



SURESTART

**ANNUAL EVALUATION
REPORT FOR 2004**

**Submitted to NESS
(National Evaluation
Of Sure Start)
February 2005**

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1 Introduction

This report provides feedback on the second year of activities and services that have taken place within SureStart Hyde during 2004. While some activities and services have been around for two years, there are still some services within the individual projects that are still in their early stages of delivery and are continuing to establish links with the local community of SureStart Hyde.

The data, which forms the basis of this report, is mainly qualitative in nature as it focuses on the views and opinions of local parents/carers who live in the area and are involved in the programme. The report does incorporate a small amount of statistical analysis to further illuminate some of the areas/issues being discussed.

The evaluation has encompassed the following areas/projects:

1. Strengthening Families, Strengthening Communities Project
2. Bookstart Plus Project
3. Sports Development Project
4. Health Project
5. Early Years, Play and Learning Project
6. Admin Support and Promotion

2 Aims and Objectives

The main aim of this evaluation was to provide us with a synopsis of the following:

- Views of local parents who live in the area and their satisfaction levels with the activities and services offered by SureStart Hyde, including ways in which these can be improved
- To gain an understanding of how well our activities and services are performing
- Progress towards the objectives and targets for Sure Start
- Achievements of SureStart Hyde
- Progress towards future development of activities and services.

3 Background and Data

SureStart Hyde is a fifth wave programme situated in the South of Tameside incorporating parts of the three wards, which make up Hyde. These are Hyde Godley, Hyde Werneth and Hyde Newton wards. The 1998 Index of Local Deprivation classed the whole of its built-up extent as 'deprived' in one or more respects.

According to the Child Health Department Records for 2004 there are approximately 914 children aged under 4 years in the catchment area. The 2001 Census information identified 13.8% of the SureStart Hyde population is of Bangladeshi origin. Other ethnic groups are tiny by comparison, the largest being Pakistani with approximately 70 people.

A vast majority of Hyde's Bangladeshi population live near the town centre, although a number of families live in the Flowery Fields area, which is within the SureStart Boundary area. Most of the Bangladeshi community are from the Sylhet region of Bangladesh, which is a rural region experiencing intense poverty.

Many of the Bangladeshi community are not using the health facilities due to difficulties in obtaining appointments, a lack of women GP's and a few bilingual workers. There are also difficulties in early identification of health problems within the Bengali community.

Although many people within the SureStart Hyde area require services to be adapted and delivered in different ways, parents share common aspirations for their children and have identified similar concerns within previous consultations namely:

- To improve incomes
- To provide children with play and learning opportunities
- To have access to safe and affordable childcare
- To have clean streets and play areas
- To have venues where parents and carers can mix and learn from each other

The SureStart Hyde programme aims to continue to build on the strengths of the diverse community of Hyde and to work with parents to breakdown barriers and perceptions that can be viewed as 'unfairness'. This can lead to racial tensions similar to other areas where people have the additional pressures of living on low incomes and poor housing etc.

Bringing the two Communities together whilst respecting difference is considered to be a major challenge for the service providers and for the SureStart Hyde staff.

Progress over 2004:

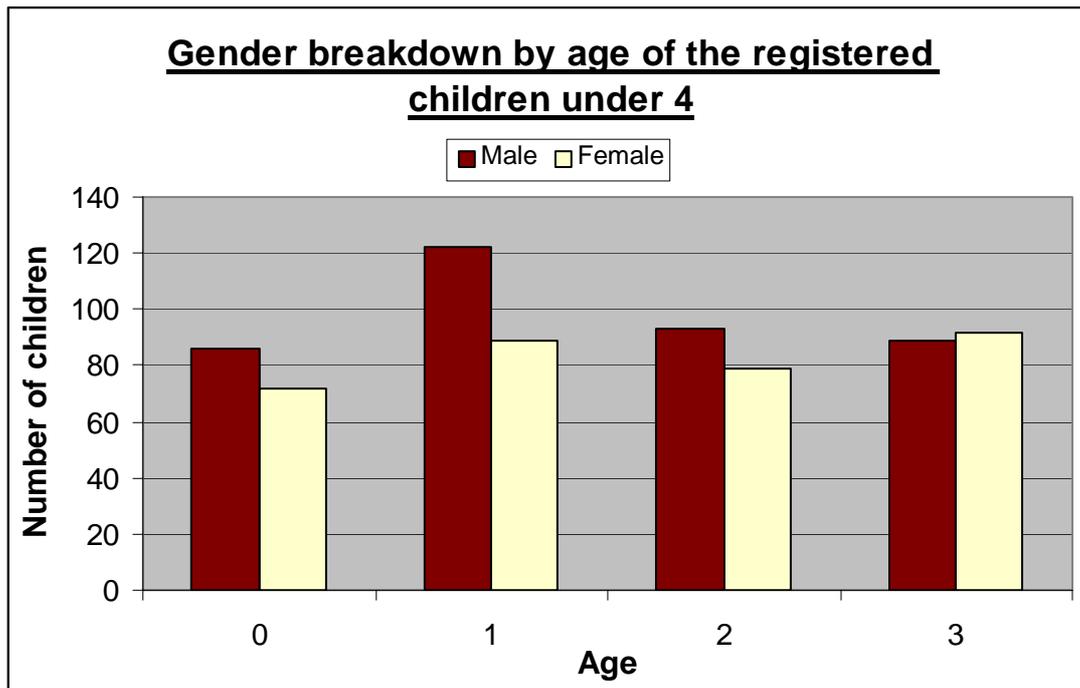
- Nine local parents (of which six were bilingual) volunteered to complete a Training Day, which was delivered by Questions Answered and covered the Market Research Society code of conduct, Ethical Issues, Researcher Safety and Questioning Techniques. These parents will assist SureStart Hyde staff in their project evaluations.
- Produced guidance notes for all staff to help them to undertake their project evaluations effectively.
- Each individual funded project completed an evaluation of the activities and services they have been delivering over 2004.
- Independent Evaluators have been looking at the 'Health Visiting Project' to evaluate its cost effectiveness and the 'Partnership Board' to evaluate partnership working.
- The progress on targeting 'Hard to Reach Groups' has been evaluated, in particular the father's involvement in the six month pilot project of 'Employing local dads as casual workers'.
- An 'Annual Evaluation Event' was held in January 2005, where all staff presented their project evaluation findings to the staff, partnership board and local parents.

Data

Profile	2004 (Year 2)	2003 (Year 1)
Number of Children under 4	914	846
Number of Families with children under 4	776	722
Live Births to mothers in SureStart Hyde	241	225

Number of Registrations

- Total number of children registered = **722** (79% of children in the SureStart Hyde area)
- Total number of families registered = **759** (Please note that this figure includes families with children up to the age of 4)
- Total number of lone parents registered = **83** (11% of the families registered)



4 Methodology

The evaluation of SureStart Hyde has used a wide range of research methods including the following:

- Independent/Internal research – involving local parents
- Individual & group discussions
- Verbal feedback from parents
- Comments book available for parents to complete
- Art work/message board
- Feedback forms
- Questionnaires – face to face & over the telephone
- Photos/Videos
- Learning diaries
- Project reviews
- Data collected by our programme & partner agencies.

These methods have been used in order to assist us in analysing the impact SureStart Hyde has made in the local community.

5 Strengthening Families, Strengthening Communities Project

Background

Barnardos have been commissioned to provide family support and community development work within SureStart Hyde to meet SureStart targets of:

- Reducing unemployment
- Parent representation on the Board
- Links with Jobcentre Plus
- Reducing re-registrations on the child protection register
- Links with EYDCP (now Sure Start Tameside)

In order to measure our work and be clear about what we offer and why, the team have agreed outcomes and success measures (**see attached**).

We have a Sure Start budget of around £170,000. We also receive around £50,000 from the Children's Fund for services to 5-13's. Barnardos are the lead agency in delivering this work although some staff are employed by TMBC and work to Barnardos standards, policies and procedures.

The family support work is also provided to Ashton Sure Start and some posts are funded by both Sure Start programmes.

Organisational Chart

See attached Organisational chart.

The team deliver several projects which all interlink. For this report 3 projects will be considered in detail. They are:

- Communities Connect
- Paths to employment
- Parental Involvement

We are currently commissioning an external evaluator to evaluate our work around recruiting a diverse workforce.

Communities Connect Service

Communities Connect offers peer support via volunteers, short-term family work and drop-in one-off parenting support and information.

Staff for this project were recruited in January and February 2004. Since then a new family support project has been set up. Parents were involved from the beginning in the design and we try to offer a service, which responds to parents needs and helps them make links with other services wherever possible. We help parents to identify changes that will make a difference for them and support them to make this happen. We know that many parents do

not know where to get help so our Parenting Support and Information is essentially a signposting service, putting people in touch with the right service or organisation,

The outcomes for our **Volunteer and short-term family work** are

- Parents self esteem increases
- Confidence as a parent increases
- Social networks increase for parent/child

Methodology

The methods used to evaluate are:

- Reviews of service offered and whether it is meeting the family's needs
- End of service discussion re: what worked well, not so well, by worker not directly involved
- Numbers of families using the service

We measure success through the end of service questionnaire/reviews; one or more outcomes are met in 80% of cases.

Findings

6 families have received volunteer support from March 2004 - December 2004

5 families have received family support service

6 parents have been offered and service but not taken this up

Of these families:

- 5 are white
- 8 are Bangladeshi
- 4 are mixed parentage

Three parents have completed evaluations at the end of a service. All parents said they felt better about things now. One has started going out and making telephone calls, which they had not before.

Comments made by parents

“Really good- they would always ring me and remind me of things!”

Re the volunteer visiting “I feel like I’m so glad she’s there!”

“The service should be provided to everyone”

“Sure start is really good for young parents ‘cos they don’t always know what to do”

Parenting information and support

The outcomes for **Parenting Support & Information** are:

- Parents have easy access to useful information about parenting

Methodology

The methods used to evaluate were:

- Numbers of people accessing support
- Where/how people access support
- Most common issues raised, so we can respond in more general ways to common issues e.g. by putting on training sessions, workshops, writing newsletter articles

In the next year we will measure success through:

- Increases in monthly take-up: increases by 50% over the year
- Contact people who have used this service to see if it has been effective: feedback from parents indicates a satisfaction rate of 75% or more.

We do not use questionnaires to evaluate what people think of the service because of barriers these can create such as literacy, getting down on paper what you want to say. Often discussion is the best way of bringing issues out. However we record them in questionnaire format (delivered questionnaire).

In this year, "Drop-in's" at 3 schools were set up across Hyde at different times to provide a service for families around a whole range of support issues in a venue where people regularly go. A lot of energy has been put into publicising these, within the schools and communities.

A family support worker who speaks Bengali established a drop-in at a school with a high number of Bangladeshi children. In spite of all efforts, numbers have remained low and this has led the team to consider other ways of engaging parents and letting them know what we do.

Publicity has been posted through doors offering support on a range of issues. Links have been made with schools letting them know what we offer and how to contact us. We have also encouraged people to pop in or phone in as and when they need support.

Early indications are that this is a more cost-effective use of time and tells us that people want support when it arises rather than waiting for a weekly session. Where they have been successful, although not consistently has been where parents do not speak English and relationships are already strong between the worker and the community. In this case, the drop-in was used as a support to access services, sort bills out etc.

Findings

Parenting support and information has been given to **65** parents between March and December 2004. These are all contacts where one-off support/information has been given. Main issues are emotional support, childcare, employment and financial issues.

Paths to Employment - Volunteering

We have a number of initiatives, which support people who want to develop their skills with a view to future employment. A main route to work is through volunteering as this gives people a taste of work in a supportive setting as well as training in a wide range of areas depending on individual need.

Volunteers support a number of activities. They provide an important component of our Communities Connect service. A number of volunteers support children's activities for example Bookstart, crèches etc. Another small group support events and community development work.

We currently have 26 volunteers: 17 active or available and 9 pending.

Volunteers are from both Sure Start areas as well as from outside the area. Although volunteering is a key foundation for our parents to get qualifications and experience, the project also needs a broad mix of skills and the support of volunteers from outside the Sure Start areas. We aim to have at least 50% of volunteers who are parents. 7 volunteers are currently Hyde parents with 3 more currently unable to volunteer but likely to take this up in the future. (x are Sure Start Ashton parents thus giving x/26 of volunteers who are parents).

In our first year we had a high level of volunteers who received training but had no opportunities to actively volunteer. This was because the family support opportunities were not available due to delays in recruiting staff. We now have appropriate opportunities for volunteers but also now are more structured in our recruitment and training. We have two distinct training courses, one for family support volunteers and one for volunteers who want early years work opportunities.

Each course is accredited with Open College Network at Level 2. The first accredited Family Support volunteering course ran in September 04. It was attended by a small pilot group of 5 volunteers. All 5 completed the course successfully and are now either volunteering or awaiting CRB clearance. The course covers a range of topics such as Child Protection, Diversity, Health and Safety and Supervision. We have support from Tameside College who mentors the staff delivering the programme.

Comments made by the volunteers

“Interesting, informative”

“Easy to understand”

“Would like more personal experiences of how people have dealt with situations”

Feedback is used to structure future courses. Involving existing volunteers in the training of potential volunteers may be a useful way of helping them understand the role.

The first Play and Early Years volunteering course will start in February 05

Casual work

We have a number of casual work posts for people to support the programme in a flexible way. We have nine bi-lingual workers who offer support to the programme through their dual language skills of Bangla and English. They have had training in Community Interpreting, Personal Safety and a Sure Start induction. The work of this pool will be separately evaluated next year.

There are four parents who have been employed flexibly to promote Sure Start within their communities. There are also three male parents who encourage men to attend and find out what they want and two admin casual staff.

Most of these casual workers are parents of children under 4. Through the casual work they are being introduced to work routines, form filling, staff meetings and other work related procedures which can be barriers to some people applying for jobs. They have access to training, and supervision, which gives guidance and addresses their personal development.

Partnership working

We work closely with Jobcentre Plus, regeneration projects and employment support organisations to provide and co-ordinate courses, workshops and learning opportunities to our parents. Regular events are held where parents can get information about in- work benefits, job support and training opportunities. These are well attended (24 people attended 2 sessions) and have resulted in people getting to know the Jobcentre staff and seeing them again as a result.

Parental involvement

There are a number of initiatives we have set up to evaluate our success in involving parents in SureStart Hyde. Two of them are considered in more detail below.

Men's Work

This work aims to increase father's involvement in the programme. In May 2004 there were some fathers attending and no male staff in the programme. Three fathers were recruited as casual workers to encourage other fathers to attend activities, find out what activities fathers wanted and increase the number of fathers registered with us. In addition the whole staff team put this work on their agenda and considered how to make sessions more father friendly.

Findings - Successes

The project resulted in some promising figures. Registration of fathers increased from:

- 134 in May 2004
- 233 in August 2004
- 274 in January 2005

Attendees per month increased from two fathers attending in May 2004 to 13 attending in August 2004 and 20 attending in December 2004.

Issues

- It is difficult to keep male casual staff and difficult to replace them.
- The whole staff team is important in fathers becoming and remaining involved in Sure Start

Future Plans

We need to recruit again to these roles. The project had a lot of impetus at the start and good results but is currently drifting. It may be that a fixed term contract may be more attractive than casual hours.

One way of engaging with fathers is through an older children's sports group (5-11's) in an area where we have had little male involvement. This is to be set up with Sports Development in the near future. Sure Start will link in with this. From what we know about what works in involving fathers, providing activity groups is key to the successful engagement of fathers in Sure Start.

Representation on the Board

This year we have developed our work in having parental representation on the Sure Start Board. In February 2004, there was one regular parent who attended; sometimes others came once. There was not a parent body that could give an opinion.

Over the year, we have set up an Informal Board, where parents can discuss together the agenda of the Board meeting, what they think and how feedback should be given. Through this, there are 3 or 4 regular parents who attend the Board and 1 or 2 who will come to the informal meeting instead of the Board.

Training has been identified to help them fulfil their role for example confidence training, and structure of meetings.

Future Plans

Plans for the future include widening the idea, so that a group is formed in the Flowery Fields area, a visit to other Sure Starts to see how they get parents involved and actively asking parents as they register with us, if they would like to be involved. Hence widening the involvement from a few very interested parents to parents who have less knowledge of Sure Start.

Conclusion/Future Development

The two areas that have been focused on are:

1. Jobs, training and employment
2. Supporting families

This year has been spent putting strategies and services in place support the above areas. It has taken time, thought and energy and sometimes trying things which are completely new, not sure of how they will work.

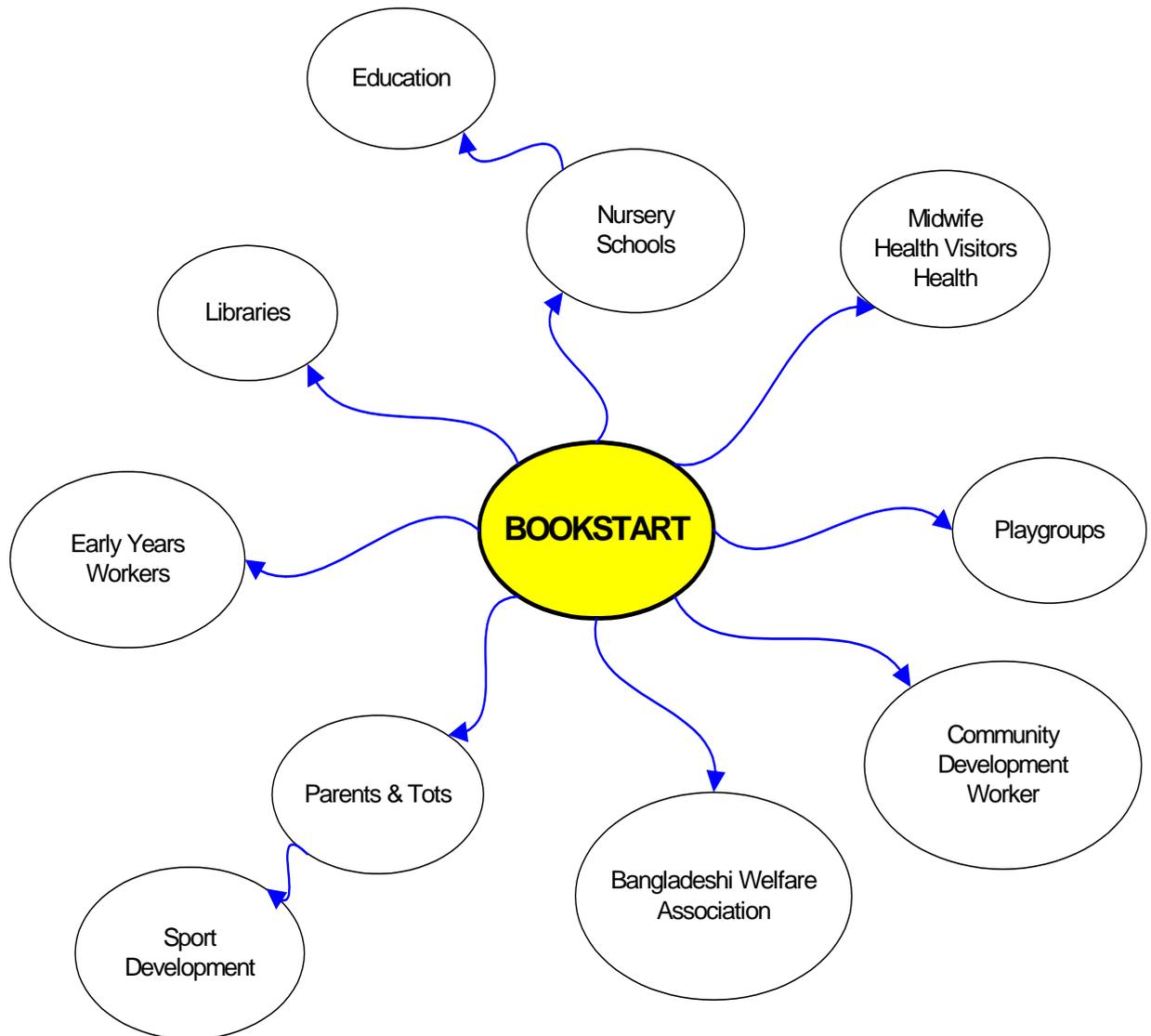
Next year we shall be evaluating some of these, in particular whether the bi-lingual pool was helpful in giving experience to this group, about different work opportunities as they work across the Sure Start programme and what progression routes they take. We shall have more information about what works for families and children as well as how our work can fit into the new childcare agenda.

Our work with male carers has had a great start but we want to try new things and extend our work to a wider area. We have the structure now; next year we will be gathering more evidence and demonstrating what works.

There are some new areas, which we are developing too, such as a joint project with Sure Start Tameside to recruit people into the childcare workforce from ethnic minority communities and these will be evaluated over the coming year.

6 Bookstart Plus Project

The Bookstart Plus Project links into other SureStart Hyde Projects and mainstream services throughout Tameside.



Aims for Bookstart Plus Packs

- To introduce the use of books to young children and their families and so establish the foundations of early literacy and later learning as well as promoting the use of books for pleasure.
- To promote the culture of book sharing and maximise the potential for each child's development.
- To provide advice and guidance, on sharing books and reading, to parents and carers.

Health Services

The initial Bookstart contact with a family is at the Weaning Party held by the Nutritionist at 8-12 weeks. The Bookstart Plus Officer attends these sessions and explains the importance of introducing book sharing at an early age and encourages the parents to join in the Bookstart activities at the library. This personal contact enabled some parents to engage in the library activities. The parents are given a free pack for their child, which includes a sensory book.

34 Week Development Check

Babies, borough wide in Tameside, are given a free book pack at their development check at the clinic. The Bookstart Plus Officer attends these sessions on a fortnightly basis at Hyde clinic to give out packs and reinforce the Bookstart message. This allows consistency and continuity.

18 month developmental checks are held at various times/locations throughout the SureStart area. The Bookstart Plus Officer is present at these sessions encouraging book sharing and offering suggestions for making books fun!

Education

The Bookstart Project links with the four nursery classes in the SureStart area: Leigh Primary, Greenfield, Flowery Field and St George's. The Bookstart Plus Officer holds an annual presentation about book sharing in each of the nursery classes sharing examples of good quality books. At each event the children are given a Bookstart Plus Pack consisting of a picture book, sharing books leaflet, number line contained in a red nylon folder.

The sessions are well attended with many of the schools taking the opportunity to introduce their own school library. The parents are asked to fill in a questionnaire asking them to give their views on the Project.

Comments from Parents

“Very good idea, my son will be thrilled with a new book.”

“Any schemes that promote literacy are important and I would encourage any such schemes.”

“Brilliant idea. Encourages parents who normally don’t have access/time to go to the library.”

“The Project is a very good idea and we were given some good advice.”
“Good idea to get children and parents to read together.”

“Would have liked it when I went to school. Good idea.”

“All events attended have been BRILLIANT! Thank you!”

In addition the Bookstart Plus Officer has been involved in other school activities:

- Flowery Field Nursery regularly invite the Bookstart Plus Officer to share story sacks and read stories
- Bookstart attended St George’s during National Book Week to read stories to the nursery children
- Greenfield Nursery Class attended Musical Mayhem Sessions at the Asha Building. These were held over a period of 6 weeks and incorporated singing songs, making instruments and generally making lots of noise and having fun.

Comments from Nursery Teachers about Musical Mayhem

“Excellent! Music sessions were well planned and reflected on the requirements of the Early Learning Goals. All sessions were delivered appropriately to children’s needs and thoroughly enjoyed by the children. I hope we have the opportunity to participate in the music sessions next year.”

Hyde Library

Bookstart Plus Officer holds regular events each month at Hyde Library including ‘Time for a Rhyme’, ‘Tiddlers Tune Time’ and ‘Tiny Tots Tune Time’. As these sessions take place in the public library they are accessible to all children who use the library. This means that the Bookstart Plus Officer not only has contact with children from the SureStart Hyde area but also from the wider community.

Aims for 'Time for a Rhyme' and 'Tiny Tots' Sessions

- To encourage the use of the library service.
- To develop listening skills.
- To develop parent's awareness that it can be a fun activity.
- To encourage parents/carers to sing nursery rhymes as babies and children respond to repetition and rhythm and it helps them to develop their own sounds.
- To promote concentration skills.
- To establish positive relationships with parents of young children.

Time for a Rhyme (0 - 3 years)

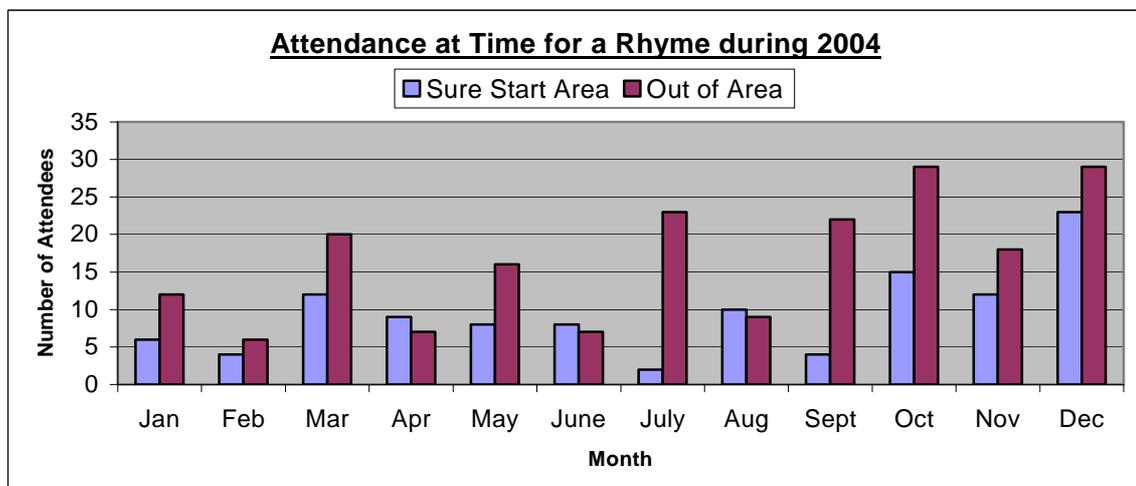
'Time for a Rhyme' was an established event at Hyde Library and was facilitated by an SRB funded Bookstart post. With SureStart funding these events could be held on a more regular basis (monthly). Bookstart Plus Officer continues to hold these sessions in the same format as previously set up, which are rhymes, stories, craft activity and refreshments.

Comments from Parents at the Time for a Rhyme Sessions

"Fantastic fun. Look forward to coming to the sessions. Brilliant, couldn't do with out them. Thanks."

"Really good time. My daughter (2 ½) joins in and has fun. She enjoys the activities and singing. Bookstart Plus Officer does a really good job."

"My son has been coming to the sessions since he was 9 months old and is now 3. It has been lovely to see him develop and join in the singing, actions and activities. Thanks to the Bookstart Plus Officer for her time, effort and enthusiasm."



Tiny Tots (0 – 18 months)

'Tiny Tots' was set up to accommodate the very young and to encourage new parents to use the library. These sessions have been a huge success with numbers increasing all the time. Following the success of these sessions parents have asked for additional dates.

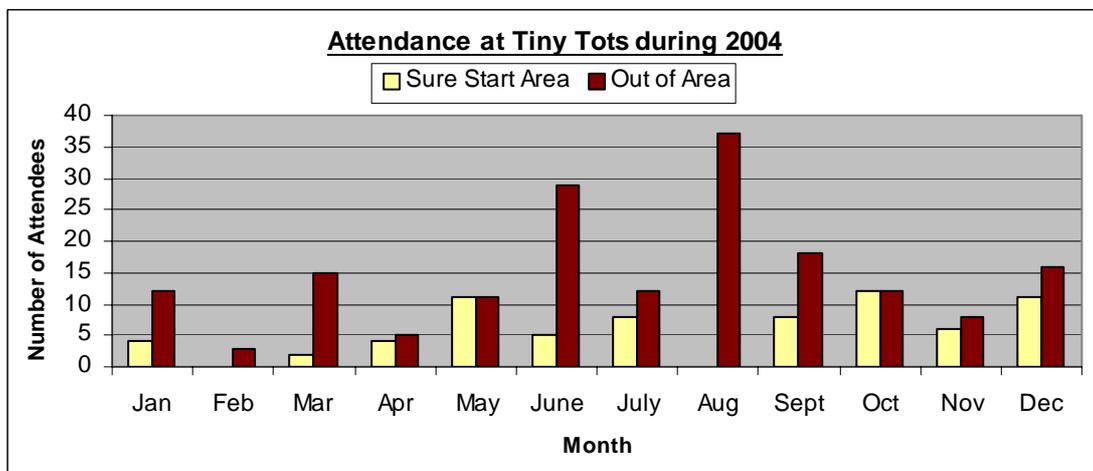
As a result of positive comments and feedback 'Tiny Tots' will be held twice monthly in conjunction with 'Time for a Rhyme', which means that there will be a Bookstart activity in Hyde library every week.

Comments from Parents at the Tiny Tots Tune Time Sessions

“My son really enjoys these sessions. The song sheet has been invaluable at home as a result we are both well practised at nursery rhymes. Thanks”

“Thank you for giving my son such enjoyment for an hour, he really has enjoyed his time and the boy now has rhythm!”

“My granddaughter really enjoys her time at the sessions. She is getting to know all the songs and actions really well, which I feel is only beneficial to her development. I must add that I enjoy the sessions as well as her and only wish it could be once a week.”



Tiddlers Tune Time (18 months – 3 years)

Unfortunately these sessions have not been as well attended as 'Time for a Rhyme' and 'Tiny Tots'. However when I asked a group of parents their views it became apparent that a lot of families have two children (a baby and an older child) and the ages didn't meet the criteria for attending. As a result of this consultation I have planned to increase 'Time for a Rhyme' sessions to twice a month, this way it incorporates the whole age range. I was also informed that a 'Parent and tot group' was held on the same day.

Early Years Workers

The Bookstart Plus Officer often works alongside the Early Years Workers, attending the 'Stay and Play' sessions at the Asha building. With many parents attending these sessions it gives the Bookstart Plus Officer the opportunity to talk to parents on an individual basis, building positive working relationships, identifying their individual needs for themselves and their children allowing future sessions to be planned around the parent's wishes and feelings.

One of the Early Years Workers has assisted in the delivery of the Musical Mayhem sessions.

Playgroup

Bookstart has visited Froggy's playgroup and Rainbow Corner holding a rhyme time once a month, encouraging parents to participate with their children whilst singing rhymes and songs.

Bookstart Plus Officer also attends Chatterbox group, which was initially set up by the Speech and Language Therapist, working with small groups of children helping them with their language development.

Volunteers

A bilingual volunteer who is a local parent in the SureStart Hyde area, works with the Bookstart Plus Officer on a regular basis, assisting at all rhyme times and school visits. It is the hope that the volunteer will encourage more Asian families to attend Bookstart sessions and promote the Bookstart message. As volunteering is a new addition to the Bookstart Project it will be evaluated at a later date.

Hard To Reach Families

As we are all aware there are families who, for whatever reason, find it extremely difficult or impossible or do not wish to engage in activities. Through the traveller, refugee, asylum seeker support team (TRASS) and the family support network and Bilingual support assistants Bookstart ensures all the children and families are aware of the Bookstart service and that all children have access to good quality books.

Bookstart Plus Project

Through Bookstart Plus all children in the SureStart area are given free packs containing appropriate information for their age and stage of development, invitations to join in regular activities, good quality books and an invitation to join the library.

Bookstart is having an impact on the local community with numbers of parents and children at each activity increasing. The numbers of children who are members of the local library at Hyde has also increased.

Key Achievements

- Session at Hyde Mall made contact with 292 people promoting Bookstart and Sure Start. It resulted in the Bookstart Plus Officer's face being known, developing relationships and people attending sessions.
- Data indicates an increase in the number of Sure Start families attending sessions and an increase in the number of families receiving packs.
- The links with HBWA (Hyde Bangladeshi Welfare Association) have increased the number of Bangladeshi families visiting the library and attending sessions. The close links with the family support/community staff have also assisted with this.
- Tiny Tots attracts Sure Start parents and has been developed through consultation.
- Steering group, which involves parents and community, is shaping services and activity.
- More co-operative working with other Sure Start staff, volunteers and the library to deliver packs and make contacts to promote Bookstart.
- Involvement of a Bilingual volunteer who is helping local people access Bookstart activity.
- Three volunteers who will help extend the number of sessions of cover during holidays.

Future Plans/Development

- To work with HBWA and volunteers to develop story sacks, which can be used in homes, which was not targeted this year.
- Develop use of the video to promote Bookstart and link into the SureStart Hyde DVD.
- Build up the number of people who are helping people access Bookstart (Library staff covering for Bookstart Plus Officer, use of three volunteers).
- Continue targeted activity for people who are less likely to come to group sessions or need activity adapting (children with additional needs, males/dads and ethnic minorities).
- Look at being clear on impact measures and develop some case studies.
- Participate in a week to promote dads in the SureStart Hyde programme activities.
- TO KEEP HAVING FUN!

7 Sports Development Project

Objective 3: Improving Children's ability to learn

Objective 4: Strengthening Families and Communities

SDA Target:

All children in the Sure Start area to have access to good quality play and learning opportunities, helping progress towards early learning goals when they reach school age.

Wrigglers Sessions

Wrigglers are Physical Activity sessions for 0 - 2 year olds which are held twice weekly from Post Office House (main SureStart Hyde building).

Methodology

Anonymous questionnaires and a comments book in sessions were used to collate the research.

Findings

Sessions are extremely popular, many carers feel the equipment is pitched at the correct level for age ranges. Parents benefit from time with children in sessions and report great improvement in gross motor skills and confidence in trying new equipment. Parents reported that they felt the sessions brought them and their child closer. Carers also stated that the sessions provided enjoyable, stimulating play.

Future Plans

To maintain sessions at SureStart Hyde ran by parents from the SureStart Hyde area. To increase sessions within the SureStart Hyde area, in particular the Flowery Field area in 2005. To recruit a bilingual volunteer to promote the services to Bengali families.

Wanderers Sessions

Wanderers are Physical Activity sessions for the 2 - 4 year olds which are held twice weekly from Post Office House (main SureStart Hyde building).

Methodology

Anonymous questionnaires and a comments book in sessions were used to collate the research.

Findings

Sessions are very popular, parents feel that the sessions are pitched at the correct level for the age range. The sessions stimulated the children physically and give them the opportunity to learn new skills.

Comments included

**“Sessions stimulate my child”
” Very beneficial to an active and inquisitive child”**

Future Plans

To maintain sessions at SureStart Hyde ran by parents from SureStart Hyde. To increase the sessions within the SureStart Hyde area, in particular, in the Flowery Field area during 2005. Also to recruit a bilingual worker to encourage Bengali families to access the services.

Top Start Training - Ongoing

EYPADO (Early Years Physical and Development Officer) ran 6-week sessions within the nursery followed by TOP Start Training for teachers. The Nurseries received a TOP Start bag and resource cards.

Top Start training has also been incorporated in TOPS “Serious Fun” 0-4 years course and as a “Bolt on for Fundamentals” training. The training enables professionals working with the Foundation Stage to deliver good quality play and learning opportunities and helps children’s progress towards early learning goals for when they start school.

Methodology

Feedback forms were used.

Findings

The objectives of the training were met and the content was considered extremely useful. The course has given the staff greater self-confidence to deliver Physical Activities within the foundation stage. The course gave participants the opportunity to learn new skills and it was felt that the children’s experiences were extended in the 6 weeks.

Future Plans

To continue contact with nurseries, to promote “Run to Read” within the Nursery settings using TOP TOTS bags and resource cards in 2005. To continue to tutor “Fundamentals Bolt On” and “Serious Fun” 0-4 Courses.

Top Tots Rucksacks - Ongoing

Liasing with the Health Team, Rucksacks given to carers and children at 18-month health check, designed by Youth Sports Trust, the TOP TOTS bags as well as the resource cards are aimed at children 18 month to 3 years.

Methodology

Survey conducted by a Bilingual member of staff over the telephone after 6 month to 1 year of distribution.

Findings

Positive feedback, Rucksacks and resource cards used on average couple of times per week by carer and child together. The majority of carers felt that the resource cards were useful and were suitable for children aged 2 years upwards.

Comments included

**“Really good idea”
“Helped her now she has started school”**

Future Plans

Approximately 120 rucksacks have been handed out to date. As 18-month health check is to terminate in 2005, a 2-year birthday celebration is to be launched, where the opportunity to obtain TOP TOTS rucksack is available to children of this age in the SureStart Hyde area. Home visits will be available.

Funded by the Youth Sports Trust resource cards translated into Bangla is programmed for 2005, with it being piloted from SureStart Hyde. The Portage Worker intends to utilize the resource cards and equipment with the children she sees and the Speech and Language team are also planning to incorporate the cards and equipment within their sessions.

Baby Massage Sessions

These sessions enable parents and the baby time to bond, gain confidence in handling the baby and teach basic massage. The sessions are an opportunity to meet other parents with children of a similar age. These are held at Thornley St Medical Centre twice a week.

Methodology

Anonymous questionnaires and a comments book in sessions were used to collate the research.

Findings

These sessions are widely promoted by both midwives and health visitors. The take up has increased throughout the year. There is no other baby massage group available within the Hyde area. New parents with older children and first time parents have attended this group. Feedback has shown a common theme that it enables parent and baby time to bond and thus feel closer. All respondents felt the sessions were very beneficial.

Comments included

“Great bonding session with baby”

“Skin has improved and responds to touch has improved”

“Regularly do the massage at home”

“The groups I have attended have been fantastic and are run very well”

Future Plans

The Midwife and the Early Years and Physical Development Officer aspire to continue with the sessions. Two parent volunteers underwent training to deliver the sessions in 2004 but unfortunately have not facilitated any sessions up to this time. The Midwife and the Early Years and Physical Development Officer are in the process of viewing further venues within the Flowery Field area to run additional sessions.

Aquanatal Sessions

These are held at Tameside Leisure Pool once a week. An aqua fit session designed specifically with the pregnant and postnatal women in mind. A consultation was held with the Sports Trust to deliver this programme and a qualified aqua fit instructor runs the sessions.

Methodology

Questionnaires, feedback forms and verbal communication following each session.

Findings

Extremely positive feedback was received from the 31 responses. The women gained confidence meeting new people. Level of fitness improved from 2 to 4-5. Women felt physically prepared for labour and the delivery. They also felt that the level of exercise was pitched at the right level. Everyone stated that this was a fun and friendly way to meet other mums.

Comments from women included

“Find the classes enjoyable”

“It keeps me active and helped remove and pains”

“The sessions helped me get back into shape and is a good way to meet new people”

“Post Natal sessions were really good, made me feel mentally very good about myself, made me forget about sleepless nights and being tired, time out for myself”

Future Plans

Comments by postnatal mums were taken on board and since September 2004, a crèche is available at each session. Most women suggested the opportunity to attend more than one session a week. The sessions are reliant on one instructor who sometimes is unable to teach; therefore the Midwife and the Early Years and Physical Development Officer are undertaking Aqua Fit Instructors Training, hopefully to be completed by early 2005.

Volunteer Scheme

Liasing with the Sport Development Unit at Tameside Council, in a bid to recruit and retain volunteers in clubs and communities, Sport Development offer coaching placements within schools and communities including SureStart Hyde. The scheme encourages volunteers to learn and gain knowledge through coaching and mentoring pathway into clubs or paid work. Volunteers can also access other relevant qualifications.

Methodology

Written Anonymous Questionnaire.

Findings

No Questionnaires have been returned.

Future Plans

To continue to recruit from within the community.

Diving Dolphins Swim Sessions

Liasing with the Sports Trust. Sessions ran once a week from Tameside Leisure Pool, for families with children under 4. A qualified instructor is at hand. Sessions cost £1.25 to parents, Sport Development subsidise the sessions.

Methodology

Information collated via the Steering Group.

Findings

Parents enjoyed the sessions. The qualified instructor is unable to commit to weekly sessions and parents felt let down by this. Four female carers expressed an interest in qualifying as swimming teachers.

Parents felt toys and music would be nice every week as the lifeguards forget to put the toys out and the CD player was broke. A colleague from the Sport Trust mentioned parents/carers joining 'Wally Walrus' sessions at a reduced cost and cancelling Diving Dolphins, carers stated they were happy with Diving Dolphins and wished to continue these sessions.

Conclusion/Future Plans

Sessions were well attended. Sport Development provided water toys for the sessions chosen by carers. Children's music CDs were provided. These were stored at Tameside Leisure Pool (TLP) as agreed with the manager. Regrettably TLP cancelled the sessions in September 2004 as they felt families from outside the Sure Start area were accessing them and not attending Wally Walrus, which is £2.75. Consequently losing TLP money.

As a result, Diving Dolphins and Asian Healthy Living Swim sessions have merged and sessions are now on a Wednesday at TLP.

However, as Asian women attend, men are not allowed and as TLP want only Sure Start Mothers and children to attend, the sessions are only promoted through word of mouth. Attendees are poor from the White community but the attendee's records show high numbers from the Asian community. The Asian Healthy Living Project keeps a register of attendees.

The Early Years and Physical Development Officer and a colleague from the Asian Healthy Living Project have planned a meeting in December 2004 to discuss promoting the sessions to other carers and to discuss the current number's attending the sessions.

A Sure Start parent has been funded by Sport Development and has successfully passed the 1st examination in becoming a fully qualified instructor. She is waiting for dates to start the next stage.

8 Health Project

Midwifery Review

Baby Massage and the Aquanatal Sessions

These Evaluations are incorporated under the Sports Development Project Evaluation.

Antenatal Education

One to One parent education sessions offered to teenage mums. Home visits, group sessions and tour of labour ward were offered.

Methodology

Anonymous questionnaires were used and verbal communication.

Findings

Positive feedback, women stated they would not have attended any other preparation sessions. They felt mainstream sessions were not aimed at them, did not feel comfortable with age gap etc. Also felt that the SureStart midwife was more accessible and available. Information was offered in a more flexible way, in a way they could understand and they felt these prepared them for labour and delivery and able to ask questions.

Future Plans

Following the difficulty gaining knowledge of this client group, discussions were made with midwifery managers and a teenage pregnancy referral system has now been put in place which I have been instrumental in setting up. The attendance of women actually contacted has been good.

Breastfeeding Support Group

The Baby Café was set up at the end of October 2004. This is held as a support group for breastfeeding mums. It is an environment which mums to be can see and speak to other breastfeeding mothers and ask questions. It is a problem solving session also, with helpful advice available.

Methodology

No formal evaluation has been undertaken as of yet. This will take place in 2005. The ongoing evaluation of the session has been through verbal comments from mums and asking them if they have found the group useful or of any benefit.

There has been very positive feedback from the women. One woman commented:

“I would have given up breastfeeding, if it wasn't for the group”

Conclusion

Around 6 – 12 mums have attended each week. It has not been the same faces each week. Some women have chosen to attend when they are experiencing some problem or difficulty. First impressions are that the group is very much needed and women are coming back with positive comments and are considering to breastfeed for longer.

Portage Service

Portage is a home visiting service that offers support and advice to the families of pre-school children with additional needs. The Portage Home Visitor offers a structured but flexible system to enable parents/carers help their children make optimum progress. Portage aims to promote development through structured play. The service is tailor made to fit each individual child and their families needs.

The Portage service is working towards the **Sure Start Objective 3: Improving children's ability to learn**. The aim of the Portage service is to enable children to make a smooth transition into Early Years Settings (private nurseries, pre-schools and school nurseries).

Objectives of the Portage Service

1. Early intervention for children with identified special educational needs and/or developmental delay.
2. To accelerate all areas of development through purposeful play and individually designed activities.
3. To provide support and guidance to families with children with special educational needs.
4. To promote inclusion by providing support as children make the transition into appropriate early years settings.

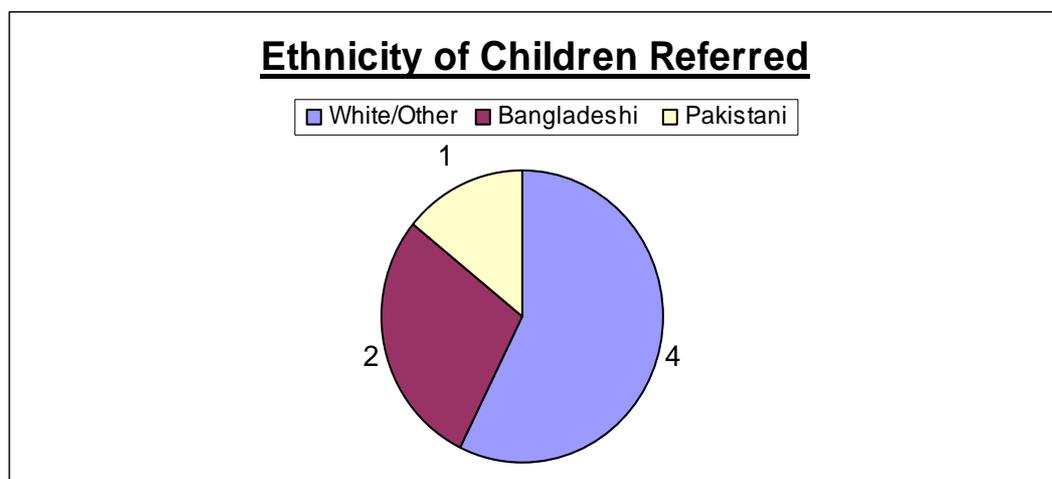
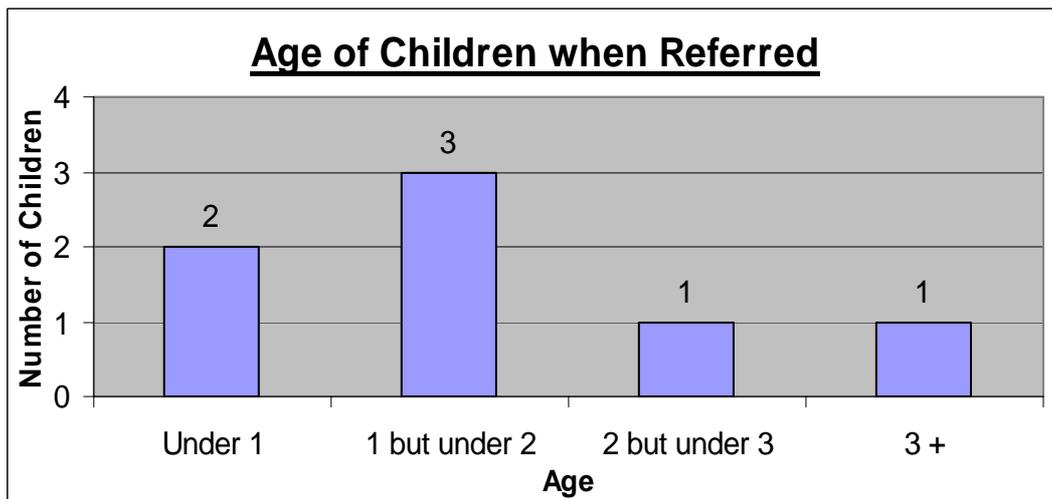
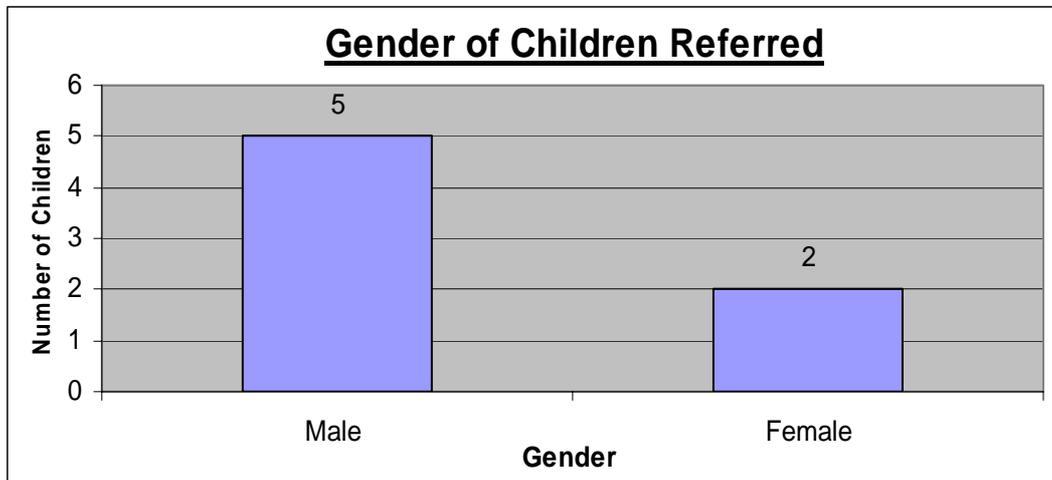
Methodology

Information was sought from Referrers and Families to ascertain their views regarding the Portage Service and to establish whether the service is meeting its objectives as described.

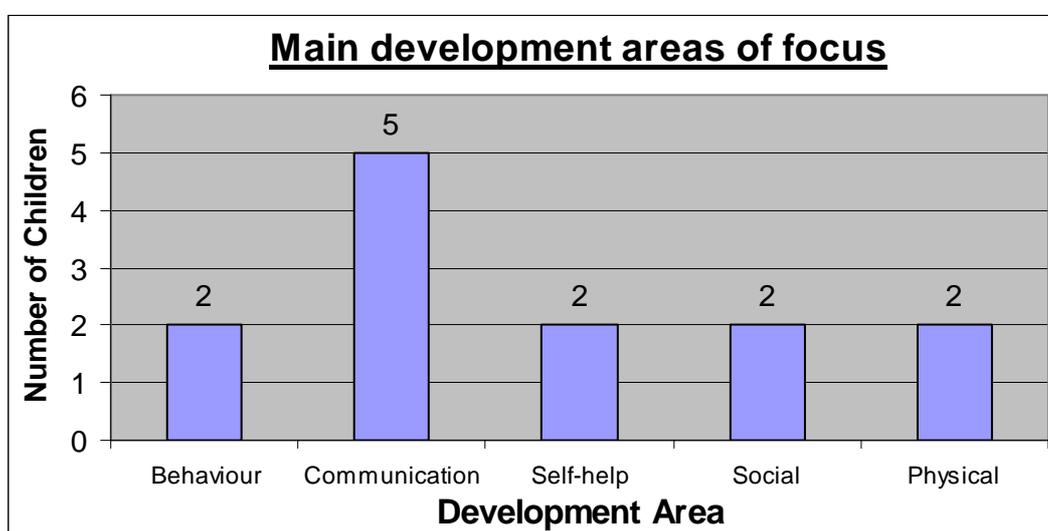
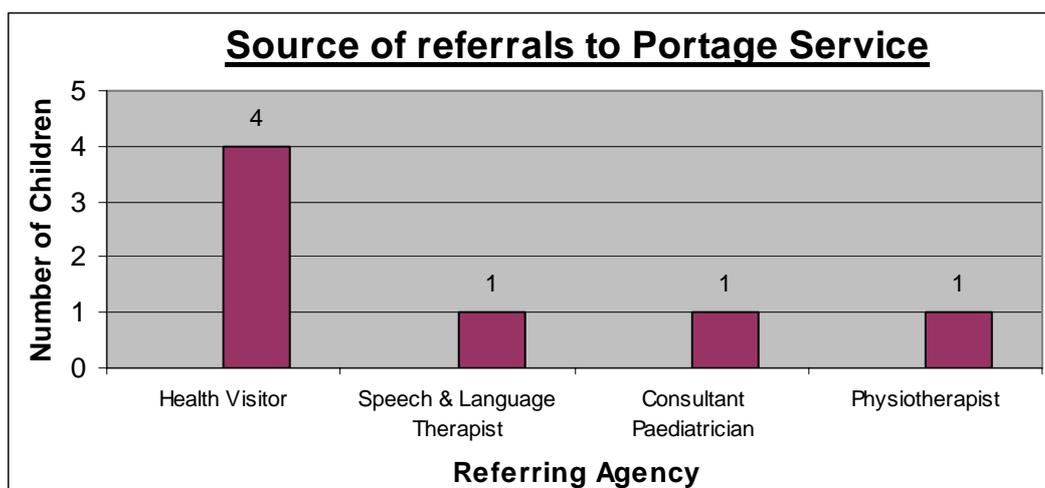
All families receiving the Portage Service were asked to complete a questionnaire about the service. This was completed by five families receiving the Portage Service. The referring agency, was also given a questionnaire, five of these were completed.

Referrals – January 2004 to October 2004

During the period from January 2004 to October 2004 seven children were referred to the Portage Service. More males were referred to Portage than females.



Source of Referrals to SureStart Hyde Portage Service



Findings – from Parents/Carers about the Portage Service

- 100% of the families expressed the view that their child had made progress with the Portage Service and they felt that home visits were more beneficial than Centre/Clinic based appointments.
- 100% of the families felt that their child benefited from the play session during the Portage visit.
- 100% of the families indicated that they would recommend Portage to other parents.

Reasons from Parents indicating why they would recommend Portage to other Parents

“Because all the staff are helpful and they let dads join in”.

“L... has built a good relationship with the Portage worker and looks forward to her home visits”.

“Children learn better in their own home on a one to one visit session, child also feels more confident being in their own home”.

“It brings the child on and it’s more convenient than going to a clinic”.

“Children need one to one visits or time to develop e.g. if it’s with speech, which parents might not have the time to give to the child. But having some one come to you and help you and the child with their expertise can really help the child”.

Comments from Parents about the Portage Service

“Being able to lend toys for K... and all the staff at Portage are brilliant with K... and for allowing him to join in”.

“The actual home visits and L... was more relaxed with him being in his own environment”.

“Felt the child learnt a lot through the Portage visit and the child communicates better in a one to one play session”.

“The child became less shy. Child spoke to the Portage Service Worker and became more confident and helped him with his Speech Development”.

“Having visits in the home environment. J... was more relaxed at home”.

Suggestions from Parents about how to improve the Portage Service

- **“Our child could have progressed more if he was on this service from an early stage, as he could have progressed more quickly”.**
- **“Whilst going through the paperwork it would have been useful to have another adult come with the Portage worker, so as to occupy L.... So J.... (Her husband) could concentrate.**
- **“When visiting the Nursery that my child attends, it would have been more useful for the Portage Worker to observe rather than intervene”.**

Findings – from Referrers about the Portage Service

- **100% of the Referrers felt that the individual children had made progress by using the SureStart Hyde Portage Service and they would continue to refer further children to the Portage Service.**

Positive aspects of the Portage Service, which the child/family have received:

- “Guidance around play”.
- “They have received more support in the home”.
- “L.... skills have been well developed”.

Referrers made the following suggestions to improve the Portage Service

- “Regular update/report”.
- “Different workers to be available, rather than the same worker in one area”.
- “More frequent contact with Worker, difficult due to Health Visitor & Portage Worker being Part Time”.
- “Report regarding progress”.
- “Flexibility with regards to social circumstances and needs irrespective of Childs age”.
- “Even though level of contact was appropriate. Perhaps further discussion regarding progress could be made more regularly. Also further discussion around proposed activities & concerns could have been organised. This was hampered by time limitations”.

Conclusion

It is pleasing to note that all the parents/carers have expressed the view that their child made progress and that they would recommend Portage to other parents. It was good to note that the parents welcomed visits at home and commented that they and their child were more relaxed in their own environment.

Plans for Future Development

- Aim to involve more families from the Bangladeshi Community.
- To communicate with parents/carers and professionals that written reports are produced every six months or when involvement with Portage finishes.
- To provide telephone contact regarding progress in between written reports.
- Continuation in delivering the Portage Home Visiting Service and to receive feedback from parents/carers.

Nutrition, Diet & Oral Health

Aims & Objectives

This Project is working towards the Sure Start **Objective 2: Improving Health** - to improve the health of children under 4 and their families. The project aims to:

- reduce waiting times for children to see a dietician
- promote healthy lifestyle choices
- build community knowledge & skills
- help reduce gastro-enteritis rates in young children
- improve weaning practice and dental health

How has the Project tried to achieve it's aims?

- Monthly children's clinic at Hyde.
- Monthly weaning talks and home visits.
- 6 month home visits.
- Lifestyle courses and Lifestyle Club.
- Offering Basic Food Hygiene courses to parents.
- Offering Home 'Cook & Eat' sessions.

Sessions

- Monthly dietetic clinic at Hyde
- Additional service – reduced waiting time
- Easier access to clinic
- Mainstreamed service
- Poor weaning practices can result in referrals to Dietician
- Monthly weaning talks provided (with Bangla translation)
- Home visits to provide weaning and dental health advice
- Pack given out
- Follow-up home visit to Bangladeshi families
- Two Lifestyle courses held, looking at healthy eating, exercise, stress management and positive body image
- At request of parents Lifestyle Club formed. The weekly 'club' offers dietary advice, the benefits of a support group for people who wish to lose weight, an exercise session and healthy snack
- Home 'Cook and Eat' sessions offered to improve cooking skills
- Families offered advice to improve diets & basic cooking skills improved

Methodology

- Questionnaires, feedback forms and comments from parents
- Numbers attending activities
- Diet assessment tool
- Numbers passing Basic Food Hygiene courses - 1 person - 100%

Findings

- Weaning practices improving (slowly).
- Sessions popular with families.
- Lifestyle courses proved to be very popular. Ladies requested continuation of one of the courses which lead to the introduction of the Lifestyle Club.
- A parent has expressed an interest in undertaking the volunteer's course in order to run the Lifestyle Club.
- Two Basic Food Hygiene courses held this year resulting in 6 parents gaining accreditation. However the findings are indicating that there is still a need for Basic Food Hygiene courses.

Case Study

- Young mum attended Flowery Field lifestyle course
- Lost weight, cholesterol lower
- Stopped smoking
- Gained food hygiene certificate
- Linked to Bookstart Plus Project to help son
- Plans to attend parenting course

Future Plans

- Start Community Nutrition Assistant training.
- Offer further Basic Food Hygiene courses.
- To hold Health promotion activities/events at the local Schools.
- To carry out a 'Lunch Box' survey and a healthy lunch box promotion at the local schools.
- Continue with the weaning sessions and home visits offering dietary & dental advice and increasing cooking skills.
- Carry out monthly weaning talks at two sites, Post Office House and Flowery Fields School.
- Contact all SureStart Hyde families of 6 month old babies to reinforce weaning advice.
- Establish contact with parents of babies aged 12 months.
- Set up the new format 18 month/Two year party.
- Parents to undertake 'Volunteer Training' to run the Lifestyle Club.
- Link in with the Asian Healthy Living Project by carrying out a Lifestyle Course aimed at Asian women.

9 Early Years, Play and Learning Project

Objective 3: Improving Children's ability to Learn

This project will serve the target relating to working closely with the local Early Years Development and Childcare Partnership. It aims to increase the availability of accessible, affordable, diverse and quality childcare within the SureStart area in response to parental demand.

Methodology

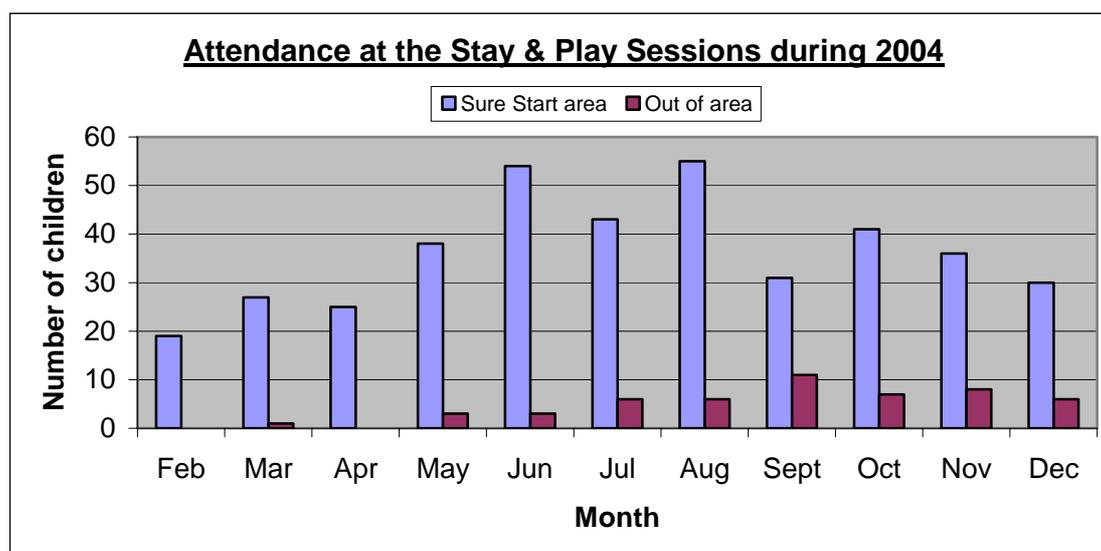
All activities are evaluated through several methods including data collected via the contact registers, group discussions/verbal feedback from parents and a comments book is available at the sessions for parents to complete. Early Years Team also completes a daily diary 'The Asha Diary' that records the success of the activities that have taken place.

The evaluation process is currently under review, the Early Years Team are looking at new ways to evaluate the activities, as it is felt that methods are needed that are not intrusive and user friendly.

Findings

By assessing and evaluating the services it has become evident that having little and often no input from Bilingual Early Years Workers has affected the attendance from the Bangladeshi community. Some groups for example the 'Stay & Play' sessions have been a success and attendance at these has continued to increase.

There were **123** Stay & Play Sessions held in 2004. The graph below shows the number of children attending each month.



Parents are also reporting that they are seeing changes in the way their children behave and that they are able and have begun to have routines of expectations of their children that are achievable.

Comments from Parents

“My son really enjoys Stay & Play’ and ‘Messy Play’, he likes mixing with other children his age, also enjoys the crèche”.

“My son enjoys playing here. I would like it if there are more sessions, more days, as it is a very nice atmosphere. Thank you”.

“I would like to see more sessions where we can leave the child for a couple of hours, while we shop and parents making a donation for snack times. I find all the staff really friendly and easy to talk to. There is not much needed to make it better”.

“My son enjoys Stay & Play activities & Crèche, excellent, need more”.

“My child likes coming to these sessions, she has begun to settle. In future I would like these Crèche sessions to go on, also I would like it if there were more days available. Having a bilingual worker has helped”.

“I recently started bringing my child. She enjoys it. I would really like it if these sessions were available in future”.

“My son really enjoys the Stay & Play sessions. He really enjoyed the ‘Water Play’. He has the opportunity to get involved in a lot of different activities e.g. painting, gluing. This is helping him a lot in his Social and Development Skills. The staff are very friendly & brill. Thanks to all”.

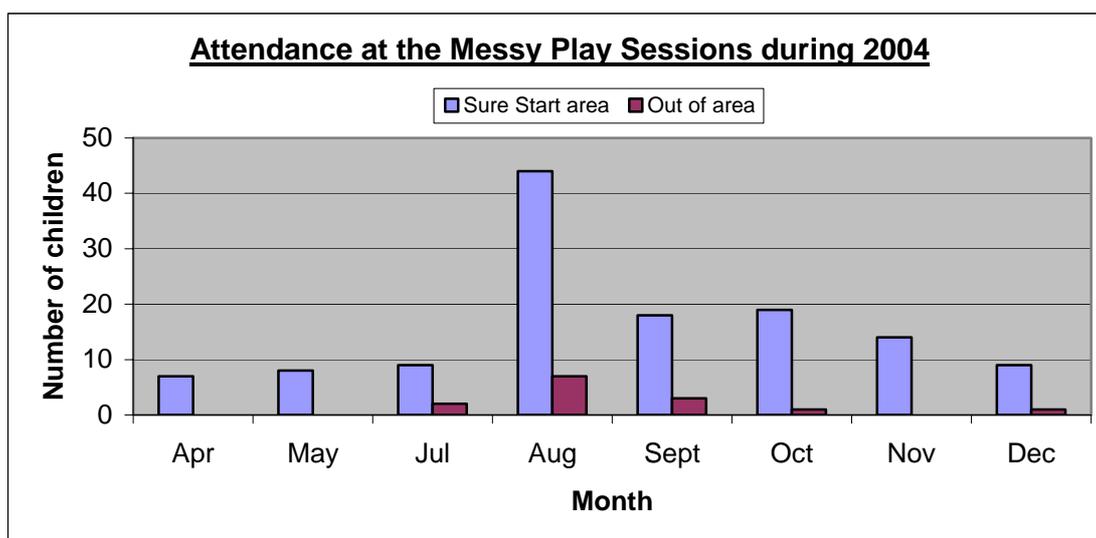
“C.... and K.... really enjoy coming here they have both come on so much since coming. K... is soon to start the Sessional Care here and it is all she talks about. It is a great place to play and I enjoy being a part of it. The children get to do activities here that they don’t do at home. It is a great educational advantage for them and the staff are friendly and great with the children. Thanks everyone for making it such a great and fun place to be”.

“My daughter enjoyed playing with the sandpit and the paint as it’s new to her. Also she has enjoyed playing outside with other children, as she can’t do at home as we’ve no garden. It is also very friendly to”.

“My son really enjoys playing with other children he has a lot of fun and the staff are brilliant with him. He enjoys playing outside as well. It is very warm and welcoming & helps him learn. His walking has come on a lot from being around older children & I’m grateful there is somewhere like this to bring him. Thanks”.

Working closely with the 'Children's Activities Coordinator' has been very successful, as it has increased the number of attendees at the sessions. Parents with children of mixed ages have been positively supported in continuing to attend activities in the school holidays through 'Sibling Support Activities'.

There were **36** Messy Play Sessions held in 2004. The graph below shows the number of children attending each month.



All activities held have been successful in achieving targets and outcomes set for them. Parents often contribute directly to the planning of the services through consultation and also in the delivery/interaction at activities. Parents also drive forward attendance at activities through 'word of mouth'.

Several activities have been targeted at specific groups and been successful e.g. Sibling Support (older children) and others have been successful in their own right but have not met the target audience. The inclusion subgroup is aiding targeting these groups.

All the planned and delivered activities have been developed with one or more targets as a focus but often attain more targets e.g. the 'Chatterbox Group' is about decreasing the number of children who may need to be referred for Speech & Language development but this also helps other targets around social & emotional development.

Verbal feedback from parents indicates that the activities/services that have been delivered during 2004 have made the following differences to parents and children under 4 in our area:

- Helped them in introducing routines.
- Helped them to improve social skills.

- Helped in developing language skills.
- Given them the opportunity to encourage and develop exploration & investigation skills through play.

All of the above have been facilitated in a safe and stimulative environment, with the support of staff that are Level 3 trained. Parents are beginning to role model and have positive professional support.

The main achievement for 2004 has been the continual increase in attendance at the sessions over the year and offering an inclusive service.

Comments made by the Early Years Team in their daily diary 'The Asha Diary' where they record the success of the activities that have taken place, these include:

- The Asian/Bangladeshi attendance has greatly improved since the mapping event.
- 'Time Out' sessions have been very well attended.
- Having a Bilingual Worker at the 'Time Out' sessions has been greatly appreciated by staff, parents and especially the children. We would like this service to be available for other sessions.

The information collated from the evaluation will be used to inform future planning and target setting and to assess & develop our evaluation process.

Future Plans

- To offer training posts to local parents to encourage the take up of qualifications.
- Supporting parents in developing skills to engage in taking forward some of the groups themselves.
- Developing an Asian Women's Group where they can meet and discuss issues within a safe environment with the Early Years Staff.

10 Promotion and Admin Support

Admin Support Team

Methodology

The Admin Support Team decided to undertake 30 Staff Surveys and 30 Parents/Visitors Surveys. Staff surveys were put into the Staff Pigeon holes/given to them personally for completion. The Parents/Visitors Surveys were completed by Parent Casual Workers going into a number of different sessions and asking parents/visitors attending the sessions. All completed forms were left in a box in the reception area.

This method of research was chosen over other methods because it allowed us to collate the information required quickly, efficiently, and accurately, it was also cost effective when compared with other methods. It was felt that anonymous questionnaires for parents and staff would allow respondents to be honest in their answers without feeling uncomfortable thinking that the team would know who had written what.

Findings:

Staff Surveys

From the 30 staff surveys given out to staff we had 17 responses.

76% (13) of the staff felt that the Admin Support Staff were always welcoming and approachable. 12% (2) felt sometimes and a further 12% (2) felt most of the time.

82% (14) of the staff felt that the work is always completed on time. 12% (2) felt sometimes and a further 6% (1) felt most of the time.

76% (13) of the staff felt that the work is always completed to a high quality standard. 18% (3) felt sometimes and a further 6% (1) felt most of the time.

94% (16) of the staff felt that they are confident that any information they request from the admin support team will always be helpful, relevant and understandable. One member of staff did not respond to this question.

Comments/improvements from staff about the admin support service:

“Messages are occasionally not passed on but this does not happen very often”.

“A little more team work and individual responsibility to take on a task & see it through. Presentation of leaflets & making sure they are on display, up to

date & generally of high quality. If on phone & someone else rings, sometimes a message is put in the tray but won't be picked up until I come downstairs, that could be at the end of the day. It would help if you could let me know and take their number".

"More positive and welcoming service is needed from certain staff in reception".

"Sometimes messages are not always passed on so information is missed, however this is rare".

"The staff sometimes want time away from reception to deal with paperwork – uninterrupted. Also want a chance to join in with other staffs activities, so gives them an indication on what the session is about, so able to inform service users".

Parents/Visitors Surveys

From the 30 Parents/Visitors survey's, a total of 15 responses were received. All 15 responses were very positive and all the parents/visitors were very happy with the service provided by the reception staff.

Suggestions for improvements from the parents/visitors about the reception staff:

"No improvements, I think the staff of SureStart Hyde are great and all the facilities are wonderful, thank you".

"Nothing everyone's great".

"No improvements, all the staff on reception and at the activities are lovely and pleasant, thank you!".

"No, never had any problems".

Future Plans

- To improve communication between team members and other staff to make sure there are no gaps in service i.e. messages are passed on in time, the need for staff to complete the 'Where abouts Sheet', to allow Programme Support staff to give out accurate information.
- To keep reception area clutter free. Removing and updating promotional and reading material on display in reception.
- The need to be customer-focused in behaviour towards both members of staff and the public.

- To continue to offer a welcoming and friendly service in reception.
- It is OK for staff to take time away from the reception area (provided their is sufficient cover) to complete sensitive or important tasks without interruption.

Promotion

Methodology

A total of 50 families were selected at random from the SureStart Hyde database. We deliberately chose 25 Bangladeshi families and 25 white families to allow us to access a cross-section of families. It was decided that the two SureStart Parents who are members of the Promotional Sub Group would contact these families over the telephone and complete a short survey with these parents.

This method of research was chosen over other methods because it allowed us to collate the information required fairly quickly, efficiently, and accurately, it was also cost effective when compared with other methods. A Bilingual Parent conducted the survey, so this reduced any bilingual barriers to participation.

Findings:

From the 50 families that were contacted we had 21 respondents who were happy to complete the telephone survey. The remaining 29 were either not interested or not available when called.

Newsletter

81% (17) of the respondents had received a copy of the Newsletter. Of these 76% (13) of the respondents found the Newsletter useful and 18% (3) didn't find the Newsletter useful.

19% (4) of the respondents had not received a copy of the Newsletter.

Comments/improvements from respondents about the Newsletter:

- 'Good Publicity'
- 'Needs more photographs, children colouring page, poems & competitions'
- 'Cannot read English, so children read it for me. Big print letters in English would help'
- 'Include quizzes, jobs, colourful pictures, more fun days & Mum's and tots groups'
- 'My kids are grown up and all the information is based on younger children'

- 'Mention what's going on in the community, events & more children sessions'
- 'More poems, stories & games'
- 'Daughter 5yrs of age, not much for her'
- 'More information like the What's On's'
- 'It's o.k.'
- 'Not much'
- 'Involve what's happening in the community'
- 'Translate it as well as it is better to understand'
- 'No comment, not much time to read because of children & work'
- 'More information'

Website

52% (11) of the respondents were aware that we have a website. Of these 36% (4) of the respondents had viewed it and 64% (7) had not viewed the website.

48% (10) of the respondents were not aware that we have a website.

Comments/improvements from respondents about the Website:

- 'Good fun'
- 'Not bad'
- 'Will check when I have some time'
- 'Next time at friends will have a look at it'
- 'Will use it now'
- 'No computer'
- 'No time to use it'
- 'Might use in future'

Future Plans

- Need to use more photos and images (drawings) of SureStart activities and families.
- Include a line in Bengali stating that the Newsletter can be translated if required.
- Look at the content of the insert and make sure we keep the stories and activities varied and fun.
- Naila to make sure the database is not picking up families with children over 4 years as some parents commented that their children were too old for the activities advertised in the Newsletter.
- We need to change the focus of the newsletter to upcoming events not what has already happened.
- To ensure that the website address is included on all promotional literature produced by the programme, to generate more awareness of the website.
- To continue to update the website on a regular basis

11 Appendix

<p><u>Community Development</u> Parents get work or progress towards work as a result of SureStart</p>	<p>Bi-lingual workers are recruited from the community.</p> <p>Parent reps recruited.</p> <p>Male workers recruited</p> <p>Skills training offered re job-seeking.</p> <p>Volunteers are recruited for various roles in SureStart, are trained appropriately, and supported into progression routes as appropriate.</p> <p>Partnerships made with providers to deliver local training as identified by parents.</p> <p>Casual work offered to parents as a priority where this is appropriate.</p>	<p><u>SureStart is able to evidence that through their strategies parents are gaining work.</u></p>	<p><u>April 2006</u></p>
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<u>Outcomes</u>	<u>Outputs</u>	<u>Success Measures</u>	<u>Time-scale</u>
<p>Parents make decisions in Board</p>	<p><u>Parents supported in Board meetings.</u></p> <p>2 parents Voice groups set up</p>	<p><u>Parent representation increases from 3 regular members to 6.</u></p> <p>Voice Group maintain membership of 5 or more.</p>	

	which feed into the Board.		
<p>Father /male carers</p> <ul style="list-style-type: none"> • Shape activities • Are included in a range of activities 	<p><u>Male casual workers develop their roles of outreach and consultation</u></p> <p><u>Activities are set up to respond to consultation</u></p> <p><u>Male parents are invited to register with SureStart</u></p>	<p><u>Registration increases (figure to be set April 05)</u></p> <p><u>Attendance increases (figure to be set April 05)</u></p> <p>At least one activity is reshaped as a result of consultation</p>	
<p><u>The HBWA have a resource for Childcare which they manage</u></p>	<p>HBWA has responsibility for financial outgoings/incomings of the Asha building.</p> <p>HBWA has a plan in place which ensures sustainability of Asha building.</p>	<p>There is a business plan in place. Group know their roles and responsibilities.</p> <p>There is a funding strategy.</p>	<p><u>April 2006</u></p>

<u>Outcomes</u>	<u>Outputs</u>	<u>Success Measures</u>	<u>Time-scale</u>
<p><u>Parenting Information</u> <u>Parents have easy access to useful information about parenting</u></p>	<p>Publicity about the service widely available. Drop-ins set up where parents/carers go.</p>	<p>Monthly attendance increases over the year by 50%. Feedback from parents indicates a satisfaction rate of 75% plus.</p>	<p><u>April 2006</u></p>
<p><u>Volunteer Befriending</u> Parents benefit from volunteer support:</p> <ul style="list-style-type: none"> ▪ Rise in self-esteem ▪ Confidence as a parent increases ▪ Social networks increase for parent/child. 	<p>Volunteers carefully screened and matched to families. Volunteers receive good quality training</p>	<p><u>Close of service questionnaire demonstrates one or more outcomes in 80% of cases.</u></p>	<p><u>April 2006</u></p>
<p><u>Play</u> Children 5-13</p> <ul style="list-style-type: none"> • Enjoy holiday activities • Know more about their health and safety 	<p>Children plan sessions Children's fund workers and volunteers work with early years teams to deliver high quality sessions which aid learning</p>	<p>Children positively evaluate Children can relate the knowledge gained to their everyday lives</p>	<p><u>April 06</u></p>

STAFFING STRUCTURE

