

Sure Start Local Programmes Scunthorpe



EVALUATION ANNUAL REPORT

2003-2004

1. Sure Start Cloverleaf	3
2. Introduction.....	3
3. Evaluation Strategy.....	4
4. Evaluation of early services.....	4
5. Customer Satisfaction Survey.....	6
6. Project based evaluation.....	6
7. Local Health services.....	7
8. External Evaluation.....	7
9. Planned evaluation 2004 –5.....	7
10. Conclusions.....	7

1. Sure Start Cloverleaf

Sure Start Cloverleaf is a sixth wave programme serving a population of 853 children under four. The Cloverleaf area comprises of four social housing estates and a small linkage corridor of more affluent housing. The area coincides with the Electoral wards of Brumby (31% poor households on Breadline Briton) Lincoln Gardens (25.2%), parts of Ashby (22%) and a small part of Kingsway (15.6%). Cloverleaf's community is predominantly white, with 0.9% of people from an ethnic background, primarily Southeast Asian.

Cloverleaf's delivery plan was approved in May 2003, although early services started in November 2002. Key staff members have been in post since June 2003, routine core home visiting services will begin in April 2004.

Sure Start Cloverleaf is one of two Sure Start Local Programmes in North Lincolnshire, the management structure of the two programmes is unusual, but not unique. One Programme Manager oversees the strategic direction and vision of both programmes, and each programme has a Locality Co-ordinator, to operationally manage the day to day running of the programme. A core team works across both programmes, this team consists of Health Practitioners, Graphic designers and the Research Evaluation Monitoring and Consultation Co-ordinator.

2. Introduction

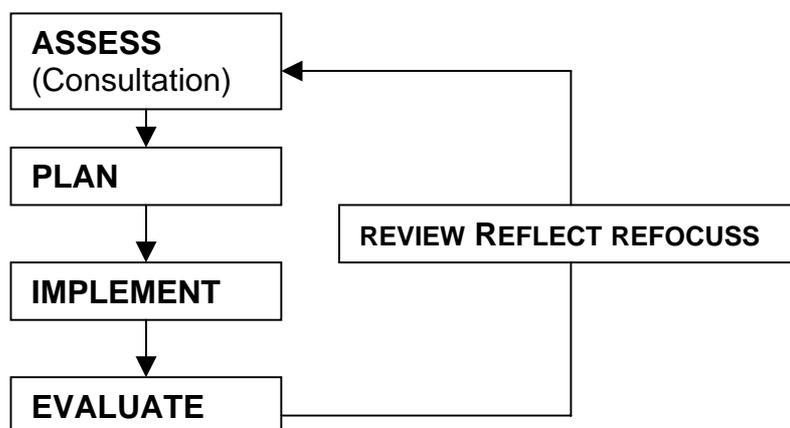
All evaluation activity has been pulled together in the context of this report, it brings the development of the strategy, evaluation work carried out, evaluation work underway and evaluation planned for the coming year. The report also outlines work completed on individual projects and the customer satisfaction survey, which was carried out in October 2003.

3. Evaluation Strategy

This section includes a summary of the Sure Start Cloverleaf evaluation strategy, the full document and supporting evidence can be obtained from Catherine.couch@northlincs.gov.uk

Sure Start works under a culture of constant evaluation and consultation based on reflective practice. Evaluation is based on reflection and assists in refocusing Sure Start services. Internal evaluation will be conducted on three levels of operation, in the assessment (of consultation) – responding to issues raised by parents, in the planning of projects – each project has a project implementation plan in which outcomes and method of evaluation are agreed and the project is evaluated at point of delivery. Parents participate fully at every level of evaluation.

Internal evaluation operates under the following model



Internal evaluation seeks to

- Assess the effectiveness of projects against given outcomes
- Consider cost benefit analysis
- Show any added value of the project in terms of outcomes / outputs
- Be outcome and output focussed

Additionally aspects of Sure Start Cloverleaf core services will be evaluated either internally or externally.

External Evaluation

External evaluation will be commissioned to evaluate aspects of the Sure Start programmes operation. Evaluation will be commissioned in accordance to need.

4. Evaluation of early services

Sure Start Cloverleaf delivered three early services as identified in the progress report submitted to government office in October 2002. All trips and events hosted by Sure Start Cloverleaf were evaluated at point of delivery, measuring customer satisfaction, value for money and outcomes / outputs against planned outcomes / outputs.

Evaluation of Sure Start Cloverleaf early services culminated in an evaluation day on May 6th 2003. Service providers presented set information to parents

and members of the Sure Start steering group and decisions were taken on whether or not to recommission services, what changes needed to be made in order to make services more successful and where and when any new services should be delivered.

Findings / recommendations made

Service	Brief description	Recommendations / Extracts from evaluation
Parent Participation Officer (provider Homestart & Sure Start Cloverleaf)	<ul style="list-style-type: none"> • Reduce isolation • Involve parents in the decision making processes of the programme • Enable parents to access Sure Start Cloverleaf services • Register parents to the Sure Start programme 	To carry on the services of the PPO, employ family link workers to do routine home visits and child protection / children in need issues. Allow Parent Participation workers to concentrate on parental involvement in the programme PPO's seen as important in the scheme of the programme and had met and exceeded the original outcomes of the post..
Stay and Play sessions (Early Years Team North Lincs Council)	<ul style="list-style-type: none"> • 3 x weekly play sessions at local venues • Support to local toddler group • Mobile Toy Library 	Change time and venue of some sessions More publicity More sessions to be available during the course of the week More sessions in the Westcliff area
Toddler swimming sessions (NLC Leisure Services)	<ul style="list-style-type: none"> • 2 x sessions weekly for parents and children • Free swim cards for use in school holidays 	Pool cold – NLC to look at more heating Children and families have enjoyed this service, swimming and exercise is seen as important to families
Capitain Bluebeards (NLC Leisure Services)	<ul style="list-style-type: none"> • 2x weekly play sessions – held at Scunthorpe Leisure Centre 	Concerns raised before the sessions started about travel and transport to the sessions proved to be unfounded. Regularly 30+ children attended weekly. Parents felt they were able to chat and chill at these sessions, they liked the PPO;s being there and wanted the sessions to carry on unchanged
Parents Gym sessions (NLC Leisure Services)	<ul style="list-style-type: none"> • Pre bookable sessions for parents to use the gym at Riddings Pool 	This service was not well used, however Sure Start only paid for actual sessions so this did not effect the cost benefit of the early services. Information about sessions to be more widely available, and monitoring needs to be more robust

Sure Start Vaneo (Sure Start Cloverleaf)	<ul style="list-style-type: none"> • Transport was highlighted as a concern through consultation • A Mercedes Vaneo available to transport parents to and from events • Vaneo decorated with Sure Start Cloverleaf logo 	<p>Vaneo used to transport parents to and from services and meetings, enabled parental involvement in programme and meant that meetings could be held in the most child friendly venues rather than the nearest.</p> <p>Allowed parents to access hospital appointments etc.</p> <p>Added value – advertising and raising the profile of the Sure Start programme</p>
Trips and Events (Sure Start Cloverleaf)	<ul style="list-style-type: none"> • Trips to various local attractions • Pantomime tickets • Cinema tickets • Parties 	<p>These services enabled parents to meet one another, go to different places and have fun times with their children. Children enjoyed going to places such as Rand Farm and Sundown Adventure Land and experiencing new and exciting things such as feeding lambs etc. Trips and events were planned and advertised by the Parent Participation Workers, they enabled participation in the programme and facilitated consultation sessions. Services to carry on, parents to contribute to cost and consulted on all aspects of service.</p>

4. Customer Satisfaction Survey

The customer satisfaction survey was completed in October, using a survey method developed from other programmes and amended for use by Sure Start Cloverleaf. 200 families were questioned during the survey, 50 from each of the Sure Start Cloverleaf area, reaching 23% of eligible families. Customer satisfaction was ranked for all services used by families in the Cloverleaf area.

Overall satisfaction with services for families in the Sure Start Cloverleaf area ranked as:

24% of parents were very satisfied with services

55% of parents were satisfied with services

10% of parents were dissatisfied with services

8% of parents were very dissatisfied with services

5. Project based evaluation

Under the Sure Start evaluation strategy each project is evaluated at the point of delivery. Evaluation and customer satisfaction reports have been produced on:

Trips and events

Dads nights

Cook and eat sessions

Copies of these reports can be sought from

Catherine.couch@northlincs.gov.uk

6. Local Health Services

A rapid appraisal of midwifery services in the Sure Start Cloverleaf catchment area was commissioned by North Lincolnshire and Goole NHS Trust, the objective of this appraisal was to collect the views and experiences of parents to be in the antenatal period to improve access to service and inform a framework for additional midwifery services in the Sure Start Cloverleaf catchment area.

This appraisal was conducted using participatory appraisal. Forty parents took part in the consultation.

Key findings

- Team midwifery is more popular than care received on the hospital wards
- Level of satisfaction with midwifery care decreased following pregnancy and birth
- Childcare should be available at midwifery appointments
- Informal access to midwives should be available to women in the early stages of pregnancy (especially to those women who had had previous miscarriages)
- Fathers felt left out of the loop in terms of antenatal care
- More low level support is needed for breast feeding
- Parentcraft needs to encompass practical issues as well as labour preparation
- Practical support should be offered to women who choose to breast feed.

External evaluation

An external evaluation has been commissioned by Sure Start Cloverleaf in conjunction with 6 other local programmes in north and north east Lincolnshire. This evaluation is looking at the interface between health services and Sure Start Local Programmes. It is being conducted by Hull university.

Progress

Staff interviews have taken place, an interim report completed and parents have been involved in the design of questions for use in focus groups. The evaluation will be complete by June 2005.

Planned evaluations 2004/5

A study of the role of the family link worker will be conducted internally, looking at cost benefit, outcomes and how the role has developed. This evaluation will cut across both Scunthorpe Local Programmes, comparing the role in Scunthorpe Old Town and Cloverleaf, and will track the development of the role in Cloverleaf.

Each member of the Sure Start Cloverleaf team has been trained in Participatory Appraisal. Monthly consultations will commence in June 2004. Project evaluations will continue as set out in the Sure Start evaluation strategy.

Conclusions

This has been the first year of operation for Sure Start Cloverleaf. Most of the evaluation efforts have been concentrated in developing systems, staff

training and commissioning work. The coming year will see the strategy fully implemented.