

Middlesbrough

Sure Start Hemlington and Newham

**Annual Evaluation Report
Year 2: 2004 - 5**

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Context

This round 6 local programme was approved in April 2003. There are currently 15 members of staff in post; many of them are part time. The approved level of capital funding is £ 1,000,000. During 2003 the programme developed an evaluation strategy, employed Acton. Shirpo as external evaluators for the programme and conducted a baseline satisfaction survey.

Results from Baseline Satisfaction survey- Summer 2003

The programme carried out a baseline satisfaction survey in July and August 2003. A copy of the survey and the findings are included as attachments to this report and has informed the Capital Builds strategy for the programme and the programme development.

Findings included

- The quality-of-life issues, which were considered to need most improvement, were crime and safety, outside play opportunities, transport, play with other children and opportunities for learning.
- There was interest in greater access to advice on accident prevention.
- There was generally high satisfaction with the location of health services, with the exception of advice/support on drugs and alcohol. Parents were keen to see more health advice/services sited in schools and parent-and-toddler groups.
- Parents were generally satisfied with their local community centres and libraries, though few seemed to visit any of these on a very regular basis. Most were perceived as easily accessible, with the exception of Langdon Square and Lingfield Ash.
- With regard to childcare, play and learning, the most used facilities were parks and play areas, relatives and parent-and-toddler groups.
- The majority of respondents suggest £2 to £2.50 as a reasonable charge for an hour's childcare.
- Knowledge among parents about services for families with young children was low.
- There was a lot of interest in Sure Start providing play and learning activities, and library-based events. Schools were not particularly favoured as the venue for Sure Start activities.
- Respondents favoured direct methods for publicising events.
- Many parents expressed interest in being actively involved in Sure Start in a range of ways.

Local Evaluation Plan 2004-05

The programme's Evaluation Plan, produced in March 2004 is summarised in a this Framework for the Evaluation Process

- The purpose and benefits of local evaluation

- Key contributors to the evaluation process
- The coordination of evaluation activities

The Plan goes on to set out:

- The specific elements of local monitoring and evaluation i.e.
 - Routine ‘global’ monitoring (numbers/characteristics of users)
 - Activity monitoring (against targets/milestones)
 - Service-specific evaluation
 - Process evaluation (thematic/cross-cutting)
 - Overall satisfaction with local services in the area (changes from baseline)
- Reports required
- The timetable for evaluation activities, covering the period from November 2003 to March 2006 (i.e. the end of Year 3 of the Programme)

The main components of the Plan were:

- An initial course for parent-evaluators
- A workshop for staff
- An evaluation of partnership working
- An evaluation of parental involvement
- Evaluations of specific services
- A survey of parental satisfaction- planned for Dec 2005

Report on Parent –Evaluator training, staff workshops, partnership and parental involvement

A progress report 2004/2005 from Acton. Shirpo is attached to this report. The final evaluation reports on parental involvement and partnership working will be completed by May 2005.

Evaluation of local groups

The programme is continuing to evaluate the needs of local parents and the team have conducted local evaluation of Sure Start activities including Baby Massage and parent and toddler groups.

Locally trained parent evaluators have assisted the team with the design of the questionnaires. Findings suggest that parents accessing these groups are reporting both better outcomes for their children i.e. increased social skills. Parents are expressing personal and peer support within the groups reducing feelings of isolation. Full evaluation reports on Baby Massage, Little Learners, Play Days and Bright Beginnings are attached to this document.

Evaluation Focus for 2005-2006

With the development of Children’s Centres the programme will focus on the impact of present Sure Start services.

- Impact study of outreach Paediatric physio therapy

- Impact study of the Family Support Team with particular focus on prevention of family entering social service arena
- Parental Satisfaction Survey
- Impact of Baby Massage on child and carer relationship
- Cost effectiveness study

Annexes

- Baseline Satisfaction Survey
- Progress Report from Acton Shapiro
- Local evaluation of Baby Massage and Parent and Toddler groups