

**KINGSTON UPON HULL
SURE START NEWLAND AND AVENUE**

**2ND YEAR ANNUAL EVALUATION REPORT
2004-5
SUMMARY**

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Synopsis Summary - Newland and Avenue Evaluation Report
January - December 2004¹

The following synopsis summary provides a brief overview of Newland and Avenue Sure Start input during 2004.

Section 1 - How many parents, carers, young children, mums to be, and other members of the Newland and Avenue Community used our services in 2004?

Using 2004's Monitoring Data relating to the total population of under 4's in the area.

Registrations

- ❖ 517 under 4's, registered living within the area
- ❖ Of the 517- 381 were registered during 2004
- ❖ Out of an estimated under 4 population of 850 within the area - 61% had been reached.

Children seen

- ❖ 617 under 4's used services (496 living within area)
- ❖ 496 under 4's seen (including 381 registered in 2004) living within area
- ❖ Largest group, 261 under 1's (including 221 registered in 2004) - Not surprising as ante-natal support was one of the first services to become established
- ❖ For every 10 children seen, 2 would have been from a different ethnic background.

¹ Full report available from [Newland and Avenue Sure Start Programme](#)

Section 2 - How were Newland and Avenue Services received by parents. Carers, other agencies, partners during 2004?

Using findings from Internal and External Evaluation, within the 2004 Evaluation Strategy framework.

Section 2a - Promoting Community Involvement

Stage 1 - Recruiting the team²

- ❖ 142 returned application forms, 19 within area - 6 jobs created - 2 full-time, and 4 part-time

Stage 2 - Internal Evaluation - Nature Walk Sessions³

- ❖ Popular with families/ children who attended, with older age group especially. Perhaps a little disappointing that more families, especially from Sculcoates area, did not participate.
- ❖ Evaluation process did highlight the need to advertise widely, allow time to book, re-access if response is low, as well as consider the type of activity in relation to children's age.

Stage 3- External Evaluation - Shrimps Swimming Group

Evaluated externally - Consortium Solutions⁴

² Internal Evaluation of Community Friends Recruitment Process - June 2004 (obtainable from local programme)

³ Internal Evaluation of Nature Walk Sessions – July/ August 2004 (obtainable from local programme)

⁴ Final Report published March 2005 and available from local programme

Section 2b - Underpinned by active involvement in successful and meaningful childcare

Stage 1 - Childcare - Promoting/ expanding skills

- ❖ Internal Evaluation September 2004⁵ - Managing Children's Behaviour Course. 8 mums and 1 dad attended. The majority of related children were under 1. Feedback highlighted the beneficial aspects of groups discussions, such as listening to people's experiences, realising you are not alone. On the other hand, one carer did suggest that there was nothing in the course content that hadn't been heard before and they were not doing except being consistent.

Stage 2 - Promoting Training Courses/ Ways into Child Care Employment within the Children's Centre Agenda

Local programme input to be evaluated internally early 2005

Stage 3 - The Child Care/Child Minder Agenda

To be considered for future External Evaluation 2005

⁵ Managing Children's Behaviour Internal Evaluation – September 2004

Section 2c - Supported by Community Health Care

Stage 1 - Offering additional help and advice to mums to be in amore informal way

- ❖ Internal Evaluation of Ante-natal group November 2004⁶ - Overall 25 weekly sessions as at October 2004, with a total of 127 family attendances, averaging 5 families per session. Most popular sessions focused upon Baby Car Seats, Labour and Pain Relief, Post-natal Care, Labour and Delivery. Parental Perceptions - well received, very useful, informative,

Stage 2 - Helping support new mums and their babies

- ❖ Internal Evaluation of Baby Massage Sessions - December 2004⁷
 - International Association of Infant Massage training felt to be a worthwhile addition to Health Professionals Skills.
 - Experience up to date has identified that many of the parents wanted to extend the six week course so definitely a demand for this type of service.
 - Of the 96 births during the period evaluated, 32 mums had attended the sessions, around 1/3. This was felt to be an excellent proportion when related to a single topic restricted to a single time and venue.

⁶ Obtainable from local programme

⁷ Obtainable from local programme

Stage 3 - Extending the healthy environment to a progressive play/ learning culture

- ❖ **Internal Evaluation of post-natal group (NEWland Babies - December 2004)⁸**
 - NEWland Babies - a post natal group for young children up to 9 months old.
 - 3 rolling programmes run between May and October 2004 - 19 eligible families.
 - Cumulatively of the 18 weekly sessions held between 7th May and 4th November, 84 family attendances, with an average of 5 families per session.
 - Joint Play & Health focus
 - Generally positive feedback from those who had take part
 - May need to look at refocusing advertising/ publicity of group to encourage more new mums to take part depending on staffing availability

Stage 4 - External Evaluation - Health Input - Commissioned by all local programmes

⁸ Obtainable from local programme

Section 2d - Within a Learning through Play environment

Stage 1 - Providing a foundation to Learning through Play

Internal Evaluation - Avenues Library Session - August 2004⁹

- ❖ The Avenues Library session incorporates a story craft/ play activity alongside songs and nursery rhymes. The main focus of the group is to encourage parents to access the library with young children and to promote literacy and play. - Between January and July 2004, 290 child attendances, the majority having been to more than 3 sessions with 6 children coming back more than 12 times within the period. (This relates to 43 families, living within the area using the service between January and July 2004)
- ❖ Need to reflect and consider how to build on good practice of this popular group and extend it programme wide. Thus:
 - Parents regularly informed of other events taking place - Other teams to target this group to promote activities they are undertaking
 - Programme to consider how this approach can be rolled out to a different group of parents. Perhaps by changing location/s or advertising in different settings.

⁹ Obtainable from local programme

Stage 2 - An Evaluation of Play Sessions

Internal Evaluation of Play Session July 2004

- ❖ Soft Play - This session encourages physical and sensory development as well as extending imaginative play. Full age range of 0- 4 yr olds targeted
- ❖ Art & Play -

- ❖ Both these sessions have proved to be popular with parents - especially the Soft Play sessions. However, it should be noted that the evaluation was limited because of the size of the response, especially in the case of the Art and Play session. In addition, the evaluation sheets were collated by the members of the team actually providing the service.

- ❖ The evaluation process did confirm that the majority of parents/ carers attending both these sessions did not reside in the Sculcoates area of our patch but as both venues were located around the Newland Avenue it is not surprising.

Stage 3 - Updated Learning through Play sessions

Internal Evaluation - Play and Learn Sessions October 2004

During October 2004, at 3 of the Play and Learn sessions, evaluation forms were handed out to parents to obtain a limited insight as to how these sessions were perceived by local families who had attended.

- ❖ **Hands on Play Sessions - 3** evaluation forms received back, relating to 1 child under 12 months and 2 children between 12- 18 months old. All had found out about session from local programme, mostly via word of mouth. Parental perceptions of beneficial aspects of attending these sessions related to interaction of children, learning to share and socialise, able to make use of quality educational and developmental toys and games in an excellent environment. The social aspect, such as talking to other mums and seeing children enjoying playing together in a pleasant atmosphere.
- ❖ **Story Time - Northern Library - 5** completed evaluation forms, relating to 1 child under 1, 2 children over 1 but under 2, 3 children over 2 but under 3 years old. Parental perceptions of beneficial aspects of attending these sessions focused upon the overall theme of emotional and social development. Developing new skills, enjoying extending language and concentration. On a practical level this involved getting used to being in the library, reading books and gaining an interest in books on different themes. Future improvements suggested more interactive stories, guest speakers, playing out stories.
- ❖ **Story and Craft - Avenues Library - 4** completed evaluation forms, 3 aged over 1 but under 2years, 1 over 2 but under 3 years, and 1 between 3 and 4 years. Parental perspectives of how these sessions benefited their children related to linking stories, activities, toys, craft sessions, music as well as social aspects such as increasing social skills. 63 eligible children and 48 families living within the area made use of the sessions between April and October 2004.

Stage 4 - Extending the learning experience into the broader Community

Internal Evaluation - The Sundown Trip - 2004¹⁰

In order to promote Sure Start Community involvement in a Learning through Play setting a visit to Sundown Adventure Land was arranged on December 8th 2004.

- ❖ Although a pre-booked trip more people attended from Avenues, Newland area than the Sculcoates area.
- ❖ 58 people attended (including 2 dads and 2 grandmothers)
- ❖ Main focus to assist families to access good quality play/ learning opportunities, helping to progress towards early learning goals
- ❖ Local target - to ensure active involvement from ethnic minorities, asylum seekers and other hard to reach groups (2 dads, 2 grandmothers, 2 ethnic minority families - one from our area)
- ❖ Pre-booking process - appeared to work well - no feedback re booking difficulties
- ❖ Attendance overview - Majority of families came from Avenues, Newland Areas - few from Sculcoates even though every registered family received a leaflet with Christmas Advent Calendar.
- ❖ Evaluation Form Feedback - Just under half given out received back - may need to look at different ways of obtaining parental feedback.
- ❖ Parental Overview - Main Benefit was opportunity to socialise for both parents and children, with transport laid on. Two slight concerns were length of time on bus, mix up re one of the original buses had to be replaced as was not fitted with 3-point fixtures, even through this was stressed at time of original booking.
- ❖ Staff Overview - Successful and enjoyable day , perhaps could benefit from more varied team input.

¹⁰ Obtainable from local programme

Concern re pick up and drop off arrangements as dark on return at 5.15pm

- ❖ Ways to improve/ build on any aspects of trip - do in summer, include other staff teams, encourage and support parents to run trips.

Section 3 - External Evaluation

The programme has contracted with Consortium Solutions, part of the Goodwin Trading Company which is another arm of the Goodwin Group of Companies. (Newland and Avenue Sure Start being part of the Goodwin Development Trust which is a Trust with charitable status.) Currently they are undertaking a programme of evaluation¹¹ in order to explore the following aspects of the programme:

- Perspectives from the staff team
- Perspectives from other agencies
- Work with traveller families
- Work with asylum seeking families
- Satisfaction with the swimming group

In addition, the other major piece of external evaluation, commissioned in 2004, was to be part of the Hull University Health Evaluation of Kingston upon Hull Sure Start Programmes.¹²

Although the main report provides, in more detail, an overview of evaluation framework conducted during 2004, in reality this is just a snap shot of a multi agency approach to child development, within a postcode limited part of Kingston Upon Hull, during a short period of time. Within the policy making environment, the Sure Start ethos was supposed to be a ten year initiative and as we role out under the Children's Centre umbrella, it is hoped that the foundation laid for these children will come to fruition, when they embark on their formal education, having benefited from a "Sure Start" in life.

¹¹ [Shrimps report published March 2005, other work ongoing.](#)

¹² [Interim report due out March 2005](#)