Involve parents in the mapping of the rollout area
- To find out about the needs of families in the roll-out area
- To evaluate existing services for suitability as a Sure Start drop-in

Key:
- **Existing Sure Start Kings Cross and Holborn local programme area**
- **Roll out area**

- Participants involved
  Parents were recruited to join the Project through;
  - meeting with parents and carers at the ‘Week day’ Parents Forum
  - attendance at the Annual meeting
  - publicity through leaflets distributed to services within the Roll out and existing Sure Start areas (including inclusion in the Sure Start newsletter)
  - Parent contacts within the SSKCH programme

10 parents joined the project, 7 from the roll out area. A core group of eight parents formed, although contact was retained with all parents throughout so that they had the opportunity to contribute to the Project.

- Numbers involved in the semi structured interviews in drop-ins and through focus groups
  - Bangladeshi women’s group 23 parents (2 meetings)
  - 8 parents 17 questionnaires completed 2 providers (3 drop-ins)
  - 5 individual interviews with fathers
  - 20 service providers

Project participants were identified through;
- Identifying local services where parents meet in the area and arranging consultation visits. Services included the Fitzrovia Neighbourhood Association Centre (Bangladeshi women’s group), local drop-ins at the Vine and All Souls community centre ‘Clubhouse’ and St Joseph’s RC Primary School
• **Research questions**

A common format (questionnaire) was used to collect information from families, three main areas were identified to gather information;

- Do families know about Sure Start KC&H? Are they using their services and if not would they be willing and/or able to travel to them?
- What activities would families want to see within the roll out area, especially through a drop in and did they know of any suitable venues for them?
- What can we learn about families’ needs by collecting information from them about the number, ages and ethnicity of their children?

• **How the information was analysed**
- Detailing feedback from individual drop-ins
- Tables of activity detailing preferred drop-in activity
- List of potential venues (including specialist services for specific community groups)
- Index of local services and resources

• **Evidence generated**

This included;
- Demographic Information (e.g. ethnicity and religion)
- Services and resources in the rollout area and patterns of use
- Services and resources that families want to access

For example the types of preferred activity requested by two of the participants at two of the drop-in consultations,

![Pie charts showing preferred activities at All Souls and the Vine](image)

**General themes**

- Families use 2 GP’s in the area – practical way to target families
- Need to integrate rollout and local programme activity to improve offer to families
- Challenge of large area divided by major road systems – need to build opportunities for links across the areas
- Cross borough issues – families accessing Kensington and Chelsea services
Developing specific services
- 2 venues for drop-in activity in the rollout area
- Service proposals for the venues identified
- Budget summary for the venues identified
- Other agencies who could offer service/activity in the rollout area

Recommendations
The starting point for the project identified the need for integration of the existing Sure Start area with the ‘new’ roll out area, so that all families within this ‘extended family’ have access to the broader Sure Start ‘offer’. It is felt that there are three inter related approaches needed to achieve this:

- Encouraging and supporting families to use services in the existing Kings Cross and Holborn area.
- Forging links between service partners in the Roll out and the KC&H areas including the Sure Start team, to enhance resource sharing and service delivery.
- Establishing some new services within the roll out area funded through the Camden Council and Primary Care Trust health roll out budgets.

1 Encouraging and Supporting Families to use Services in the Kings Cross and Holborn Area.
The level of investment and range of services within the Kings Cross and Holborn area offers a rich diversity of opportunities which can not be replicated within the roll out area. So increasing families’ knowledge of these services and building their confidence to access these through providing information, accompanying families to services and ensuring that they feel welcome in venues will be key to increasing service uptake. Although there was a general reluctance to travel far to services, parents suggested that they were more likely to go to the KC&H area if they had more information about services and events so that they could see “what each had to offer”. They also thought that it would be easier for parents to join in with services if they went with other people. Such outreach work is likely to be particularly important in reaching and supporting local Bangladeshi and Somali families.

2 Forging links between service partners in the rollout and the SSKCH areas including the Sure start Team, to enhance resource sharing and service delivery.
These links need to be built and sustained at all levels within Sure Start including the Partnership Board, Parent Forum/s and working groups. This will mean including parents and stakeholders from the roll out area in the existing governance and working arrangements for the Programme. On a practice level it will mean service partners working together to identify the most appropriate way to share information and resources; and to plan and deliver services across the area. A practical example is for Sure Start to ensure that all Sure Start services and other relevant services are advertised throughout the area. Another example is planned input from the Sure Start team such as outreach workers, the child psychologist as well as other partners such as Job centre plus attending drop in sessions on a regular basis.

3 Establishing some new services in within the rollout area.
The purpose of this Project was to identify ways that the additional investment (approximately £35,000) allocated by Camden Council could be used for drop ins to extend the sure start ‘offer’ to families within the area. It is proposed that this initially will provide two drop ins which would be enhanced by other services funded through the remaining Roll out funding provided by the Council and the Primary Care Trust ‘health roll out. This additional Roll out funding will make a valuable contribution both to building on the drop in offer, as well as providing a range of services within the area. A summary of the funding and services agreed for the Health roll out appears later in this report.
• An assessment of the research and progress to targets

Recommendation 1
- A bid is in the process of being developed to fund additional outreach to families in the new wider Sure Start area. This report identifies the need for outreach work with families to encourage them to link with services local to them and within the wider Sure Start area
- The SSKCH team and parent volunteers are working to develop publicity information that can be used to promote Sure Start services across locality (poster and leaflet information about Sure Start – this includes information in community languages)
- Specific services are being commissioned within the new services to encourage participation from local families who have not accessed services in the past (e.g. crèches for ESOL classes)

Recommendation 2
- The family support and outreach team are offering support to families in the rollout area
- Links are being developed with agencies who offer services in the rollout area to offer a consistent and effective service to families e.g. a recent homeless families network meeting called by the Sure Start Team
- Parents from the rollout area are active within the SSKCH Parent Forum and are representatives on the SSKCH Partnership Board
- The drop-in providers will join the drop-in forum to work toward a standard offer of service across the locality

Recommendation 3
- The drop-in providers are in the process of being contacted to establish the new rollout services
- Additionally a number of rollout projects have been commissioned to enhance services in the rollout area. These include access to a benefit maximisation scheme, training to establish a top tots fitness club and a peer support breastfeeding project

• Cost effectiveness
Cost of the report £9,000

Policy Recommendations
The creation of the new drop-ins will create links to the two children’s centres within the SSKCH local programme area. One the Thomas Coram Children Centre is established while the second is to be put in place by April 2006. Both these centres are some distance away from the rollout area.

Progress of evaluation
• How develop in the future
Exploring and impact study, before and after Sure Start. The rollout area could be revisited in 2006/2007 to review what parents say after services have been established
g) Annual Evaluation Survey – March 2005
Annual survey sent to families on the Sure Start database in March each year (starting 2005)
- How the evaluation is to be done
  Questionnaire sent to the family home

- Timescales
  Annual SAE within month

- Numbers involved
  Aprox 600 families

- Research questions
  To be confirmed February 2005

- How the information is to be analysed
  Review of questionnaires, tables and diagrams

Report Findings
Expected April 2005

Policy Recommendations
To follow April 2005

h) Sure Start Camden Wide
On going consultation to explore evaluation activity for 2005/2006. Discussions include;
- Project to inform further work on children’s centers
- Project to demonstrate the 'legacy of Sure Start’
- Project to address National Criticism of Sure Start
- An review of all evaluations completed
- Analysis of existing data to demonstrate Sure Start has made a difference

15-20 families – impact study life before and after Sure Start has been established in rollout areas
Establishing Evaluation Procedures and Processes
April 04 – Mar 05

For implementation by the SSKCH Managers Group
(Programme Manager, Deputy Family Support and Deputy Community Development and the Psychologist)

- The Deputy Community Development to lead on progressing evaluation within the team

- To work with a consultant to identify evaluation questions that can be answered by evidence and reports written and collected within the SSKCH team and providers of local services (to develop the ideal that we can evaluate our activity ourselves - the effectiveness of the PCT evaluations included within this report).

- To produce a template for evaluation reports

- To commission training and on going support for the team that individuals within the team and service providers can evaluate their own activity

- Follow up training/consultation time over the year to check and review progress

- For SSKCH to work with a consultant to progress a number of evaluation projects over the year – see current Evaluation Plan for details

These could include developing contact and services with parents ante-natally – note the SSKCH, Health Visitor and Midwifery are not working effectively or a project exploring the effectiveness of drop-ins in reaching Sure Start targets. This could include a review of the effectiveness of interagency working that the drop-ins offer

- Protocols for work with evaluation consultants agreed by the partnership board – add desk search for topic to procedure
Revised Evaluation Activity for 2005 to 2006

Activity within the team

Deputy Manager Family Support
- Evaluation and Recommendations for the Family Support Team

Deputy Manager Community Development
- Parents Progress in to Work – tracking parents involvement in the parent forum and other volunteering that leads to training, personal development and work
- An assessment of how effectively the team are supporting parents who are considered hard to reach

Members of the Family Support Team
- An evaluation of the their specialism has supported and contributed to families well being

Support Services and other Contracts
All expected to provide and end of year evaluation report demonstrating effectiveness in meeting SLA and Sure Start targets/objectives

Consultant
Drop ins – an evaluation of the effectiveness of the drop-ins network in relation to meeting Sure Start targets

Rollout Consultant
2 year project – meeting parents before Sure Start and talking after a year of Sure Start activity in the rollout areas (could be based on the project ‘Extending our Family’ – impact study 2006/2007)

Summary

The reports commissioned have produced significant information for the SSKCH team. The process of involving parents as far as possible has been popular with parents and offered them insight into the complexity of some of the areas of research. Stakeholder Forums feeding back reports and information form parents have been well attended and popular.

The team have made progress in making changes that parents have indicated. This has not always been as straight forward as ‘implementing the recommendations of a report’. For example individual providers have demonstrated that their current group of families using services do not necessary want some of the changes suggested e.g. The Parents Centre run drop-ins every morning, local parents expect this and have indicated that they do not want pm drop-ins ‘they like the package as it is…’

The smaller reports provided by the PCT indicate how effective local evaluation of work that is being done on a day to day basis can provide effective insights into areas that the project can focus on. For example 4 out of six families who completed questionnaires on the bottle swap day had children over 4 using a bottle to feed from. This would indicate that the family support team should ask if children are bottle feeding and their age on routine visits. Thus giving the opportunity to talk to parents about the implications for their children's teeth. This approach would give the team and services simple but effective tools to demonstrate the effectiveness of their services/activity.
The commissioned projects offer opportunities for further work for example an impact study follow up in the rollout area after drop in activity and raising involvement and awareness has taken place i.e. in the summer 2007.

It would be good to consider some evaluation of the drop-ins and their effectiveness in meeting Sure Start targets since locally such a significant part of the revenue grant has been spent on this area of the local programme. This could include the effectiveness of inter agency working around the drop-in activity.

The full reports have not been included in this report but are available for review by contacting the Sure Start team on 020 7713 6687 or by emailing admin@sskch-coram.org.uk
Annex 1

Executive Summary ‘Putting the Pieces Together’ report

EXECUTIVE SUMMARY.

Background.
In December 2003, the Sure Start Stakeholders Forum considered options for the future funding of services from the Play, learning and childcare budget and it recommended that further work was needed to look at
- What local services offer families.
- How well they meet parents’ needs and contribute to Sure Start objectives.

The aim of the Project was to ‘help the Partnership decide on the type of childcare services it wants to fund for the next few years’.

Parents were recruited to join the core group a core of seven parents attended all the work shop sessions and undertook the information gathering visits.

The group identified sources of information gathering as:
1. Feedback from parents/carers through semi structured interviews
2. Feedback from staff through a questionnaire
3. Observation visits to services including the use of a checklist with a scoring system.
4. Data from services’ monitoring information and any other relevant reports.
5. Collation and analysis of previous and ongoing consultations with parents and others
6. The findings of the Focus Group work.

Key Findings.
1. The level of demand for a wide range of childcare services can not be met through the Sure Start budget.

2. Services currently funded by Sure Start are highly valued by the families using them and are contributing to meeting both the Play, learning and childcare and broader Programme objectives.

3. The uncertain and short term funding of these services has led to difficulties in planning and developing services.

4. A serious weakness across the existing services is the extent to which they are working in isolation from each other.

5. There is a need to increase reach and take up of services by more families in order to make the most effective use of resources and achieve the targets set.

6. The ethnic composition of the Sure Start is very diverse with a significant and growing Bangladeshi community. The numbers and needs of children who are of mixed race/dual heritage in service planning were also identified.

7. Sure Start had a very important role to play in leading and supporting work that enables families to have a greater understanding of the needs, values and cultures of others, thereby promoting inclusive services.

8. Children with disabilities and special needs, their families and parents and carers who
have disabilities or special needs themselves may be experiencing difficulties in accessing services.

9. There are a higher number of families living in homeless or other temporary accommodation whose vulnerability may be compounded by other difficulties which make it hard for them to access and make good use of services locally.

10. The lack of high quality information in plain English and translations; in a range of accessible places and about services and other issues such as child development were consistently raised.

11. There is a significant shortfall in both part and full time affordable day care.

12. There was some overlap between drop in and crèche provision in some services. The need to develop afternoon, evening and weekend sessions has consistently been identified and is not being delivered through existing service arrangements. Drop ins are one of the key ways of reaching and engaging families of activities within the programme.

13. The need for respite crèches to enable parents to rest, keep appointments, has consistently been identified and is not currently being delivered through services funded. There is also the need to ensure crèches are reaching sure start families and providing good value for money.

14. Opportunities for outside play are really important.

15. Parents and carers are one of the Programme’s most valuable resources. As paid and voluntary workers they bring a high level of local knowledge and community credibility to their work.

16. Families with children of mixed ages identified the difficulties caused, where over 4 year olds are excluded from services/activities and so the younger children and their parents can not participate. Also, services need to be sensitive to the needs of families with more than one child under 4.

17. There is a need for greater consistency in quality throughout Sure Start funded services including the ‘offer’ provided at each service and with broader Sure Start objectives.

**Factors Used to Inform the Recommendations.**

1. The process for making recommendations should be transparent and fair based on the information collected during the Project.

2. Taking into account issues such as the geographic spread of services, duplication and gaps; the extent to which they reflected the community and families served; and offered best value.

3. The consequences of funding decisions; where a reduction or loss of funding would result in a permanent or temporary closure of service.

4. The importance of longer term funding agreements to provide continuity and considerable scope for service developments.

5. The initial funding round should be for the 3 year period 2004/05 to 2007/08 because of the unknown consequences of 1A and the Covent Garden roll out.

6. The costs of similar services provided by different services partners vary. All services were assessed as providing 'value for money' by the SS Funding panel.
Recommendations.

1. The majority of funding for grants within the Play, Learning and Childcare budget should be allocated to drop-ins and crèches. These will benefit the most children and will contribute significantly to achieving other Sure Start objectives including health and family support. From 2006/07 approximately 23% ( £60,000) will be allocated to creating new, affordable day care places at 1A.

2. Continue to fund and work in partnership with the currently funded service partners to agree a revised service specification including service developments and reshaping of resources to reflect the expressed needs of parents. This would include clarifying and agreeing the ‘offer’ made consistently to all families.

   Where it is not possible for the service partner to deliver the services required, the level of funding needed to deliver that element of the service should be identified and used to commission the services from other local service partners.

3. Through the co-ordination across services ensure that more drop ins are available during the afternoons, in the evenings and at weekends. More detailed work is required on this proposal however the programme should aim to provide;
   - At least three afternoon drop in sessions.
   - Two evening drop ins each week at two different venues.
   - Rationalization of weekend provision currently on offer at Coram’s field and Coram Parents’ Centre.

4. The provision of crèche places for respite, at all the funded services. A model might be:
   - Argyle primary school - one every half term
   - Bedford House – once a month
   - Calthorpe Project and Coram’s Field – fortnightly
   - Coram Parent’s Centre – weekly
   - Bourne Estate – weekly.

5. Increased capacity and improved quality throughout services supported through an ongoing staff development programme. The aim is to improve the co-ordination of services, sharing of resources and good practice as well as greater ‘ownership’ of the Sure Start Programme more generally.

6. Increased involvement of families in service planning, delivery and evaluation which reflects the level to which they wish to become involved and/or may need support to do so.

7. Review the existing arrangements for the production and distribution of information to prevent duplication and identify gaps, improve consistency and quality; ensure the most effective use of resources.

8. Review the level and type of service used by children with disabilities and special needs, their families and parents and carers who have special and additional needs themselves.

9. The programme should continue to built and strengthen its partnerships with other child care services not funded by the programme. Developing and sustaining relationships with community organisations especially those which are used and trusted by the diverse range of ethnic communities will also be critical to the Programmes’ achievement of objectives.

Funding Recommendations.
Service/Organisation funding

1. Subject to the delivery of the agreed service developments outlined above which could be achieved at minimal growth, it is proposed that the existing services should continue to be funded at a level finally negotiated.

2. Field Lane Homeless Families Centre - £8,000 (2004/05): £16,000 per year (2005/06) to provide more one to one work with children and their families, crèche support for parents to take up activities and respite and outreach play sessions to homeless hostels.

**Proposed funding allocation summary.**

<table>
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<tr>
<th>Service partner</th>
<th>Brief summary of proposed services</th>
<th>2004-05</th>
<th>2005-06</th>
<th>2006-07</th>
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| Argyle Primary School                 | Drop-in sessions x 2 a week.  
|                                       | Book start and toy library x 2 sessions a week.  
|                                       | Home-school liaison – bilingual support.  
|                                       | Crèche x 1 half termly: 6 a year (Yr 1 - 4) *                                                                                                                                                                                   | £5,800  | £12,180 | £12,789 |
| Bedford House Community Centre       | Baby gym for under 2s x1 weekly  
|                                       | Baby gym for under 5s x2 weekly  
|                                       | Parent sport session with crèche support x 1 weekly at weekend.  
|                                       | Crèche x monthly; 12 per year (Yr 1-6)                                                                                                                                                                                          | £5,100  | £10,200 | £10,710 |
| Bourne Estate                        | Drop-in once a week  
|                                       | Crèche x1 weekly. X 40 weeks (Yr 1: 20)                                                                                                                                                                                        | £7,800  | £15,500 | £16,275 |
| Calthorpe Project                    | 120 weeks equivalent of activities for parents and carers supported with a crèche including Pilates, sewing and healthy eating at least one in the evening and one at the weekend.  
|                                       | Drop ins x 5 including one evening.  
|                                       | Saturday shopper’s crèche x weekly  
|                                       | Crèche x three weekly : 15 per year(yr 1 – 7)                                                                                                                                                                                  | £10,800 | £21,708 | £22,793 |
| Coram’s Fields                       | Peacocks drop-in sessions x 5 a week; 1 an afternoon /early evening drop in.  
|                                       | Week end drop in session x1 weekly.  
|                                       | Music sessions x 3 a week.  
|                                       | 4 fun days  
|                                       | Crèche x 1 three weekly.: 15 per year (Yr 1 - 7)                                                                                                                                                                                | £21,000 | £43,100 | £45,255 |
| Coram Parents’ Centre                | Drop-in sessions x 7 a week including one week end day session and two afternoon/early evening sessions  
|                                       | Crèches for adult education and parenting groups x 5 a week;  
|                                       | Crèche and crèche support for parents’                                                                                                                                                                                          | £49,800 | £104,580 | £109,809 |
meetings.
- Support for parents undertaking childcare training to become crèche and drop in workers.
- Crèche (respite) x three weekly 15 per year ((Yr 1 :7)

| Field Lane Homeless Families Project | Increased level of one to one work with families.  
|-------------------------------------|--------------------------------------------------
|                                    | Crèches to support parents/carers activities including respite.  
|                                    | One play session x weekly in suitable local homeless hostels.  |
|                                    | **£8,000** | **£16,000** | **£16,800** |

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<tr>
<th>1A Community Centre</th>
<th>Children’s centre planned for completion in 2006/07 will include 26 place full day care places and other services such as drop ins, crèches.</th>
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<td><strong>£10,000</strong></td>
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<table>
<thead>
<tr>
<th></th>
<th>Total committed budget</th>
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<td><strong>£118,300</strong></td>
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|                                | Total allocation £s as set in Delivery Plan agreed by the Government: |
|                                | **£130,065** | **£256,994** | **£261,723** |

|                                | (£Sept - March ) £289,674 (full year) |
|                                | **£11,765** | **£28,726** | - **£32,708** |

* Services in italic indicate the new/reshaped services proposed.

**Budget assumptions**

- Budget Projection assumes a 5% inflation allowance, although the actual budget increase is less than 2% and so further work will be needed to determine the inflationary increase awarded. In any event the estimated costs are likely to be higher than actual costs because inflation will not be applied to all service costs at the same rate e.g. publicity costs etc.
- An estimated costing of £60 has been allowed for each respite crèche session. This figure may need to be revised to reflect any cost savings or additions negotiated with the individual service partners.
- The cost of providing an additional community fun days is estimated to be £800 in Year 1.

**Other Areas Recommended for Consideration for Funding**

Given the predicted shortfall arising in year 3 as a result of the 1a centre coming on stream, it is proposed that a criteria is drawn up to allocate the surpluses identified in Years 2004/05 and 2005/06 as grants to progress areas of work identified within this report.

1. **Ongoing staff development programme** across all childcare services funded by Sure Start. The funding of this work beyond 2005/06 will depend on its success and the identification of funding either through Sure Start or other budgets.

2. **Review and improve access to services for children with disabilities** and their families and carers with additional needs themselves.

3. **Review existing publicity and information systems** to improve efficiency and devise a development plan.
4. **Review existing training opportunities for parents/carers** to undertake childcare training and work with others to develop a strategy which enhances their employment opportunities particularly in local services.

5. **Allocation of a subsidy to parents to fund daycare places** so that they can take up employment or training opportunities. This could reflect the subsidy planned for places at 1A until it opens in 2006/07.

6. **Invite proposals for time limited projects** assessed against a clear eligibility criteria aimed at supporting the development of 1A or which improve the quality or accessibility of services.