

**HAGGERSTON SURE START
EVALUATION
YEAR ONE
DECEMBER 2003**

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HAGGERSTON SURE START EVALUATION YEAR ONE

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HAGGERSTON SURE START EVALUATION YEAR ONE

BACKGROUND TO HAGGERSTON SURE START

Introduction

Haggerston Sure Start is one of 500 Sure Start programmes funded by central government to improve the quality of life for families with children under four.

Haggerston Sure Start 2002 and like all Sure Start programmes covers a distinct geographical area that is based roughly on the Haggerston Ward c.99% of Haggerston (new ward excluding area west of Curtain Rd); c.4% of Queensbridge (new ward up to Middleton Rd); c.42% Moorfields (old) and c.4% De Beauvoir (old ward). in L. B. Hackney involving parts of the following postcodes: E2, E8 and N1 (see attached Map of the Haggerston Sure Start Area) .

Haggerston is an inner city London area close to the City of London which is made up predominantly of local authority housing estates with very few local facilities. It is a run-down area which has no real centre to it; no supermarkets or shops or leisure facilities of any size; no hospital and few GP surgeries. Haggerston Baths with its associated facilities has been closed for some years and the only effective facility of any distinction for parents and young children within the ward is the Hackney City Farm. As a result most people who live there have to go outside of the locality for goods and services.

The Indices of Deprivation 2000 published by the government's Neighbourhood Statistics gave Haggerston Ward the ranking of **190** out of **8,414** English wards (with rank 1 being the most deprived ward in England). This places it within the 2.5% of most deprived wards in the country.

The ethnic structure of the ward is:

Asian or Asian British	7.1
Indian	1.7
Pakistani	0.6
Bangladeshi	4.3
Other Asian	0.4
Black or Black British	28.8
Caribbean	9.2
African	17.1
Other black	2.5
Chinese or Other	4.0
Mixed	4.5
White	55.5
[Of which White Irish	2.1]
[Of which Kurdish/Turkish	12.21?]

- Based on the findings from the MORI 2002 Survey **seven out of ten (69%) 0-3 year olds are living in households of BME origin** including those of any other White Background.
- Individuals classified as of **Black African origin** represented by far the largest Black or Minority Ethnic grouping at nearly a quarter, **23% of all 0-3 year olds** surveyed.
- The second largest group were of any other White background (which will have included a wide mix of backgrounds notably other European, those of Turkish origin and some of South American origin. Those of Black Caribbean origin represented the next largest group at 8%.
- The proportion of lone parent households with dependent children is 10.9 per cent compared to the England and Wales average of 6.5 percent.
- The percentage of households living in a flat in Haggerston Ward is 75.6 percent compared to the England and Wales average of 19.2 percent.

SOME OTHER RELEVANT HAGGERSTON STATISTICS:

Live Births 1998 to 2001

Year	Number of children
2001	131
2000	140
1999	155
1998	148
Total	574

Population 2002 aged 0 - 3 : 489 [% aged 0- 3 : 6.1%]

Age of child	Number of children
0	129
1	125
2	118
3	117
Total	489

Source :

Based on pro-rata of GLA ward (2001 round) population projections

Ethnicity Profile	% of 0 – 5 year old population
White/Irish	18.7
Black Caribbean/African/Somali	47.3
South East Asian	12.1
Other inc. Other European, Turkish, Kurdish, Greek, Mixed and "others"	22
Total	100%

Data from the **1999 Shoreditch NDC Household Survey** gives details relevant to the Haggerston Sure Start area:

- Based on the NDC area, 81% of the **0-5 year old population** are of Black or Minority Ethnic groups.
- ◆ Households with children by ethnicity of household
 - White/Irish 30%
 - Black African/Caribbean/Somali 43%
 - South East Asian 9%
 - European Other, Turkish, Other 18%
- 89% of 0-5 years live in social rented housing.
- 35% of households are households with children.
- 18% of households are lone parent families
- 50% of households with children are lone parent households
- 47% of households in receipt of Housing Benefit
- 40% of households in receipt of Council Tax Benefit
- 33% of households in receipt of Income Support
- 32% of households own a car
- 82% of households social rented

Source : 1999 Shoreditch NDC Household Survey USER Research

The Objectives of Sure Start Programmes:

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 children.

Objective 1: Improving social and emotional development

In particular, 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.

Target:

To reduce the proportion of children aged 0-3 in the 500 Sure Start Areas who are re-registered within the space of 12 months on the child protection register by 20 per cent by 2004.

Delivery Targets:

- All local Sure Start programmes to have agreed and implemented, in a culturally sensitive way, ways of caring for and supporting mothers with post-natal depression.
- One hundred per cent of families with young children to have been contacted by local programmes within the first two months of birth.

Objective 2: Improving Health

In particular: by supporting parents, in caring for their children to promote healthy development before and after birth.

Target:

In fully operational Sure Start programmes, achieve by 2005-06 a six percentage point reduction in the proportion of mothers who continue to smoke through pregnancy.

Delivery Targets:

- Parenting support and information to be available for all parents in Sure Start Areas.
- All local programmes to give guidance on breast feeding, hygiene and safety.
- A 10 percent reduction in the Sure Start area aged 0-3 admitted to hospital as an emergency with gastro-enteritis, a respiratory infection or a severe injury.

Objective 3: Improving children's ability to learn

In particular, 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 with special needs.

Target:

To achieve by 2004 for children aged 0-3 in the Sure Start areas, a reduction of five percentage points in the number of children with speech and language problems requiring specialist intervention by the age of 4.

Delivery Targets:

- All children in Sure Start areas to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school.
- Increased use of libraries by families with young children in Sure Start

Objective 4: Strengthening families and communities

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

Target:

To reduce the number of 0-3 year old children in Sure Start areas, living in households where no one is working by at least 12 percent by 2004.

Delivery targets:

- Seventy five per cent of families reporting personal evidence of an improvement in the quality of services providing family support
- All Sure Start programmes to have developed local targets for ensuring links between the local Sure Start partnership and Employment Service Jobcentres.
- All Sure Start programmes to work with their EYDCP to help close the gap between the availability of accessible childcare for 0-3 year olds in Sure Start areas and other areas

HAGGERSTON SURE START EVALUATION YEAR ONE

INTRODUCTION TO HAGGERSTON SURE START AREA SERVICES:

The Haggerston Sure Start delivery plan was agreed by the government in December 2001. The vast majority of its services have only started running in the last six to nine months of 2003 so we have evaluated many services that are still in the early stages of development. Some are struggling, others are extremely successful already and could well be extended. There are approximately 30 Sure Start supported sessions and services so far operating in Haggerston on a weekly basis and we have visited all of those open to the public generally. We have seen that Haggerston Sure Start is reaching out wherever possible into local communities, is energetic and proactive. So much so that services and their reach into the community can only continue to improve through 2004.

THE OBJECTIVES OF THE EVALUATION

All programmes are required by the Sure Start Unit to carry out an annual evaluation to ensure that the services offered by the programme reflect the needs of local children and their families.

The main aim of this evaluation is to highlight good practice and to make practical recommendations to improve the quality of services in the programme area. Another aim will be to try to consult ethnic minority and 'hard to reach' parents about their perceptions of Sure Start services and whether their needs are being met.

This consultation has tried to be representative of all parents with young children living in the Sure Start area and to establish whether current Sure Start services are accessible to all parents and young children.

The findings from this consultation can be used by the Partnership to decide on the services that should now be provided. This is particularly important at this early stage of the Sure Start programme as it will affect decisions relating to commissioning of new services appropriate to families with young children in the programme area.

Objectives

The main objectives are:

- To find out from parents their views about Sure Start services; which ones they use and why.
- To identify through monitoring information who are the main users of services.
- To ascertain the views of parents and local organisations on how services might be improved.
- To identify examples of good practice.

- To make recommendations to the Partnership Board with regard to improving services and meeting the needs of parents.

Evaluation Schedule

The timetable for the evaluation was as follows:

Date	Activity
August 2003	Appoint consultant(s)
September	Study launched
September – December	Start and complete research
December	Complete 1st draft of the report and feedback
December	Complete final draft of the report
January 2004	Distribute report to all relevant organisations

HAGGERSTON SURE START EVALUATION YEAR ONE

METHODOLOGY

Collecting evidence:

The emphasis of this evaluation is to gain information directly from users of the service to assess the level of satisfaction with the current service delivery. It was decided that sending out questionnaires would not be a successful means and that a pro-active approach of visiting a selection of activities would gather a greater number of reliable responses. At the same time as questionnaires were being completed the Consultants would gather other evidence – monitoring statistics and feedback forms – and comments from service providers.

Developing the Questionnaire:

The Questionnaire was designed to be completed in a five minute period. It focused on gathering information on the User's profile and their children. It comprised a mixture of tick box style for listing Sure Start Services in use and 'ratings' method for responses on three key areas 1) Accessibility 2) Welcoming and 3) Management. It offered multiple choices to Service Users to identify what they were gaining from attending the sessions. 'Open spaces' were left for Service Users to make suggestions for improving services, for additional services and other comments.

The design of the questionnaire was amended by Sure Start and went live in October. Sure Start sent out Questionnaires to Projects with a letter informing them that the Evaluation would be taking place and that they might receive a visit although no-one was told precisely when the evaluators might visit.

Number of Random Visits and Sample:

There are 25 Sure Start Activities taking place between Monday – Sunday each week. The majority happen between 10am and 1pm. The capacity at each session is

an average of 15 places, bringing the maximum number of possible take up in a week to 375 users. Therefore for a sample to be valid it needs to have returns of 15%. 15% of the 375 is 56. Therefore any number above 56 increases the validity of the information.

Number of Surveys completed [Collected and collated to date]:

83

Consultation with Service Providers

At certain Sessions where there was evidence of good practice.

The Consultants asked key questions on:

- a) How the Users had been identified by the Service.
- b) How they were involving Users in shaping the Service.
- c) What ideas they had on how the Service could develop.
- d) How could a service be improved?

HAGGERSTON SURE START EVALUATION YEAR ONE

TIMETABLE

Evaluation research visits commenced in October 2003. Apart from meetings with Haggerston Sure Start managers, staff and members of the Management Board, a total of twenty four visits to Haggerston Sure Start services were conducted over a nine week period. Unfortunately Ramadan and EID fell in the latter part of this period when some visits to the Turkish Community were scheduled. These Sessions were finally visited for evaluation in the last week on Monday December 8th but offered little in the way of additional information except to show that the services targetted at Kurdish and Turkish parents are not yet attracting many or on the days we visited any service users, but they are still new and should be given more time to get going.

13.10.03	Drop-in at Haggerston 1 'o clock Club
23.10.03	1 'o clock Club for Parenting course taster session
28.10.03	1 'o clock Club for a Busy Bees session
4.11.03	1 'o clock Club for Ziggy Musical session
7.11.03	Hackney City Farm for Twinkling Stars – music & movement & Whaglets Parents and Toddlers group at Goldsmith's Row
10.11.03	Whaglets Parents and Toddlers group at Goldsmith's Row, Hackney City Farm to consult staff and users, & Monday Club at Laburnum Boat Club
6.11.03	Laburnum again for Ziggy Express Music Session

- 17.11.03 Hackney Play bus for session in Haggerston
 19.11.03 Busy Bees Session at Arts For All, Old Tabernacle Hall.
 & Hackney City Farm for Under 4's and Parents Pottery.
 21.11.03 Breastfeeding Drop-in Workshop at St. Saviours Priory
 & Hackney City Farm to meet their new Publicity Officer
 24.11.03 Toy Library at Happy Nest Nursery , Fellows Court
 & 2nd visit to Hackney Play bus Haggerston drop-in
 25.11.03 Busy Bees at 1'oclock Club am
 plus Alex Somerville – Storyteller and musician pm.
 3.12.03 Sky Partnership session at Laburnum Boat Club
 & Apples & Pears Drop-in session
 4.12.03 Haggerston Community Centre for Tiny Tots Drop-in
 8.12.03 Turkish Community Centre, Kingsland Road Mosque & 2nd visit to
 Happy Nest Nursery , Fellows Court

HAGGERSTON SURE START EVALUATION YEAR ONE

PROFILE OF SURVEYED USERS

Gender	mALE	female			
	6%	94%			

AGE	15-20	21 -30	31-40	41 – 50	50+
	17%	22%	51%	10%	

CHILDREN	BOY	GIRL			
	46%	54%			

AGE	0-6M	6M-1Y	1Y- 2Y	2Y - 4 Y	4+
	21%	13%	40%	14%	12%

ETHNICITY	White UK	Black - British	African	Afro-Caribbean	Bangladeshi	White other
	49%	17%	12%	5.5%	1%	15.5%

POSTCODE	e2	E8	n1	e3	e1	other
	54%	23%	8%	5%	5%	5%

HOW DID YOU HEAR	Friend	leaflet	ANOTHER SERVICE	FAMILY	Health visitor	OTHER
	25%	18%	24%	4.5%	3%	25. 5%

The above data shows that the majority of Service Users accessing the current Sure Start Programme are Female, white UK, aged between 31- 40 with a child aged 2 or under and are resident in the E2 area. Most of these Service Users are hearing about the Service through Word of Mouth (Friend or Another Service). The programme is attracting significant numbers of residents from the neighbouring wards postcodes of E8, E3 and N1. However it is very encouraging that the majority of users are from the designated area that Sure Start is set up to serve.

Considering the Ward's above average level of young people, it is worth noting that this group is under-represented on the Programme.

There are a healthy percentage of other ethnic groups accessing the programme but the profile is not in line with the percentage of the Ward profile and there are some significant ethnic groups poorly represented, if at all.

Sure Start Ethnic Profile

Bangladeshi	1%
Black British	17%
Caribbean	5.5%
African	12%
White UK	49%
White Other inc. Kurdish/Turkish	15.5%

Ward Profile

Asian/ Asian British	6.1
Indian	1.7
Pakistani	0.6
Bangladeshi	3.8
Other Asian	0.4
Black/ Black British	22.8
Caribbean	8.2
African	16.3
White	18.1
White other, inc. European, Kurdish/Turkish, Mixed and "others"	22

ORGANISATIONS/SERVICES USED

SURE START PLAY BUS	SURE START MID-WIFE	TURKISH COMMUNITY CENTRE	APPLES & PEARS	1' 0'CLOCK CLUB	HAPPY NEST TOY LIBRARY	WHAGL ETS	LABURNUM BOAT CLUB	OLD TABERN - ACLE HALL	BUSY BEES	SEBRIG HT NURSERY
12%	9%		9%	26%	4%	2.5%	12%	3.5%	12%	

HACKNEY CITY FARM	HAGGERSTON COMMUNITY CENTRE	ASCENT 21	SKY PARTNERSHIP	HAPPY NEST NURSERY	THE WINNECOT CENTRE	RANDALL CREMER NURSERY LIBRARY	OTHER	NONE OF THE ABOVE
30%	3.5%	1%	6%					6.5%

This data shows that the top quartile are: Hackney City Farm, The 1 O'Clock Club, Busy Bees, The Laburnum Boat Club and The Sure Start Play Bus. From the

Surveys it was evident that most Service Users are accessing one or more Sure Start Service, which implies that once they know about the Sure Start Programme they are likely to attend more activities. When asked for more details, a majority of people said that they used some services more generally, in particular Hackney City Farm, Laburnum Boat Club, Apples and Pears and Haggerston Community Centre but not necessarily for Sure Start funded services.

Certain Sessions like Sky Partnership and The Breast Feeding Drop-in can only cater for a limited number of participants and are already at their maximum, however Users at these Sessions were not yet accessing other activities, either because their children were newborn or they were committed to a programme such as the one Sky Partnership offers.

The gaps in the table – the Turkish Community Centre and Happy Nest Nursery we thought were due to these Centres being closed or empty on the days they were visited in November because of Ramadan and EID. When revisited in December after Eid there were still no service users attending. But Monitoring data does show that the Happy Nest Nursery Toy Library has 25 people registered with an average attendance of 6-8 parents per session. This would place it in the middle quartile (5-10%) although once again only two people had visited it the 2nd day we went.

Several of the activities are closed to the general public as they are Nursery provision e.g. Happy Nest Nursery, The Winnecot Centre and Sebright Nursery.

Other Sure Start Services	0
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This section did not receive any answers, and can be safely assumed that they are not aware of any other sessions.

HAGGERSTON SURE START EVALUATION YEAR ONE

SATISFACTION WITH SERVICES

WHAT HAVE YOU GAINED FROM SURE START SERVICES?	USEFUL HELP AND SUPPORT	IMPROVED SKILLS & KNOWLEDGE	FRIENDS	PLAY & LEARNING OPPORTUNITIES	IMPROVED HEALTH FOR YOU AND YOUR CHILD
	27%	10.5%	22.5%	39%	1%

From this data it is evident that the majority of Users are gaining **Play & Learning Opportunities**. This is good news, however, it must be emphasised that Sure Start

also has a very specific remit for improving Health and Social and Emotional development and although play and learning is important it is only one of the four prime objectives.

Nearly half of the Users are gaining **Useful help and support** and **Friendship**. Again, this is encouraging, parents will have new support networks to use and a new source of advice they can turn to. However it is not specific in terms of what type of help and support they are receiving and this section needs to be extended in future studies.

It is disappointing that Improved **Health for you and your child** received such a poor response. This is a very important learning point for the programme. Only two Sessions out of 25 – BREAST FEEDING DROP IN and SKY PARTNERSHIP are currently addressing Health Issues in their programme of activities. But we are

How would you rate the Sure start services you use	R E adily accessible to users	the sessions are welcoming	the sessions are well run & managed
	47% Excellent 39% Good 14% Adequate	44% Excellent 36% Good 20% Adequate	45% Excellent 29% Good 26% Adequate

informed that working partnerships still have to BE formed with the local PCT.

The Government's target for reducing Poverty through the Programme targeting disadvantaged families is difficult to assess at this point in time. Future surveys need to identify the employment status of the family and the level of income or benefit status.

It is important that these figures are used at this point in time as a **baseline** for future surveys. In the future, Sure Start will need to gather data on a six monthly basis to show that it is making incremental improvements in all these areas.

In order to meet the Government's targets on Health, **Employment, and Speech Development** it will be important that the Programme sets clear targets for 2004 and implements a programme of Health, Sessions (particularly Smoking Cessation and Hygiene), Access to Employment and a Speech Development referral system to increase the number of Parents using these services in future studies.

It is extremely pleasing to see that the Programme is achieving such a positive response in its first year. The majority of Users are rating the sessions they attend **Good to Excellent**. Those that are rated Adequate (see attached list) will need to improve their Standards by the next Evaluation Study so that more Services are in the Good to Excellent categories and the Adequate category disappears. Again, this information should be used as a baseline survey upon which improvement programmes are designed to ensure incremental increases in Satisfaction levels over the next three to five years.

SERVICE USERS SUGGESTIONS

It is encouraging that Parents took the time and trouble to put their ideas forward and this information should be used by the Partnership to demonstrate to Users that they LISTEN and ACT on their suggestions.

Other Activities requested:

*Affordable Swimming Lessons (3)
Playground near the Farm
Cross Cultural reading/Rhymes (2)
Affordable refreshments at all sites
New building for Haggerston 1 O'clock club
Better voucher systems for services (2)
Baby Massage
Better facilities - for baby changing at Farm
Multi-Cultural emphasis
Baby painting classes
Re-open Haggerston Baths
More day trips/Outings (2)
Children's Yoga
Longer/Extend 1 O'Clock Club hours 4)
Language Classes (2)
Sewing Classes
Dance & Movement (2)*

New Facilities sought:

*New Aprons
Listening to Parents
Books and Musical instruments
A Playground in the Farm
New Baby Changing equipment at the Farm
New 1 O'Clock Club building*

Activities wanted for Parents/carers

*Job offers & Training for Mums
Financial help for Adults Classes
New aprons for Painting
A parents forum*

Publicity

*Better publicity- possibly through Health Services
Listening to Parents
More accurate publicity needed*

*More posters on the street
More services in Turkish*

From the above suggestions it would appear that Parents are looking for a wider range of opportunities beyond the **Play & Singing** type of activities currently on offer. Yoga, Swimming, Dance and Massage could possibly form part of a ‘well being’ programme for parents and young children.

There are several suggestions for **Outings** – perhaps day trips to the country, seaside or educational visits to museums could be organised on a regular basis. These trips can be quite daunting with young children, so going as a group would give parents support and company.

Classes suggested for Adults include Job Interview techniques and Financial Help – both of which could form part of a programme on **managing family finances**, including reducing debt and getting back into employment after being at home.

Other suggestions include **investing in existing activities** that are run- down – Baby facilities at the Farm are poor, as is the playground at the One O’Clock Club. Little things like replenishing Painting Aprons and Books can make a big difference.

Publicity suggestions include ideas for being more ‘**up front**’ and out on the street with what Sure Start does. As most Users are finding out about Sure Start through Friends and Other Services it may be worth reviewing the publicity strategy.

Other Comments

- *Well appreciated – keep up the good job!*
- *Met my expectations*
- *It's a good idea but a bit variable and needs consistency*
- *Music & Movement seems expensive at £3 a session compared to Musical Bumps in Stepney £1. It needs some instruments and accompaniment. Last week (half term) session was cancelled without notice and 6 of us turned up.*
- *One O'clock club is excellent. It provides stimulation for parents and children*
- *I am happy with the services*
- *This is my first time using 1'Oclock Club – very good response. I am very happy with the information sent out about Services – I receive them quite often*
- *Play bus and 1 0'Clock Club are excellent. Farm and Boat Club are good.*
- *Brilliant sessions for Mums and Youngsters*

- *Good So far*
- *Farm prices for café food are expensive (2)*
- *Extend 1'o clock Club opening hours (3)*
- *Extend Busy Bee sessions*
- *I am happy with Sure Start*

EXAMPLES OF GOOD PRACTICE

BREAST FEEDING DROP-IN & SURE START MIDWIFE

St Saviour's Priory

Friday 10am – 12noon

Sarah Leach – Sure Start Midwife

This session started in mid September and is already at full capacity, with an average of 8-10 mothers attending regularly. The session is very relaxed and welcoming with two members of staff moving between the mothers, offering advice and support on breastfeeding and general well being. Many of the mothers were first time parents and were finding it difficult to engage with breast feeding. They found the session helpful, reassuring and it restored their confidence. They all rated every aspect of it as Excellent. Mothers had been referred to the Session through their own Midwife, or through the Hospital. Several had experienced difficulties with breast feeding in the Hospital, feeling that Nurses were unsupportive if you didn't get it right first time and had given their babies 'bottles' under pressure. They found 'sanctuary' as one put it at The Drop In. Most mothers stayed for the full two hours and were able to relax and socialise whilst feeding their babies.

This is an excellent initiative that obviously meets the needs of first time mothers. It is low on resources and high on outcomes both for the parents and for Sure Start.

SKY PARTNERSHIP YOUNG MOTHERS

Wednesday 1pm – 3pm

Laburnum Boat Club

Angela Wilson – Sure Start Outreach Worker

This session is targeted at young mothers between 14 and 25. There are 8 mothers with children who attend regularly from a register of 25. The session I attended was relaxed, with a friendly atmosphere and the children were very well behaved while their mothers worked. This session was on "Drugs and You". It was extremely well run by the Session Leader, who engaged the young women in an open and reflective discussion. This session was the outcome of a residential week-end in August when SKY took a group of young mothers and their children to Butlins. As well as leisure activities they planned a programme of sessions that include: Nutrition, Sexual health, Relationships, Drugs Advice and Cooking. The Outreach worker liaises on a regular basis with other support services and has identified the need for a further

programme for younger mothers age 14-16 to help them return to school. She would also like to repeat the residential week-end.

This is an extremely well managed programme. There is an excellent Manager whose monitoring systems are an example to all. There is a supportive relationship within the peer group and the sessions are very informative and well structured. This session should receive investment as it meets all the Sure Start targets.

BUSY BEES

Tuesday : 1o'clock Club -10-11.15am

Wednesday: Arts for All -10-11.15am

Busy Bees currently run “busy” creative play sessions for Under 5s and their parents/carers at 2 nearby venues: The One o’ clock club, Haggerston Park and at Arts for All, just off the Hackney Road E2. Both sessions are lively, stimulating and educational and were obviously enjoyed by the children. The sessions vary slightly because the One’ O clock is not big enough to have the Dance/Music and Movement session with the parachute which all the children seemed to enjoy at Arts for All.

The session at Arts for All was well – attended with 9 parents (2 men & 7 women) and 14 children and started with a dance session with the parachute in a light, bright space. After approximately 30 mins. everyone was ushered upstairs for Arty activities like painting, cutting and sticking with books and toys to play with. After some creative play all the children gathered round for a Story from a book. The whole session was structured and well-managed, relaxed but active and busy.

The session at the Haggerston One o’clock club was similar but without the dance music and movement session with the parachute. Both sessions were enjoyed by the children and their parents/carers were taught some useful and stimulating creative activities which they will be able to continue at home with their children.

TOY LIBRARY AT HAPPY NEST NURSERY

This session runs once a week and has a register of 27 parents. The Nursery Manager keeps a well maintained database on use and outstanding items. The example of Good Practice is the loan of Home Safety Items such as Smoke Alarms, Stair Gates, Thermometers and Radiator guards. There is no mention of this aspect of the service in any of Sure Start’s publicity. I think that this Service should be separately advertised and invested in as it would assist in meeting the Sure Start Target of reducing accidents and visits to Hospital .

HACKNEY CITY FARM

Hackney City Farm, although in the far south eastern corner of the Haggerston ward, is the highest profile facility for Parents and Children in Haggerston.

Although it only hosts a couple of Sure Start sessions, most Sure Start users when questioned are familiar with the Farm and use it on a regular basis. It is warm, friendly, has animals, a garden and a small soft play area.

It is an ideal setting for some activities and has recently organised pottery classes for parents and under 4's. It has a Movement Room that is used by Twinkling Stars, other music and movement groups and for children's parties.

There is an excellent notice board with Sure Start activities advertised. Apart from the café which is a separate franchise, The Farm serves families very well at reasonable cost. It needs new facilities for Mothers and Babies, a Children's and refreshments menu at reasonable prices and a more proactive policy for attracting minority ethnic parents and children if it is to attract more Sure Start targeted families from the neighbouring estates to spend time there.

I think there is potential at this Centre to explore training schemes for mothers returning to work. The Movement Room could be set up as a creche while mothers retrain or learn interview techniques. The Farm is about to undertake a Feasibility Study on training refugees from minority ethnic backgrounds in Horticultural Skills, ESOL and job seeking. It might be worth exploring how this could impact on Sure Start's target to reduce poverty in the Haggerston area.

HAGGERSTON SURE START EVALUATION YEAR ONE

CONCLUSIONS

- To find out from parents their views about Sure Start services, which ones they use and why.**

From the evidence collected Parents are finding out about the programme primarily through their own networks of friends and family. They are mainly using the informal 'drop in' activities that are not targeted at any particular group i.e. they are open to everyone. The majority of these sessions are 'play oriented' and although they are valuable towards the target of improving **children's ability to learn**, they are not proactive in signposting parents to other activities - nor are they carrying out any outreach work.

- To identify through monitoring information who are the main users of services.**

At the moment the main users of the service are women aged 30+ who use a facility with a child of 2 and under. This fits in well with the evidence in (1 above), as it is clear that these are mothers who are at home through choice, looking for activities to do with their children. These are not the disadvantaged mothers that the Sure Start programme is targeting. Certain sessions e.g. SKY Partnership are reaching the

Younger Single Parent Mothers who are living in care or hostels and this is a very important plank in the Sure Start programme.

- **To ascertain the views of parents and local organisations on how services could be improved.**

Overall from the information gathered, Users are satisfied with the Sessions they are attending, however there is a long list of suggestions for a wider, more educational range of activities. Parents would like to see facilities for children under four upgraded and hours of sessions extended. This Study has raised other questions: Are there Quality Standards for Sure Start Sessions? Have all Session Leaders received an Induction to Sure Start? Should a Sure Start Session set out how it will meet at least two of the Sure Start Objectives before it is funded? How do Parents give their feedback to Staff on a regular basis? What is the Complaints and Equal Opportunities policies and procedures?

- **To identify examples of good practices.**

This Study has identified four examples of Good Practice in Meeting a Need (Breast feeding), Targeting Young Mothers (SKY partnership), Good Quality Stimulating Environment (Hackney City Farm) and Guidance on Home Safety (Happy Nest Nursery Toy Library).

- **To make recommendations to the Partnership Board regarding improving services and meeting the needs of 'hard to reach' parents.**

There is still much work to be done finding and reaching "hard to reach" parents. This could be done through GP surgeries, health centres and other community organisations, especially those set up to assist ethnic minorities. Generally services need to be publicised even more than they are at present and more services need to be set up that satisfy the Sure Start programmes national objectives.

HAGGERSTON SURE START EVALUATION YEAR ONE

RECOMMENDATIONS

- ♦ **Increase the range of activities on offer to include specialist sessions**

The Current programme is good, but there are too many open activities built around fun and play and not enough geared towards meeting specific needs or to meeting the Sure Start Programme's objectives. There will need to be sessions that attract

parents with children on the Child Protection Register where they can come in confidence and without fear of reprisals. There will need to be Smoking Cessation sessions for pregnant mothers - or work in schools to stop teenage smoking - or even work to discourage all parents from smoking.

Target the Service Users

There needs to be a better balance between activities that meet the Government targets and activities that attract lots of parents who may be in the area but are not the disadvantaged parents that the programme is set up to support.

Increase Outreach Work

Most parents are finding out about Services through word of mouth. To reach those parents who really need the Service it will be necessary to link up with other services such as the Primary Care Trust and explore how a referral system is set up – e.g. a GP offers Sure Start Vouchers rather than Prozac. Sure Start vouchers for services could be sent to all identified parents of young children living in the Haggerston Sure Start area –even for all the free services.

Develop Quality Standards

Users have commented on the inconsistency of sessions. All Sure Start leaders should work to a set of simple Quality Standards that they are inducted in and these should include:

- a) A safe environment
- b) Professional Care
- c) Managed programme of Activities
- d) Monitoring of Use and Satisfaction
- e) Gathering Feedback
- f) Signposting and Referral system
- g) Formative Evaluation

Baseline Survey

Meet with all Service Providers to explain the baseline survey and the Actions that arise from it so they are clear on how every aspect of the programme leads to meeting the Sure Start objectives. They should complete a pro forma that helps them set out which of the Objectives their activity is meeting and how it will assist in reaching the delivery targets.

Future Evaluation

As the programme develops it should increase Evaluation to six monthly reviews. There should be a set number of times that each project is visited to ensure that sufficient evidence is gathered. Service Providers should also take more responsibility for ongoing evaluation of their services.