

SureStart Tipton **- Annual Evaluation Report January 2005**

The annual report attached was prepared in June 2004, according to the reporting requirements of Barnardo's, the lead agency for SureStart Tipton.

Rather than prepare two annual reports, we are submitting this as our Annual Evaluation Report for January 2005, with a brief update on monitoring and evaluation activity undertaken between July and December...

Monitoring update:

We continue to reach out to new families in the area and have new families register all of the time. Unfortunately we can't report the number of families currently registered, or using services as the database used by the programme has 'fallen over'. Our IT department are doing the best they can to restore the system and our data but in the meantime we are building up a mountain of paper records which we will analyse as soon as we can.

Evaluation update:

Feedback about our Outreach service

In June, we collected feedback from parents about our outreach service by conducting telephone interviews with families who'd received an outreach visit. Our sample size was small (13 - 25% of visits made) and might not reflect the views of all families, but the feedback received was very encouraging:

Everyone said they had found the visit useful, as it:

- Gave them information about the services available in the area
- Gave them someone to talk to
- Saved them money on safety equipment and
- Was in their home, meaning they didn't have to get somewhere

In addition it helped us identify that we could do more to nurture interest in volunteering, that we need to think of additional ways to promote services such as psychology, support for families with special needs and with new babies.

Boroughwide research

We have contributed to a number of boroughwide evaluation projects including:

- * An evaluation of the psychology service, due to be published in early 2005
- * An evaluation of ante/ postnatal care, due to be published in early 2005

Service Review Process

The programme has recently established a 'service review process' to help streamline the planning and evaluation of our services. This involves recording our reasons for setting up new services and the outputs and outcomes we are looking to achieve. Further down the line, we will then be able to evaluate services in order to determine whether or not we have achieved what we set out to.

Progress Toward Targets

We have reassessed the progress we are making toward our PSA and SDA targets through the data submitted on our M7 and by undertaking an exercise to record how we are working toward each target and whether or not we feel we are on target to achieve what is required.

As a round 5 programme we feel we are on target in relation to almost all of the targets. Our approach to the various targets is outlined in the main report and we've detailed some of the things we are particularly proud of in the next section. To give a balanced view though, these are the things we currently have some concerns about:

2 month visits - we have found it difficult to access data about new births quickly enough to enable us to visit within 2 months of birth. However we are in the process of recruiting maternity support workers, based at the local hospital. The experiences of other local SureStart programmes suggest this should make a big difference.

Smoking - we don't have access to reliable data about the rate of smoking during pregnancy in the area but suspect that there is scope to improve. Local GP practices are offering a very good smoking cessation service, and we are referring on people who express an interest in stopping smoking. However, we would like to be doing more health promotion work to encourage more people to consider giving up. This will be a key focus for the part time health visitor the programme is looking to recruit.

Breastfeeding - Currently, the only information about breastfeeding being routinely recorded is a mothers intention to feed by breast or bottle when she delivers. We know the feeding intention of 83% of the women from our area who gave birth in 2003/4 - of these, just 19% were intending to breastfeed. This figure falls a long way short of the national average of 71% and short of the Sandwell wide figure of 38%, which shows we have a lot of work to do!

We are currently under-resourced in the area of ante & postnatal support, but are planning to recruit an additional health visitor and maternity support workers. Promoting breastfeeding will be a key component of their roles & we have plans to introduce a breastfeeding buddies scheme as well as weaning groups and demonstrations of sterilisation methods to provide a holistic feeding & nutrition service.

Workless households/ making links with job centre plus - We are currently waiting on data from the SureStart unit about the number of workless households in the area but from our knowledge of the area, we know there is more that could be done in this area.

We employ a Community Learning Facilitator who helps parents access local learning opportunities & a CAB worker who can give parents specific information about the financial impact of returning to work in addition to working in partnership with JobCentrePlus. We know the CAB service has boosted the income level of local families by highlighting benefits they are underclaiming and feel we have had a degree of success in encouraging parents to access learning & training. However we are finding that local parents lack confidence and self esteem which means they don't see themselves getting into work.

We feel we are laying some important foundations, and find that a referral to the community learning adviser is a regular outcome of an outreach visit, but feel that it will be some time before our work translates into parents entering work.

Additional things we are proud of:

- We are co-located with Glebefields library, and whilst we don't have hard data to report, the library has informed us that membership and use of the library by families with young children has increased substantially since we moved into the building
- Despite a slow start and concern that a nursery might not be welcomed in the area, our 36 place neighbourhood nursery is almost fully subscribed and appears to be filling a real need for short term care, given that it is possible to book space by the hour.
- We are working in partnership with local community midwives who deliver clinics from our building. They are well attended and are helping us forge links with pregnant and new moms living in our area.
- We fund a CAB worker who has had contact with a large number of local families. The outcome of this work includes an additional £xx in benefits being claimed by local families and a £xx reduction in debt.

- Our Community Learning Adviser has helped local parents access a number of different courses. We are particularly proud that 20 local parents are working toward an NVQ level 2 in Childcare.
- ???

Future evaluation plans

We haven't yet established firm evaluation plans for 2005, partly due to both our monitoring officer and evaluation officer going on maternity leave!

However the service review process we have established will give us a good base to collect evaluation evidence and we have meetings arranged for early January to start planning for the year.

SureStart Tipton, December 2004



Sure Start Tipton

Annual Report 2003- 2004

WORK OF BARNARDO'S IN THE MIDLANDS

Over 100 years of caring for children since the 'Ever Open Door' in Birmingham in 1895 makes Barnardo's Midlands one of the most established providers of children's services in the UK.

We are proud of our past, but what concerns us most is the future. The dated image of Barnardo's running orphanages is far from accurate. Today we have over 40 services across the Region, from Shropshire to Lincolnshire in the east and north, and from Derby to Oxfordshire, working to improve the lives of children affected by poverty, family breakdown, homelessness, educational disadvantage, sexual abuse, life-limiting illness and disabilities.

For throughout, our focus on greatest need has remained at the forefront of our work in the Midlands. Our staff and volunteers work closely with families, parents, their communities, and carers to ensure children and young people receive the necessary care and support needed for successful growth and development. Barnardo's believes that it is never too early or too late to offer a helping hand.

Children are the starting point of our thinking and we endeavour to involve them in our developments and delivery of services, so as to reflect their cultural, racial, social and spiritual needs. We work, in addition, to increase our influence in local and national policy arenas to ensure that all children and young people have a right to inclusion of services in their communities.

Many of our services are jointly funded, and work in partnership with other providers of children's services to promote best value and continuous improvement by way of a combination of best practice, economy, efficiency and effectiveness.

Indeed, collaboration with partner agencies, with service users themselves and with their communities, has been an important factor in our expansion over the years. For by building strong and lasting partnerships, we can improve the lives of not only today's children, but for many generations of children to come.

Peter Varcoe
Director, Barnardo's Midlands

PROGRAMME MANAGER'S REPORT.

As we approach the end of the second year of our existence Sure Start Tipton has seen a very busy year. The highlight of which has to be moving into our new building attached to Glebefields Library. This brings together the partnership of three agencies, delivering services from the same centre. These are the Pre-School Learning Alliance, who are managing our new 36 place neighbourhood nursery, the newly refurbished Glebefields library and Sure Start Tipton.

Other events included our Christmas activities including our coach trips to Sandwell Valley farm to see Santa Claus, were there were lots of pantomime characters, (or was it the staff team in disguise?) circus skills, a clown and of course a chance to see the farm animals. In May we held our very successful launch event, that lasted four days, where we met lots of families who hadn't previously attended our services. From our launch we now have an active parent's forum, which can help guide and manage the delivery of our services to meet the needs of the local community.

This year has seen an increase in our staff team, although we are not fully staffed yet. With the increase of staff we also have an increase in services including, an Ante-natal group, a sleep group for all those parents who need ideas to help their children get a good nights sleep, a Jungle gym session for the more active toddlers, Baby massage groups, more parents and toddler groups, the Early Start course where parents and children, work together to develop the children's communication skills and lots of training to name a few. The nail art and flower arranging course have been particularly enjoyable for the participants.

Our plans for the year include more training opportunities for local parents and more groups for new parents, such as a breast feeding group, a dads group, etc. One of the major developments that will happen over the next two years will be the development of a new children's centre based at Locarno school, which will include a 50 place day nursery. So over the next year we will be planning to develop lots of services at the School.

None of this would have been achieved without the hard work and commitment of lots of people so finally I would like to thank the partnership board for there continued support and commitment to the programme, the parents forum for the commitment to guiding our development, the many volunteers who run the groups around the area, the staff and the parents for making the programme as successful as it is.

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The story so far.....

The year 2002 to 2003 was a year of rapid expansion and creative development as more enthusiastic staff and volunteers came on board eager to develop services in the Sure Start Tipton area. The staff team grew and with that came experience, ideas and energy to move forward. There were many highlights throughout the year including trips, open days, new groups emerging and support added to those already existing.

The start of the year 2003 to 2004 gave a chance to recap over the team achievements so far and look towards the future. Developments were to come in the shape of new staff, a new building and all the opportunities these could bring.

This Annual Report, amongst other things, aims to describe the events of the year in relation to the Sure Start Aims and Objectives, however, some services cross some or all boundaries and by linking these services to each area is in no way meant to limit the far reaching impact the services can have.

Selected profiles

Below is a small section of profiles of some team members who have joined the team, or become more established, since the last report. In their own words.....

Health Visitor

As Sure Start Tipton's Health Visitor it is my responsibility to take forward to Sure Start Health targets. Some of these are being addressed; antenatal classes are now established and a 'Welcome to Parenthood' group is ready to be launched. Sure Start has funded workers from the project and local Health Visitors to undertake a baby massage course which will serve to improve parental bonding and work towards postnatal depression targets. The local 'Well Baby Clinic' has been moved in to the Sure Start building, encouraging local parents to access. Future work will include breastfeeding support and services, smoking cessation advice and guidance.

As a Deputy Manager, I am working with other members of the management team to develop the team and ensure a safe environment.



Arlene Hubbard
Health Visitor/
Deputy Manager

Trainee Outreach Workers

Due to the success of the outreach service in the first year, and increasing demand by families and individuals in our area, two trainee outreach workers have been recruited.

The two trainees have been in the team for two months and are at present undergoing training and an induction package, which includes visiting other Sure Start programmes and services in the area and shadowing the existing Outreach workers. Another aspect of the Trainee Outreach Workers role has been conducting Sure start Language measures, work which goes towards specific Sure Start targets.

After the initial training, the Trainee Outreach Workers will be upgraded Outreach Workers and fulfil the role of an Outreach Worker, taking on a



Sarah Ellett



Linda Ravenhill

**Trainee Outreach
Workers**

Psychology Services

My name is Tracey Hever and I am a Clinical Psychologist working for Sure Start. I first joined the team in June 2003 to provide emotional support services to families living in the Sure Start area. Sophie Gwinnett is an Assistant Psychologist and helps me in my work.

We all have emotional needs and being a parent can be very demanding and stressful, as well as being rewarding! In the past year, we have offered families individual appointments to look at things like children's behaviour, toilet training, sleep patters; as well as working with parents who feel worried or low or who have problems bonding with their baby. We have also run a sleep group which was attended by six parents and we plan to run more sleep groups in September. We attend the ante-natal groups to talk about post-natal depression and how difficult it is becoming a parent for the first, second, third..... time. We plan to run a 'Welcome to Parenthood' group to support parents with young babies.

Another part of our job is supporting the Sure Start staff in the work that they do with families. We have trained them in psychological awareness issues and will be offering further training about the use of psychological techniques in their work with families. We are happy to meet with them if they wish to talk with us about their work.



**Tracey Hever
Clinical Psychologist**



**Sophie Gwinnett
Assistant Psychologist**

Parental Involvement

At the heart of Sure Start ideology is the idea that it is crucial for parents from the local community to be involved in the development of the services through ideas, opinion, action and representation. In addition to initial ad hoc involvement with the Partnership Board, a specific forum has been developed for this purpose; below is a statement from our second Deputy Manager:

'Parents in Partnership'

Working in Partnership to make positive changes for the future

I am pleased to welcome you through the window to the 'Parents in Partnership' group. We currently have a membership of 9 parents, representing the community we are serving. Its early days yet, so we are working on developing the group and working together to develop the Sure Start services to meet the needs of the families in Tipton.

The 'Parents in Partnership' group members have shared some really great ideas on how we can move forward. Activities currently being planned:

- Parent and Toddler group is being set up to start 23 June 2004
- Picnic in the Park- parents have approached and been successful in negotiating free goodies from ASDA (Thanks to ASDA Tipton!)
- Swimming sessions for Parents and Toddlers, Women's Only, Fathers & Toddlers and Aqua natal.

We are also planning a training weekend in August for the 'Parents in Partnership' group to look at the aim of the group and how it will develop team building.

The parents have shown great interest and enthusiasm which we at Sure Start appreciate very much.



The work we do; measured against our targets

This section outlines the work and services undertaken by the team and details how they relate to the targets set by the Sure Start unit. It also covers ideas and plans staff have to work towards these targets in the near or more distant future.

Target: 10% reduction in children admitted to hospital as an emergency with gastro-enteritis, a respiratory infection or severe injury.

To address this target Sure Start Tipton runs a Home Safety Scheme where parents and carers can purchase safety equipment at subsidised prices. This scheme is carried out primarily by members of the Outreach Team who visit families' houses, as one aspect of a home based assessment of needs. Sure Start Tipton have also jointly funded the appointment of a 'Handy Man' in partnership with Focus Housing, who in addition to fitting the safety equipment, will conduct a fire safety assessment of the home and fit smoke alarms free of charge. Over the last year we have seen the uptake of home safety equipment grow steadily with no sign of slowing down.

In the future members of the team plan to incorporate Health & Safety promotion into Parent/ Carer & Toddler groups and to increase information around basic food hygiene to parents and carers.

Target: Antenatal advice, support and information available to all pregnant women and their families.

Sure Start Tipton continues to run antenatal classes, with members of the team having input relating to their specialist area. For example, the Psychology Services regularly attend classes to talk to parents about issues that may affect them and what help is available from the project and other service providers in the area.

This is an area which is likely to expand greatly in the future with the employment of Maternity Support Workers which will not only give practical support but also provide a vital information link with the PCT in this area.

Target: 6% reduction in mothers who continue to smoke during pregnancy.

At present referrals are made to Smoking Cessation services on an ad-hoc basis and leaflets are put in all goody bags given to parents. In future, more specific

emphasis will be put on this target, initially in the form of training for our Health Visitor.

Target: Information and guidance on nutrition, hygiene and safety available to all families.

Again our Home Safety Scheme contributes to this target and again we provide leaflets through goody bags. The employment of Maternity Support workers will add to this through demonstrations of sterilisation methods, weaning groups and the set up of a breast-feeding buddies scheme.

Target: 100% of families with children to be visited within first two months of birth.

At present the percentage of families visited is not 100% but through recruitment of Maternity Support Workers and the increased access to PCT information this target will be within reach.

Target: Parenting support and information available to all families.

This target is being reached through many services including our Parents As First Teachers programme where parents are visited in the home and undertake structured activities appropriate to their child(ren) development stage. Parenting information is also passed on through the Outreach Service visits, the work done by Psychology Services addressing emotional issues, and is a fundamental part of all the groups and services we run.

Future developments around this target have been identified as the set up of a 'Welcome to Parenthood' group, increased awareness of psychology services at Sure Start and the development of Information, such as a newsletter.

Target: Child Protection target as yet not specified from Sure Start Unit.

This target has not yet been outlined fully by the Sure Start unit; however, in the meantime staff and volunteers are being trained in Child Protection issues and procedures. In addition, part of the work done through Psychology Services and Early Years services is to encourage secure and healthy attachments between children and parents.

Target: By 2006 reduce the number of children living in a household where no-one is working by 12%.

Our Community Learning Facilitator contributes directly to this target through the development of learning opportunities such as NVQ2 childcare training, learning tasters, City & Guilds Flower Arranging, Family Learning programmes, as well as providing information and guidance on job searches, learning and training issues and job applications and CV preparation. Our CAB worker also feeds into this target through advice and guidance in relation to tax credit calculations.

Courses will continue to be set up incorporating emphasis on basic skills and utilising facilities available in the IT suite in the library.

Target: 75% of families report personal evidence of an improvement in the quality of services providing family support.

Currently the project determines user satisfaction through verbal and informal feedback and through the increased uptake of services. However, with the recent recruitment of our Monitoring and Evaluation Officer increased evaluation work will be undertaken.

Target: to have parent representation on the programme board

Parents have been encouraged to join the Partnership Board on an ad-hoc basis or as they approach us, however, increased participation will be achieved through the continued development of the 'Parents in Partnership' group, the recruitment of a Volunteer Co-ordinator and work developing with fathers.

Target: to develop local target for ensuring links between partnerships and job centres

Parents are referred to the local Lone Parent Advisor at the Job Centre for guidance and assistance. In the future it is hoped that the Job Centre will officially recognise courses we organise so parents will be able to receive support whilst attending them.

Target: by 2006 an increase in the children with normal speech and language at the age of 2/ an increase in children with normal levels of communication, language and literacy at the end of the foundation stage.

A wide variety of services are running for Parents and Toddlers and all Early Years staff are training in speech and language skills, amongst other activities, singing and stories are incorporated in to groups to help develop these skills. Wider members of the staff team assist with the collections Sure Start Language Measures (SSLM) that feed into national Sure Start monitoring of speech and language skills.

A whole range of Early Years activities are being planned, a selection of these include; development of a sensory room, story groups, groups for fathers and grandparents and family learning groups.

Target: all children to have access to good quality play and learning opportunities, helping progress towards early learning goals.

The services mentioned above also link in with this target- it is anticipated that more Early Years Workers will be needed to develop services to the full demand.

Target: to increase the use of libraries by parents with young children.

The location of the new Sure Start building and combined activities should increase the use of libraries by families. Further work is planned to increase links with the Mobile Library services.

Target: work with EYDCP to help close the gap between the availability of accessible childcare between Sure Start and non-Sure Start areas.

Support has been given to a local nursery provider to enable them to achieve funding for business training which should lead to continuing childcare provision to an area wider than the Sure Start Tipton area. In addition to this the opening of Glebefields Neighbourhood Nursery and the development of Children's Centre satellite centre will market themselves further a field than the projects' patch, again breaking down barriers for accessible childcare.

We've moved!!

Throughout the latter end of 2003 and early months of 2004 staff from Sure Start Tipton, and people from the local community around St Marks Road in Tipton, saw the redevelopment of a piece of land behind the library from a derelict community centre to the shiny new Sure Start centre. Interest from the community and months of co-operation from the library staff made the move from Princes End Primary School to Ridgeway Road an exciting and positive one. The new building puts the team at the heart of the area being served and also sees an exciting partnership develop between the library, Glebefields Neighbourhood Nursery and Sure Start Tipton.

To mark the move, and to raise awareness of our existence to a new section of the community, a series of launch days were planned following the May Day bank holiday. Each day carried a different theme; Tuesday was 'Pampering and Well-being Day', Wednesday was 'Arts & Crafts Day', Thursday was 'Dance and Music Day' and Friday was a 'Family Funday'. The idea was to organise not only activities that parents could enjoy whilst their children enjoyed sessions in a crèche, but also activities that the family could enjoy together as a whole. All members of the team contributed to give a variety of experiences to families and to provide a warm welcome to the new building. Activities ranged from

relaxation sessions for adults, dance classes for children, to flower arranging sessions....

Activity	Attendees
<i>Tuesday 4th May</i>	
Holistic Therapy Taster (reflexology, acupuncture, head massage etc)	23 11
Relaxation class (attendees could take a relaxation tape away with them)	21 19
Barber (free hair cuts for all the family!)	
Nail Art (demonstrations by an Adult Education tutor)	
<i>Wednesday 5th May</i>	
IT Tasters (using the new IT facilities in Glebefields Library)	8
Arts & Crafts Taster (sessions for adults in sewing, flower arranging and crafts)	32
<i>There were also two workshops for children and family arts activities led by a community arts worker and Coventry Community Circus but we do not have the numbers from these.</i>	
<i>Thursday 6th May</i>	
Family Learning activity	23
Tutu Tots Dance Classes	23
<i>Friday 7th May</i>	
Play BUS (number of children signed in)	46
<i>A whole range of activities were set up for the Fun Day including a skittles alley, balloon modelling, face painting, circus skills etc which we do not have figures for.</i>	

Monitoring & Evaluation

In the last twelve months a part time Monitoring Officer has been appointed to the team which means that the project is now in a position to start looking at how well it is performing and what results are being achieved from all the hard work! In addition, Sandwell Metropolitan Borough Council have employed a Monitoring & Evaluation Officer to work across several Sure Start Local Programmes, providing valuable guidance and improving the information flow between agencies.

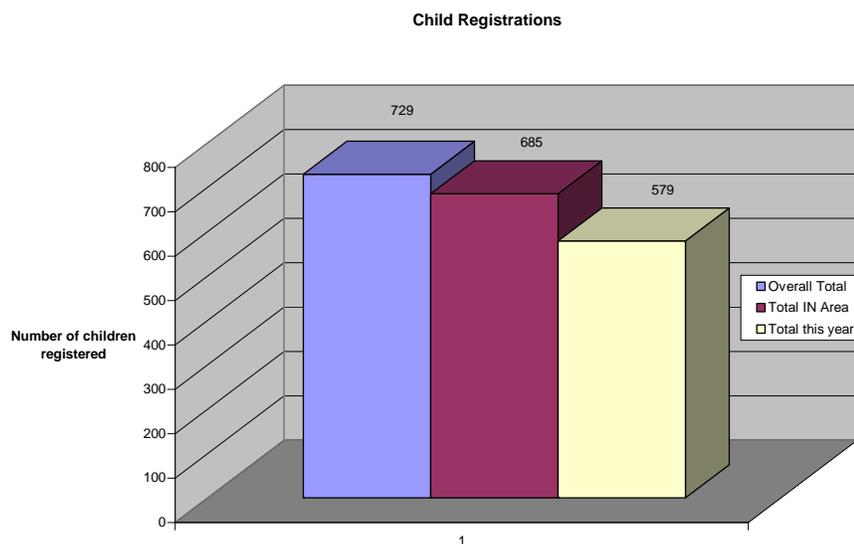
Sure Start Local Programmes undertake monitoring for various reasons. From the outset, programmes are required to submit statistical reports to the Sure Start

Central Unit at specific times, giving information about how many people we see. On an annual basis, we are required to collate information, which relates specifically to our targets, for example, around the number of childcare places available, or the number of workless households. Some of this information we directly provide, some comes from other agencies, for example, Child Health Systems or the Local Education Authority.

In addition to this type of monitoring, Sure Start programmes also undertake more in depth evaluation work, with various reasons in mind. Further evaluation work allows more insight into the results of the teams' work, which cannot be fully expressed numerically. This is useful to the team itself to look at which services and approaches work best and to ensure continuous improvements. In addition to using the material internally, the findings can also be passed to other statutory and voluntary agencies with the hope that positive findings could have a wider influence on 'mainstream' services.

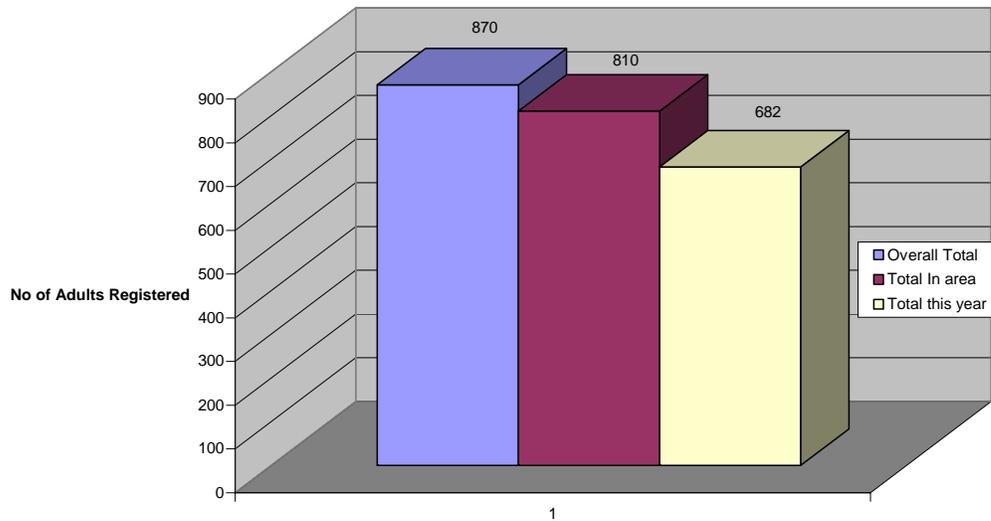
Because Sure Start Tipton is still in its relative early stages, evaluation is still, on the whole, in the planning stages. However, the project does record its activities and below is some of the information available that might demonstrate what we have done so far....

This chart shows the number of children who have registered with Sure Start Tipton. It shows the overall number, the number of those who live within the programme 'patch' (and therefore included in the returns sent to government). The final column shows the number registered between 1 May 2003 and 30 April 2003- we can see that this is the majority, 79% to be precise, which demonstrates the progress made by the team in this time period.



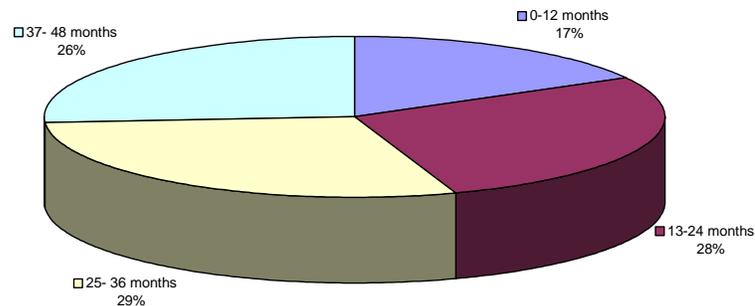
This second chart is similar to the one above but visually displays the number of adults registered. Here we can see that 78% of the total adults registered have been done so in the 12 month period.

Adult Registrations



This next diagram looks at the ages of the children we see; these figures are current at the time of the report. We can see from this pie chart that currently children from 0- 12 months are the smallest group registered with us. It would be interesting to see how these figures compare as our services develop and change. For example, over the next twelve months, we may see the recruitment of Maternity Support Workers, and with the relocation of the 'Well Baby Clinic' to our centre on a permanent basis, this proportion may well change.

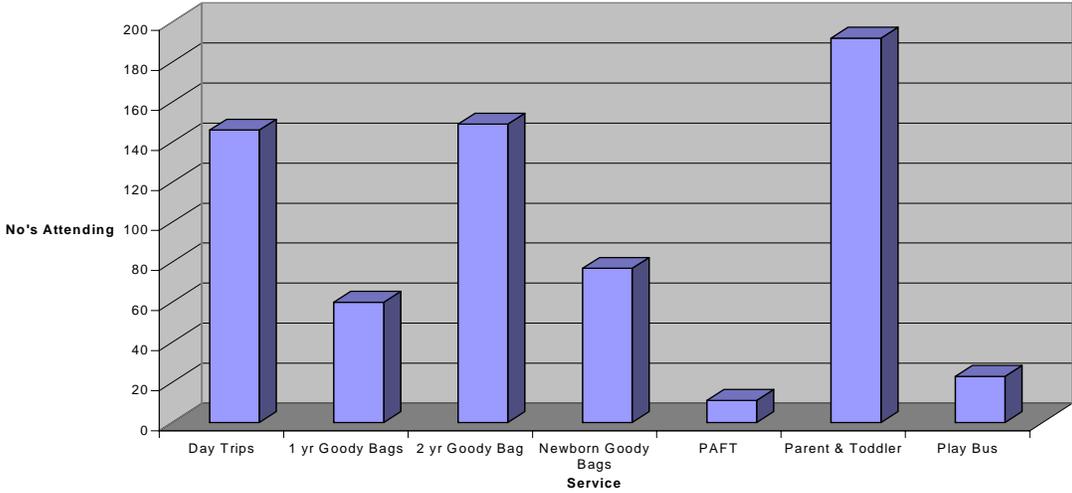
Breakdown of Registered Children by Age



This final diagram shows a slice of the activities undertaken and how many children are accessing them. There is variation in the numbers of those attending and this can in some part be attributed to the type of activity. For example,

Parent and Toddler groups are popular and have open access, however, other activities require more ongoing work with a fewer number of people. This demonstrates the need to evaluate work in a variety of ways to reflect it fully.

Child Services Report

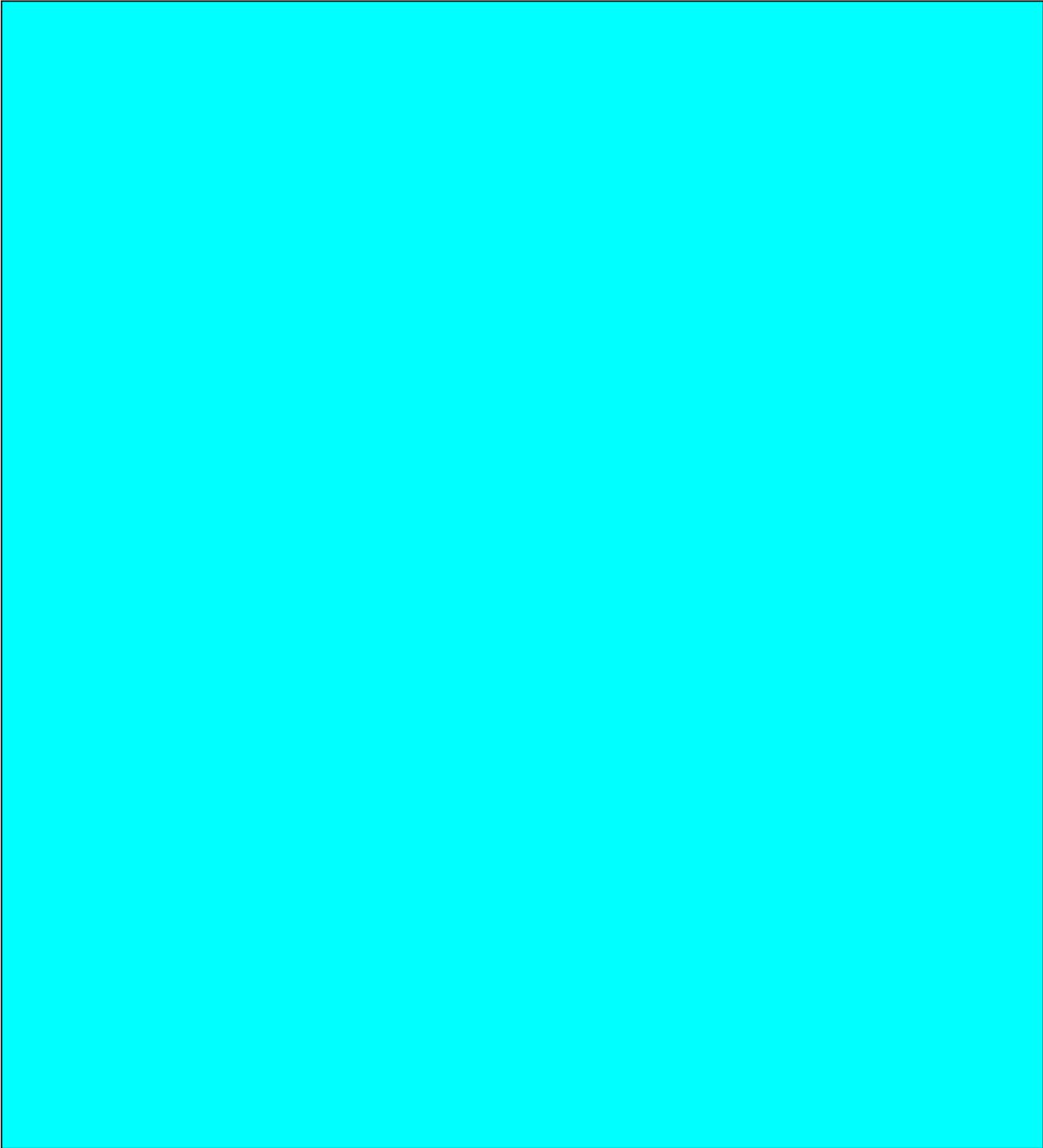


Forward Planning

As Sure Start Tipton goes into its third year the emphasis will be on growth and improvement. We hope to make full use of the opportunities made available through our new centre to meet more of the community and increase involvement through the Parents Forum. We hope to recruit further staff to work within specific areas, for example, Maternity Support Workers and possibly a worker to develop services for dads. One of the biggest developments will be that of the Children's Centre and the impact this will have within our programme.

Internally we will be increasing the monitoring and evaluation work done and formulating a 'Business Plan' to focus work around our targets.

Our warm welcome to the Glebefields area suggests our year ahead will be a positive and hard working one!



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