

Community Satisfaction Survey

Scunthorpe Old Town Sure Start

December 2004

Acknowledgements

Communities Count would like to thank all the parents and carers who agreed to take part in the survey. Thank you for giving your time and opinions to the researchers.

We would also like to thank the parents of Crosby who trained to become research assistants and worked closely with the researcher. Thank you for all the hard work, especially your commitment to the survey - even when rain and cold made conditions far from perfect!

Many thanks to the Crosby Employment Bureau for all their help and support and finally a big thank-you to all Sure Start staff who worked closely on the project.

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Communities Count

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SECTION TWO

Executive Summary

- 82% of the sample agreed that the quality of services available locally for families and young children had improved since the arrival of Sure Start in the area;
- 95% of the sample are currently registered with the programme;
- 94% of those registered use Sure Start services;
- 64% of respondents had at least one child aged four or under;
- 36% of the sample were aged between 20 and 25;
- 57% of the sample lived in a household where no adult was in paid employment;
- 31% of respondents were single mums;
- Only 16% of respondents felt safe going out at night in their local area;
- 61% of the sample had lived in the local area for over three years;
- 42% of respondents stated that they use the local library for books for 0-4 age group;
- Highest take up of health services locally is GP's with 93% satisfied with the service;
- Relatively high reach figures for health services locally;
- Breast-feeding support had lowest up-take of service – but highest satisfaction level at 100% satisfaction with the service;
- Most significant level of dissatisfaction with health services locally was Dentists;
- 38% of the sample use West Street Sure Start crèche facilities;

- Only 12% of the sample report using the Neighbourhood Nursery Day Care;
- 38% of respondents use Drop-In's/Activities at the West Street Sure Start Centre;
- Gurnell Street is the least popular drop-in – just 17% of the sample use this service – it also has the highest levels of dissatisfaction with 11% of those who use the service saying they were dissatisfied;
- 81% of those needing debt advice agreed it was easy to access locally;
- 43% of respondents had attended an adult education/training course in the previous twelve months;
- West Street Sure Start Centre was the most popular training venue;
- 34% of the sample first heard of Sure Start through a Health Worker;
- 21% of the sample first heard of Sure Start through family and friends;
- 81% of respondents were satisfied with their Family Link Worker (where contact had been made);
- 17% had not had contact with a Family Link Worker;
- 25% of the sample do not receive regular up-dates from the programme;
- 96% of those who do receive up-dates are satisfied with the newsletter;
- The majority of the sample have a clear idea about what Sure Start is there to do;
- 'More activities' and 'meeting new friends' were identified as some of the 'Best Bits' of Sure Start;
- Age restriction was identified as a key 'Not-So-Good' aspect of Sure Start;
- Suggestions for improving Sure Start included: More activities/events, more activities for Minority Ethnic groups and more Dads' groups.

SCUNTHORPE OLD TOWN SURE START.

SECTION TWO

INTRODUCTION

Scunthorpe Old Town Sure Start falls across two separate Wards in Scunthorpe, Crosby & Park Ward and Frodingham Ward. With a resident population of 11,738 (2001 Census data), Crosby & Park Ward is ranked amongst the top 20 per cent of the most deprived wards in England and Wales. In 2001, the resident population was largely from a white ethnic background. However, the Crosby & Park Ward has a higher than average resident population of ethnic minorities than England and Wales.¹ Frodingham Ward has a resident population of 7,777 (2001 Census data) and ranks amongst the top ten per cent of the most deprived Wards in the England & Wales. In 2001, the resident population of Frodingham Ward was largely from a white ethnic background.²

¹ ¹ Ethnic Population for Crosby & Park Ward, Census Data 2001 (percent of resident population):

Source: ONS

White	92.1
(Including white Irish)	
Mixed	0.8
Asian or Asian British	6.2 (England & Wales is 4.6)
Indian	2.4 (England & Wales is 2.1)
Pakistani	0.9
Bangladeshi	2.6 (England & Wales is 0.6)
Other Asian	0.3
Black or Black British	0.7
Caribbean	0.1
African	0.5
Other Black	0.1
Chinese or other	
Ethnic group	0.3

¹ All statistics quoted are taken from ONS- Census data 2001. www.statistics.gov.uk unless otherwise stated.

² Ethnic Population for Frodingham Ward, Census Data 2001 (percent of resident population):

Source: ONS

White	97.2
(Including white Irish)	
Mixed	0.5
Asian or Asian British	1.8
Indian	1.0
Pakistani	0.4
Bangladeshi	0.4
Other Asian	0.1
Black or Black British	0.2
Caribbean	0.0

The programme Delivery plan was written in February 2001 and the programme was granted approval in June 2001.

Three-Year Community Satisfaction Survey

Background

The three-year user satisfaction survey is a formal requirement of the Sure Start Unit. The survey should, as far as possible, mirror the initial Base-Line survey carried out by Sure Start programmes in the first three months after approval. The initial survey aims to gather base- line data to help the programmes identify gaps in provision and plan services accordingly. It also provides a measure of current satisfaction with services for young children and their families locally.

Scunthorpe Old Town Sure Start did not undertake a Base-Line Survey. However, a community consultation was carried out in the run up to the delivery plan being prepared. The consultation was based on Participatory Appraisal Methods to allow local parents and carers to identify what they felt the local area lacked in terms of service provision. Parents were also asked what they felt would improve the local area. The consultation highlighted local issues that parents and carers felt needed improving.

The three-year community satisfaction survey aims to follow up the key themes arising from the early consultation. The survey questionnaire has been based around some of these issues. These include:

- Access to advice locally;
- Satisfaction with Health services locally;
- Lack of things to do locally (Activities/events).

The survey also aims to measure the impact of Sure Start locally and provide the Sure Start Unit with statistics to help chart the progress made in the first three-years. The survey provides the local programme with valuable information for the post-

African	0.2
Other Black	0.0
Chinese or other Ethnic group	0.2

three year planning for the delivery of services. Key data collected by the survey included:

- The number of local parents/carers who report that they believe the quality of services available locally for children 0-4 and their families has improved since the arrival of Sure Start in their area.
- Current satisfaction levels with a wide range of services including: Health Services and Childcare provision;
- The availability of support and advice on key issues locally.

SECTION THREE:

Methodology

The three-year user satisfaction survey is carried out with the aim of producing valid and reliable results that can be generalised to the target population (in this instance, all those eligible to use Sure Start services). To ensure the survey would achieve this, care was taken to plan and design a questionnaire that would ask the right questions of the right people; in a way they would easily understand.

A largely structured questionnaire was designed to gather the necessary quantitative data around satisfaction levels with the availability of local services. The questions were closed and had tick box answers.

To complement the statistical results produced by the quantitative data the questionnaire also contained some semi-structured questions. These questions allowed more detailed information to be collected by asking individuals to offer their thoughts and opinions on several issues. This qualitative data would help to provide more insight into what local families thought about the arrival and impact of Sure Start locally.

Parental Involvement

Parental involvement is a fundamental aspect of Sure Start local programmes. In respect of this, local parents were involved in the planning stages of the questionnaire. Several parents met with the researcher and a Sure Start member of

staff in the early stages of the questionnaire design. Parents worked together with the researcher to ensure the questionnaire asked the right questions – and more importantly, asked them in a way that local parents would understand.

Local parents were also involved in the piloting of the questionnaire. This stage was invaluable in making sure that the layout of the questionnaire was easy to follow and the questions were clearly written.

The researcher and the local programme agreed that parents could be involved in the interview stage of the fieldwork; provided they agreed to undertake training in interview skills provided by the researcher.

The survey was carried out by means of face-to-face interviews. Five interviewers were recruited through a local community initiative;³ two of whom were local Sure Start parents. The local parents were asked not to approach anyone they knew on a personal level during the fieldwork in order to minimise interview bias. The remaining three interviewers were local residents.

The field- work took place during November with cold and often wet weather making conditions far from ideal. This was especially the case for stopping people in the streets with young children and requesting an interview. Similarly, the number of parents interviewed at local schools was restricted by the fact that parents were collecting young children and interviews could only be carried out while parents were waiting for their children.

As a result, the majority of the interviews were carried out by accessing parents/carers who were attending Sure Start funded events/activities. This may have influenced the fact that all those taking part in the survey had heard of Sure Start and further, that ninety-five per cent of the sample were registered with the programme.

³ The Crosby Employment Bureau works to find residents of the Crosby area in Scunthorpe employment and training opportunities.

However, it should be noted that Sure Start either fund or have links to the majority of activities currently available locally for families with young children, including drop-ins and play groups.

The survey was introduced to local parents as '*a survey about community satisfaction with services for children 0-5 and their families locally*'. No mention of Sure Start was made in the initial introductions. This was to help ensure that the survey could measure the level of Sure Start awareness locally.

ETHICS

Informed consent was sought by all those taking part in the survey. To ensure confidentiality no names and addresses were kept with the questionnaires.

Respondents were offered the chance to take place in a prize draw incentive with all names and addresses written on postcards and kept separately from the completed questionnaires.

SECTION FOUR

SAMPLE

One hundred and eleven (111) surveys were completed. This represents around eighteen per cent (18%) of all those eligible to use Sure Start services in the local area.

The sample was selected at random by the researchers and accessed through the following means:

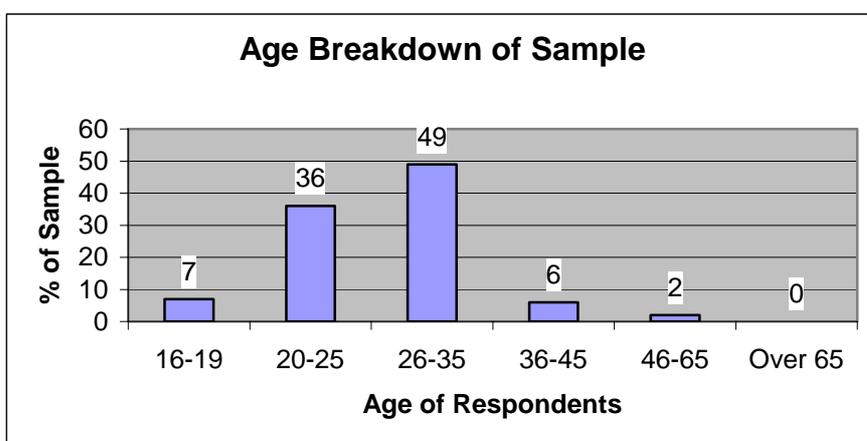
- Local Shops;
- Local leisure centre;
- Local schools;
- Local Nurseries;
- Sure Start activities/drop-ins;
- Walking the streets of the local area.

Characteristics of Sample

AGE

Nearly fifty per cent of the sample was aged between 26-35, and a further thirty-six per cent were aged between 20-25. In total, ninety-two per cent of the sample was aged between 16-35.

Age Breakdown of Sample



Age Breakdown of Sample by Frequency & per cent

Age	Number in Sample*	Percentage of Sample
16-19	8	7 %
20-25	38	36 %
26-35	52	49 %
36-45	6	6 %
46-65	2	2 %
Over 65	0	
Total	106	100 %

*Base for Age is 106

Age of Children

The respondents taking part in the survey had a total of 223 children aged between 0-16. The average family size was two (2) children, although this ranged from one respondent who was expecting her first child, to a family with eight children aged between three and sixteen. Nearly two-thirds of the sample (64%) had at least one child aged four or under.

The table below shows a breakdown of the ages of the respondent's children.

Age of Respondents Children

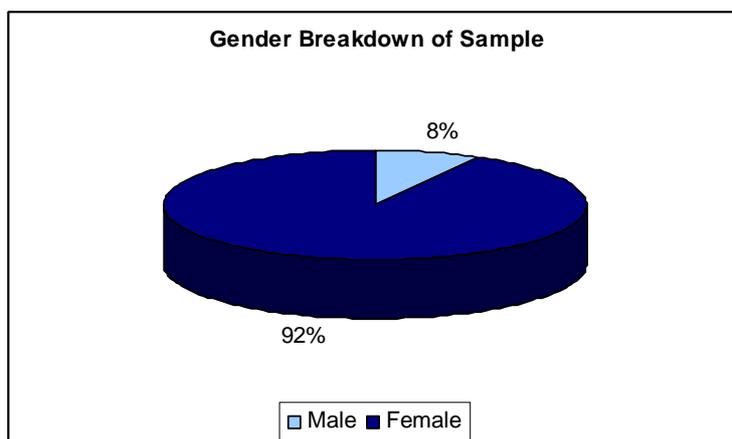
Age of child	Number in Sample	Percentage of Sample
*Under 1	34	15 %
1 year	21	9 %
2 year	37	16 %
3 year	33	14 %
4 year	23	10 %
5 year	15	6 %
6-16	60	30 %
TOTAL	223	100 %

* The expectant mum is not included in this breakdown.

GENDER

Base figure for gender is 102

The majority of the sample was female, but eight per cent were male carers.

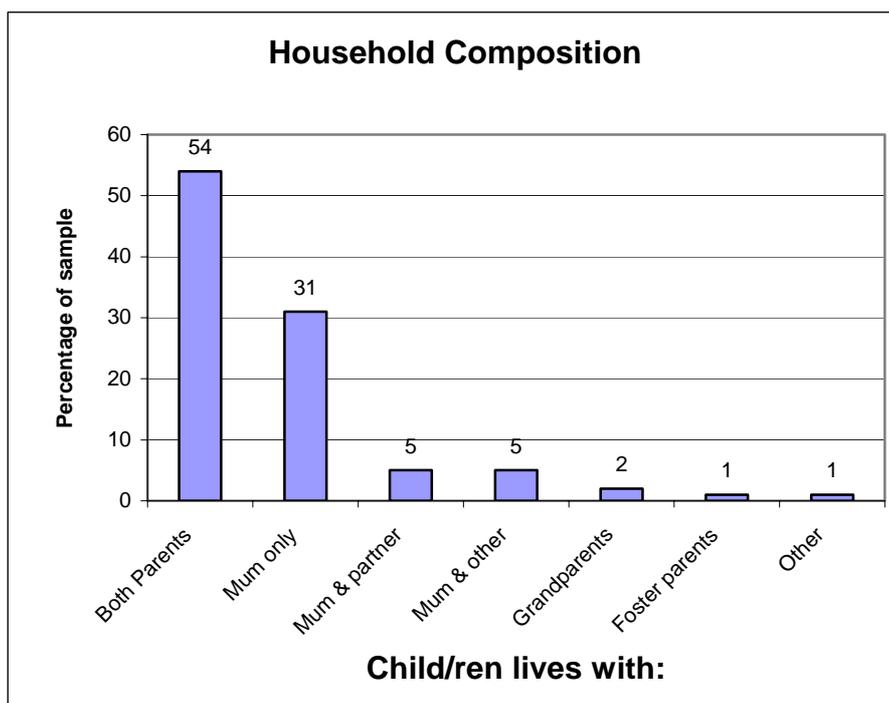


Household Composition

**Base for Household Composition is 104*

All those taking part were asked whom their child/ren lived with. Over a half the sample reported that their children lived with both parents, while nearly a third of those taking part were single mums (31%). No single fathers were recorded.

The following chart and table show the breakdown by frequency and percentage.



Household Composition by Frequency & Percentage

Child/ren live with:	Number in Sample*	Percentage of Sample
Both Parents	57	55%
Mum only	33	31%
Mum & partner	5	5%
Mum & Other	5	5%
Grandparents	2	2%
Foster Parents	1	1%
Other	1	1%
Total	104	100%

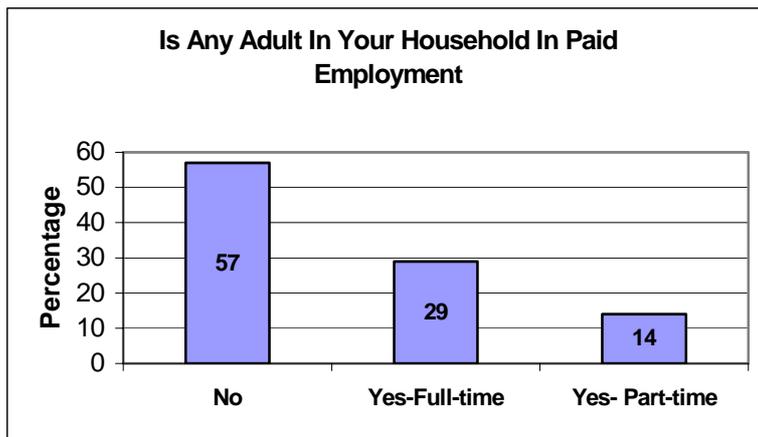
Employment Status

*Base =105

Respondents were asked: 'Is any adult in your household in paid employment?' As the graph below highlights, fifty-seven per cent (57%) of those taking part were living in a household where no adult was in paid employment. Only 29% lived in a household where an adult was employed full-time.

'Is Any Adult In Your Household In Paid Employment?'

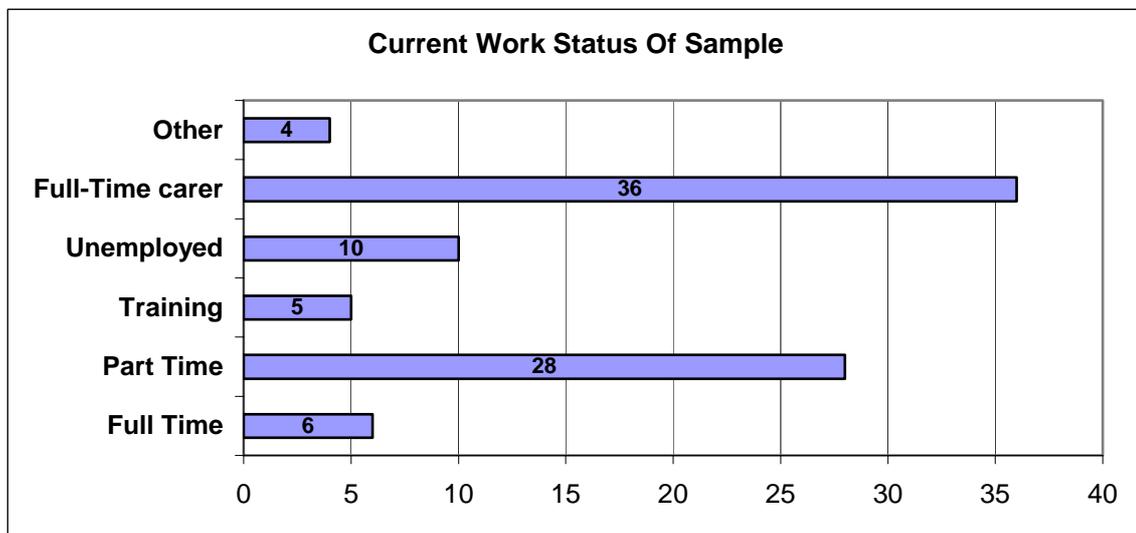
Base =105



Parents were also asked about their current work status. As the graph below show, the most frequently recorded work status was that of full-time carer, at 36 this represents forty per cent (40%) of the sample⁴. Only six respondents reported being in paid full-time employment, representing just seven per cent (7%) of the sample.

What Is Your Current Work Status?

Base = 89



⁴ Based on the 89 respondents who answered the question – or 32 per cent of the total sample size of 111.

Ethnic Breakdown Of Sample

Base for ethnicity is 107

Scunthorpe Old Town Sure Start has several minority ethnic groups represented within the patch. The researcher aimed to make the sample as representative as possible in terms of accessing individuals from a variety of minority ethnic group backgrounds. However, the initial fieldwork failed to reach significant numbers. Several attempts were made to access local ethnic groups by working with local parents and Sure Start staff members who were from a minority ethnic background.

However, these attempts did not reach significant numbers. To ensure representation from these groups the researcher went along to a Diversity Sub group run by Sure Start and was able to access some local parents/carers from minority ethnic backgrounds there.

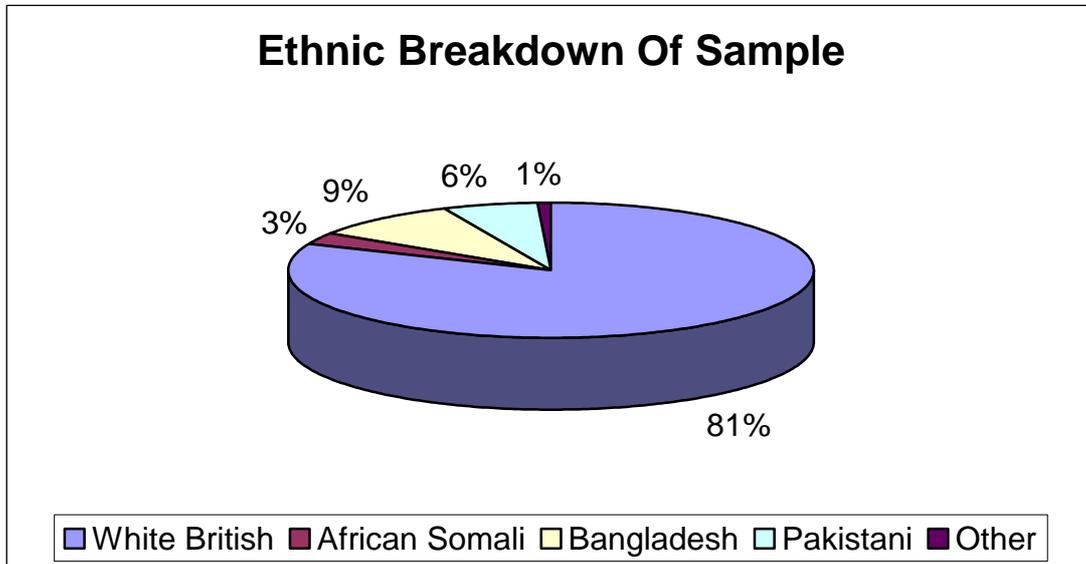
While the sample does not entirely meet the demographic profile of the local Sure Start programme every effort has been made to be inclusive as possible in the time frame given. The final sample had nineteen per cent (19%) of respondents from a minority ethnic background. This is higher than the Ward level states.

The table and graph below show the ethnic breakdown of the sample by frequency and per cent.

Breakdown by Frequency & Percentage

Ethnicity	Number recorded in sample.	Percentage of Sample
White British	87	81 %
African- Somali	3	3 %
Bangladesh	10	9 %
Pakistani	6	6 %
Other	1	1 %
<u>Total</u>	107	100 %

ETHNIC BREAKDOWN OF SAMPLE



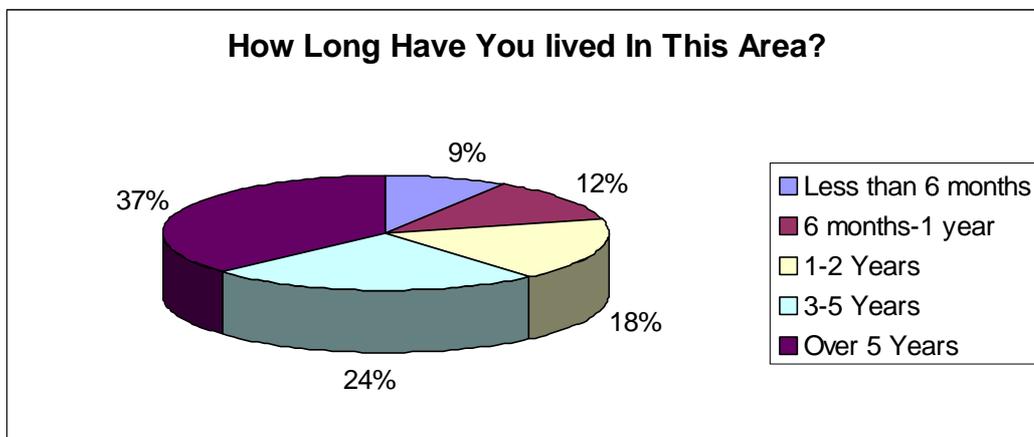
How Long Have You Lived In This Area?

**Base =89*

To gain an insight into the stability of the resident population of the Sure Start area respondents were asked how long they had lived in the local area.

The results suggest that Scunthorpe Old Town Sure Start has a relatively stable population with sixty-one per cent (61%) having lived in the area for over three years.

Only twenty-one per cent (21%) had lived in the area for less than a year.



SECTION FIVE

Satisfaction With Local Area

Local parents' were also asked to share their experiences of living in the local area by either agreeing or disagreeing with a series of statements. These statements aimed to establish general satisfaction with the local area as a place to bring up young children.

As the local area has four sub-areas within the Sure Start patch the results below show the satisfaction levels from each of the areas.

'Thinking about the area locally, can you tell us whether you agree or disagree with the following statements:

'There are plenty of outdoor play areas for young children'.

Base = 101

Local Area	Agree	Disagree	No Opinion	Total
Crosby	15 (29%)	29 (57%)	7 (14%)	51 (100%)
Frodingham	11 (48%)	8 (35%)	4 (17%)	23 (100%)
Gurnell Street	3 (20%)	10 (67%)	2 (13%)	15 (100%)
Henderson Avenue	2 (17%)	9 (75%)	1 (8%)	12 (100%)
Total	31 (31%)	56 (55%)	14 (14%)	101 (100%)

As the table above highlights, residents of Frodingham are more likely to agree that there are plenty of outdoor play areas for young children (48%). On the other hand, around two-thirds (67%) of Gurnell street residents disagreed that there were plenty of outdoor play areas for young children in their area.

Satisfaction With Local Area

Base = 101

'I am happy for my children to grow up in this area'.

Local Area	Agree	Disagree	No Opinion	Total
Crosby	13 (25%)	27 (53%)	11 (22%)	51(100%)
Frodingham	13 (59%)	4 (18%)	5 (23%)	22 (100%)
Gurnell Street	7 (47%)	7 (47%)	1 (6%)	15 (100%)
Henderson Avenue	9 (75%)	3 (25%)	0	12 (100%)
Total	42 (31%)	41 (55%)	17 (14%)	101 (100%)*

- Including 1 'other' category

Satisfaction levels varied around whether parents felt happy for their children to grow up in the local area. Seventy-five per cent of Henderson Avenue residents and fifty-nine per cent of Frodingham residents were happy for their children to grow up in the local area. In contrast only twenty-five per cent of Crosby residents were happy for their children to grow up in the local area. Overall, only thirty-one per cent of the sample were happy for their children to grow up in their local area.

I feel safe going out during the day in this area'.

Base=99

Local Area	Agree	Disagree	No Opinion	Total
Crosby	30 (25%)	13 (53%)	6 (22%)	49 (100%)
Frodingham	18 (59%)	1 (18%)	4 (23%)	23 (100%)
Gurnell Street	10 (47%)	3 (47%)	2 (6%)	15 (100%)
Henderson Avenue	8 (75%)	2 (25%)	2	12 (100%)
Total	66 (67%)	19 (19%)	14 (14%)	99(100%)

Around two-thirds (67%) of the entire sample agreed that they felt safe going out during the day in their local area. However, only twenty-five per cent (25%) of Crosby residents agreed that they felt safe going out during the day in their local area.

Satisfaction With Local Area

'I feel safe going out at night in this area'.

Base = 100

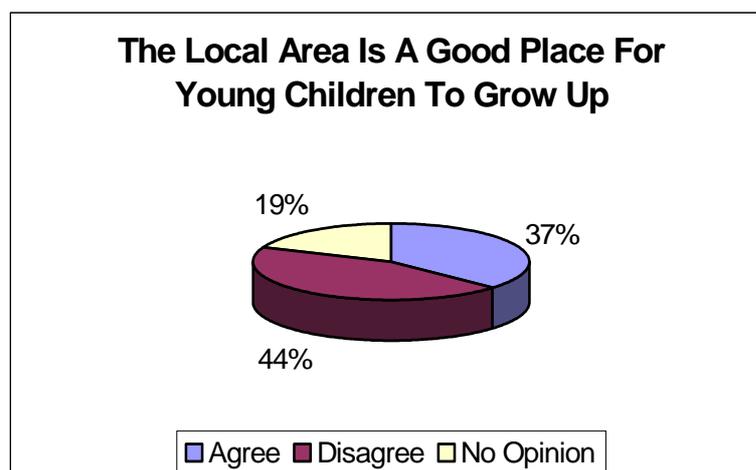
Local Area	Agree	Disagree	No Opinion	Total
Crosby	5 (10%)	43 (86%)	2 (4%)	50 (100%)
Frodingham	8 (35%)	11 (48%)	4 (17%)	23 (100%)
Gurnell Street	1 (7%)	12 (80%)	2 (13%)	15 (100%)
Henderson Avenue	2 (17%)	8 (67%)	2 (16%)	12 (100%)
Total	16 (16%)	74 (74%)	10 (10%)	100(100%)

Nearly three-quarters of the sample (74%) disagreed with the statement *'I feel safe going out at night in this area'*. Residents of Crosby were most likely to disagree with eighty-six per cent (86%) disagreeing that they felt safe going out at night. Similarly, eighty per cent (80 %) of Gurnell Street residents disagreed with the statement. Frodingham has the highest level of agreement with thirty-five per cent agreeing that they felt safe going out at night in their area.

'The local area is a good place for young children to grow up'.

Base = 105

The Pie Chart below represents all sub-areas within the Sure Start patch to give a general feel of parent's perceptions on bringing up children in the local area. Respondents were asked whether they agreed or disagreed with the following statement: *'The local area is a good place for young children to grow up'*.



The survey results suggest that nearly a half of the sample (44%) disagree that the local area is a good place for young children to grow up.

Overall, the findings suggest that those parents living in the Frodingham area are generally more satisfied with the area in which they live. Crosby residents are the least likely to be satisfied generally with the area in which they live.

SECTION SIX

Up-Take of Services (Reach) and Satisfaction Levels

Health Services

Respondents were asked how satisfied they were with the health services they use locally. The graph below show the percentage of service users who were satisfied with the services they were using.



The table below shows the number of respondents who access the health services locally and the percentage of those using services that were either satisfied or dissatisfied with the service.

Satisfaction with Health Services: Frequency & Percentage

**Base number of respondents using the service.*

Health Service	<u>Satisfied</u>	<u>Dissatisfied</u>	Total
Doctors	95 (93%)	7 (7%)	*102 (100%)
GP Clinics	81 (95%)	4 (5%)	*85 (100%)
Health Visitors	86 (89%)	11 (11%)	*97 (100%)
Midwives	79 (96%)	3 (4%)	*82 (100%)
Baby Clinics	78 (97%)	2 (3%)	*80 (100%)
Speech & Language	45 (92%)	4 (8%)	*49 (100%)
Dentists	58 (68%)	27 (32%)	*85 (100%)
Breast-Feeding Support	28 (100%)	0	*28 (100%)
Healthy Eating Advice	49 (96%)	2 (4%)	*51 (100%)
Stop Smoking Support/Advice	28 (93%)	2 (7%)	*30 (100%)

As the table shows, the highest take up of health services locally is GP's. Of those accessing GP's locally, ninety-three per cent (93%) were satisfied with the service they received. Health Visitors and Midwives had relatively high reach figures locally. Of those using these services ninety-six per cent (96%) said they were satisfied with the Midwifery service and eighty-nine per cent (89%) were satisfied with their Health Visitor.

Breast-Feeding Support had the lowest up-take figure, but the highest reported satisfaction levels with one hundred per cent (100%) of those using services reporting they were satisfied with the service they received.

Nearly half of the sample has accessed the Speech & Language services available locally (49) and of these ninety-two per cent were satisfied with the services. A further fifty-one (51) parents had accessed healthy eating advice locally with ninety-six per cent (96%) of these reporting that they were satisfied with the service.

Overall the general levels of satisfaction with health services available locally are high. Reach figures are also relatively high with the lowest up-take of services focused around specialised services such as Breast-Feeding support and Stopping Smoking Advice. However, these specialised services have high satisfaction levels from service users.

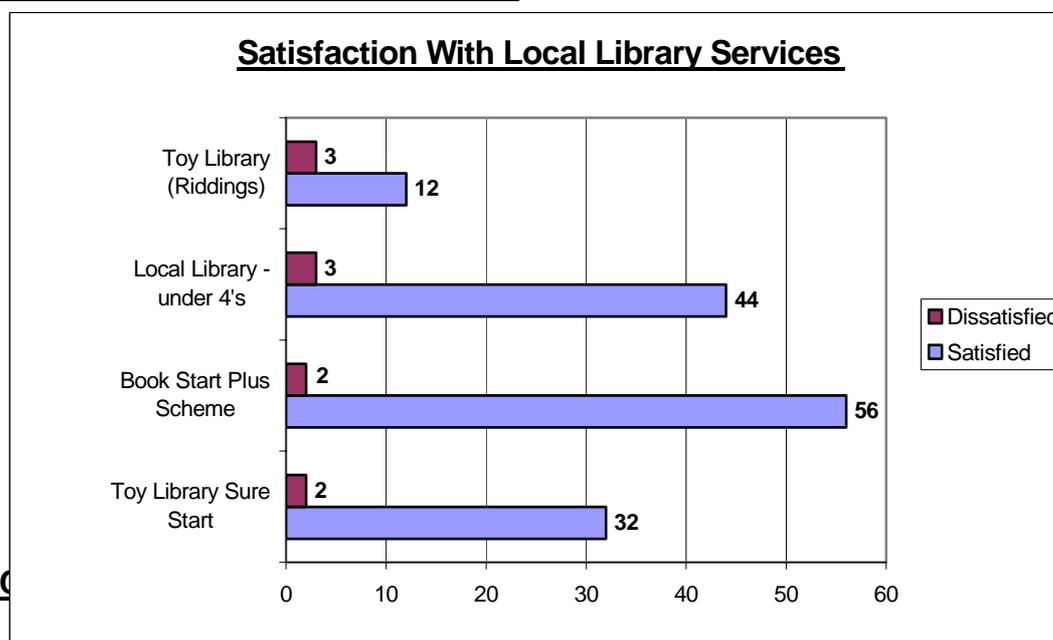
The most significant level of dissatisfaction was with Dentist services locally. Nearly one-third (32%) of those accessing dentists locally were dissatisfied with the service.

Library Services

Nearly half the sample stated that they use the local library for under-4 books (47). Of those using the local library ninety-four per cent (96%) were satisfied. Fifty-eight parents (58) had received books from the Book-Start Plus scheme and of these ninety-seven per cent (97%) were satisfied with the service.

Thirty-four (34) parents reported using the Sure Start toy library and of these ninety-four per cent (94 %) were satisfied with the service. The take-up of the Riddings Toy library was relatively low (15), although eighty per cent were satisfied with the service. The low take-up of the Riddings Toy Library service may be due to the fact that it is actually out of the area. However, Sure Start does provide transport for local parents to access the service if they wish.

Satisfaction With Library Services

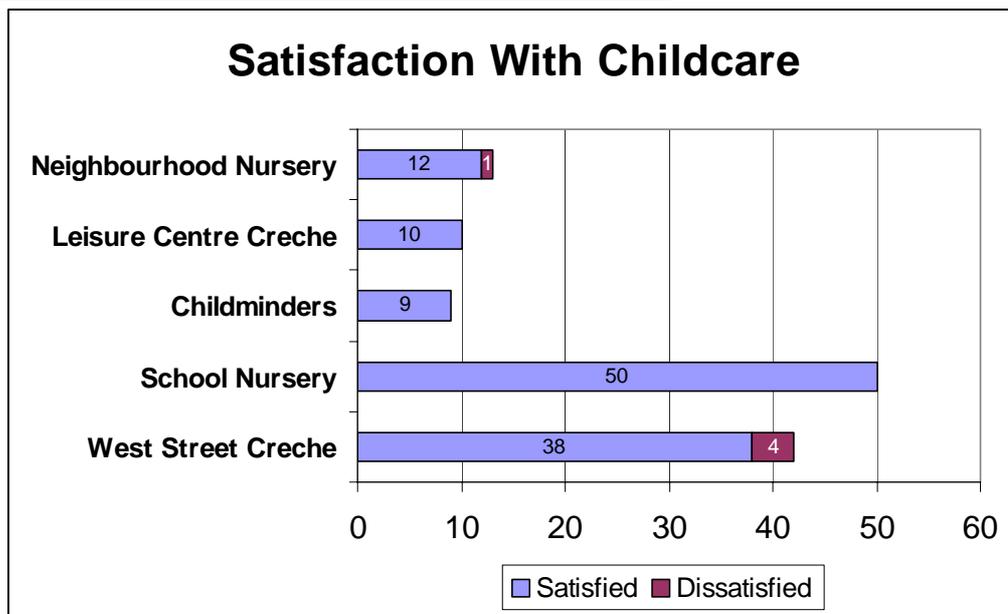


Under a half of respondents (42) were using the Crèche facilities at the Sure Start centre on West Street. Of those using the West Street crèche ninety per cent (90%) were satisfied with the service.

Interestingly, only thirteen respondents said they used the Neighbourhood Nursery Day Care, which represents only twelve per cent of the sample. Of those thirteen respondents accessing the Neighbourhood Nursery locally, ninety-two per cent said they were satisfied with the service.

Only nine respondents said they used childminders locally (8% of the sample); all were satisfied with this service.

Numbers of parents using Childcare Locally

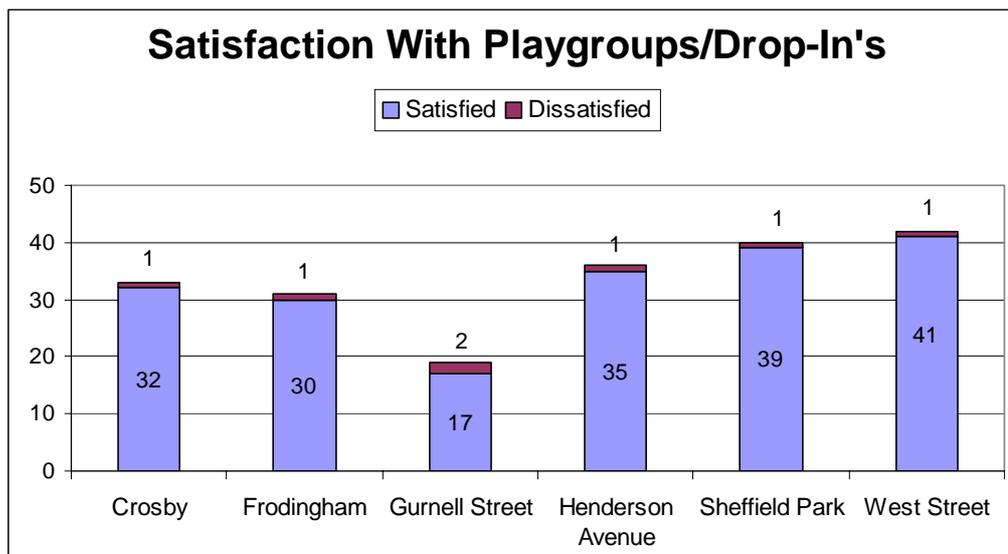


PLAYGROUPS / DROP-IN'S

The most popular Playgroups / Drop-In was West Street, closely followed by Sheffield Park. Thirty-eight per cent of the sample used the Drop-In based at West Street and thirty-six per cent used the drop-In at Sheffield Park.

All of the local Play-Groups/ Drop-In's had very high levels of service user satisfaction. Gurnell Street was the least popular Drop-In with just seventeen per cent of the sample using this service. It also had the highest level of dissatisfaction, with eleven per cent of those who used the Drop-In reporting that they were dissatisfied with the service.

Numbers of Respondents Using Play-Groups/Drop-In's



Playgroups / Drop-In's - Percentage of Service Users Satisfied

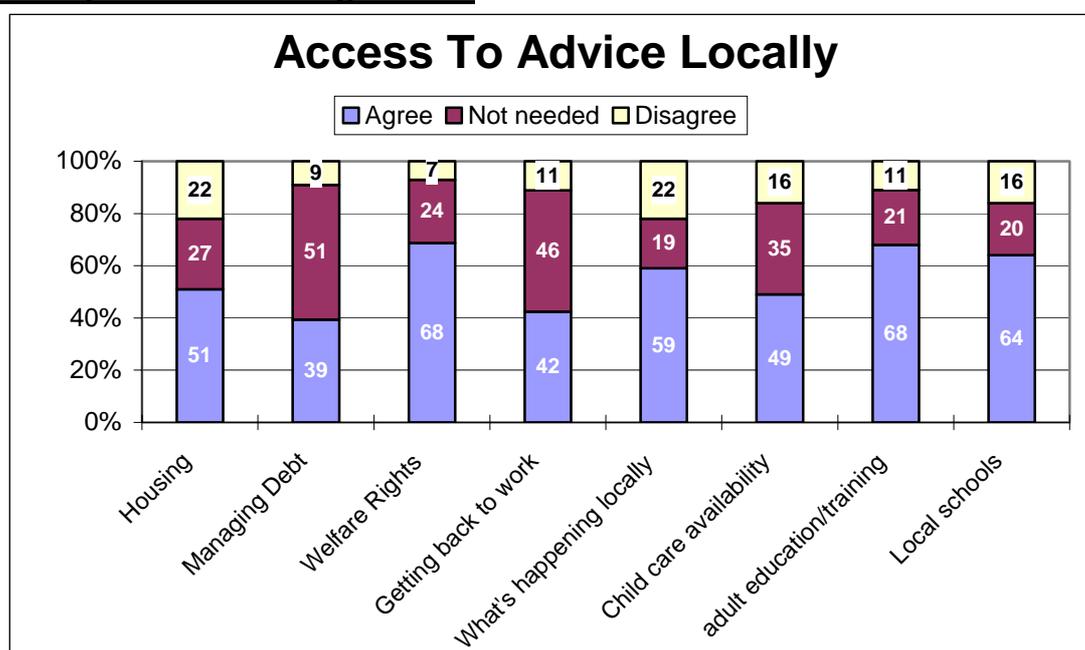
<u>Playgroup/Drop-In</u>	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>TOTAL</u>
Crosby	97%	3%	100%
Frodingham	97%	3%	100%
Gurnell Street	89%	11%	100%
Henderson Avenue	97%	3%	100%
Sheffield Park	97.5%	2.5%	100%
West Street	98%	2%	100%

Access To Advice Locally

The early consultations carried out in the Sure Start area found that local residents felt there was a lack of advice available locally on key issues. This was particularly the case regarding the availability of local advice on managing debt.

In order to establish whether local residents felt this had improved over the last three years all those taking part in the survey were asked whether they thought it was easy to get advice locally on a number of issues.

Percentage* of respondents agreeing/disagreeing that it is easy to get advice locally on the following issues:



**This figure is the adjusted per cent for each of the questions*

Number of respondent's agreeing/disagreeing that it is easy to get advice available locally.

It is easy to get advice/information on....	Agree	Disagree	Have Not Needed	Total
Housing	55	24	29	108
Managing debt	43	10	56	109
Welfare Rights	73	8	26	107
Getting Back to Work	45	12	49	106
What's happening locally	63	24	20	107
Childcare	52	17	37	106
Adult Ed.	72	12	22	106
Local Schools	68	17	21	106

Access To Advice Locally

The results from the survey suggest that generally, local residents feel that access to advice/information in the local area is relatively easy for those who need it.

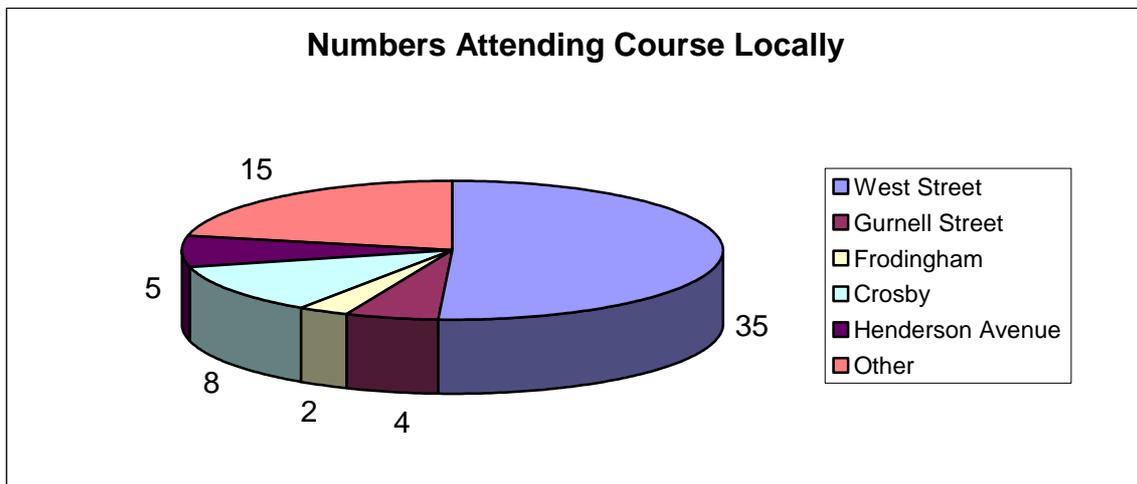
Of those who needed advice on managing debt (53) eighty-one per cent (81%) agreed that it is easy to get this advice locally. However, nearly a third of respondents (30%) disagreed that it is easy to get advice on housing issues locally. A further twenty-eight per-cent (28%) disagreed that it was easy to get advice/information about what's happening locally.

Training & Education Course Attended Locally

* The base figure for this question is 104

All respondents were asked whether they had attended an education/training course locally in the past twelve months. Forty-three (43per cent*) stated that they had attended a course locally in the previous twelve months.

The Pie chart below shows a breakdown of local training venues and numbers of respondents who have attended courses at these locations.



The table below shows satisfaction levels with courses attended at the various training venues.

Satisfaction with Courses Attended Locally

Training Venue	Number	Satisfied	Dissatisfied	Total
West Street	34	94%	6%	100%
Gurnell Street	4	75%	25%	100%
Frodingham	2	50%	50%	100%
Crosby	8	100%		100%
Henderson Avenue	5	100%		100%
Other*	15	94	7%	100%

**Other categories are included in Appendix 7*

Training & Education Course Attended Locally

West Street was the most popular training venue for all those who had attended a training course locally, with nearly a third of the sample (34 four respondents) having attended a course there. Of these, ninety-four per cent were satisfied with the course they attended.

Gurnell Street and Frodingham were the least used venues for training. Just two respondents had attended training at Frodingham and only four at Gurnell Street.

All respondents were asked for their opinions/ideas about what would improve access to courses locally. The three key themes suggested were⁵:

- Improve available childcare;
- Improve advertising/provide more information;
- Improve transport.

Respondents were also asked if there were any courses they would be interested in attending locally in the future. Thirty-eight (38) different suggestions were put forward which ranged from Flower Arranging to Psychology. A full list of suggestions is included in Appendix 7.

⁵ The full list of comments is available in Appendix 7

SECTION 7

SURE START – Knowledge of Sure Start

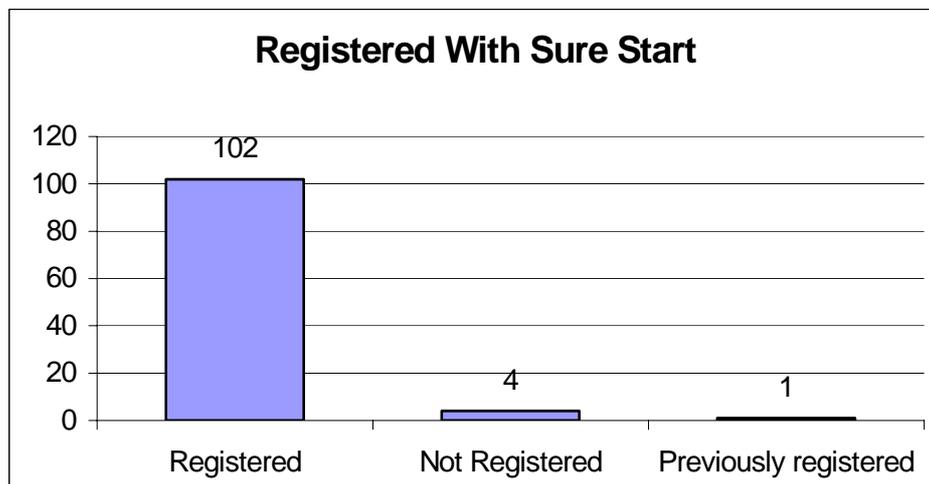
'Have You Heard Of Sure Start?'

**Base figure = 108*

All those taking part in the survey (100%) had heard of Sure Start and ninety-five per cent of the sample was currently registered with the programme. Of those registered, ninety-four per cent said they use Sure Start services.

When asked whether they would recommend Sure Start to their friends ninety-eight per cent stated that they would.

Registration Levels



Reach

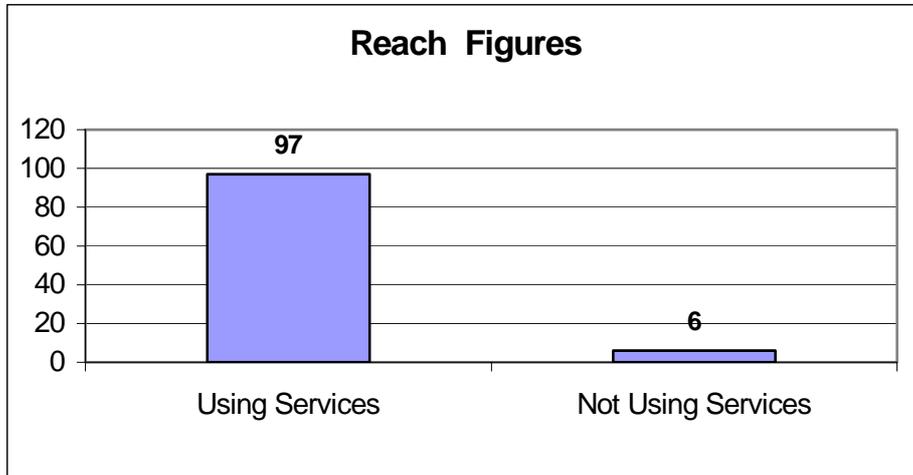
Reach figures for the programme were high – but this could have been biased by the sample.⁶

⁶ As discussed in the 'Methodology' section, the fact that the majority of the sample was accessed through Sure Start events may have influenced Reach figures reported.

Ninety-four per cent of respondents stated that they do use Sure Start services.

'Do you Use Sure Start Services?'

**Base for this question is 103.*



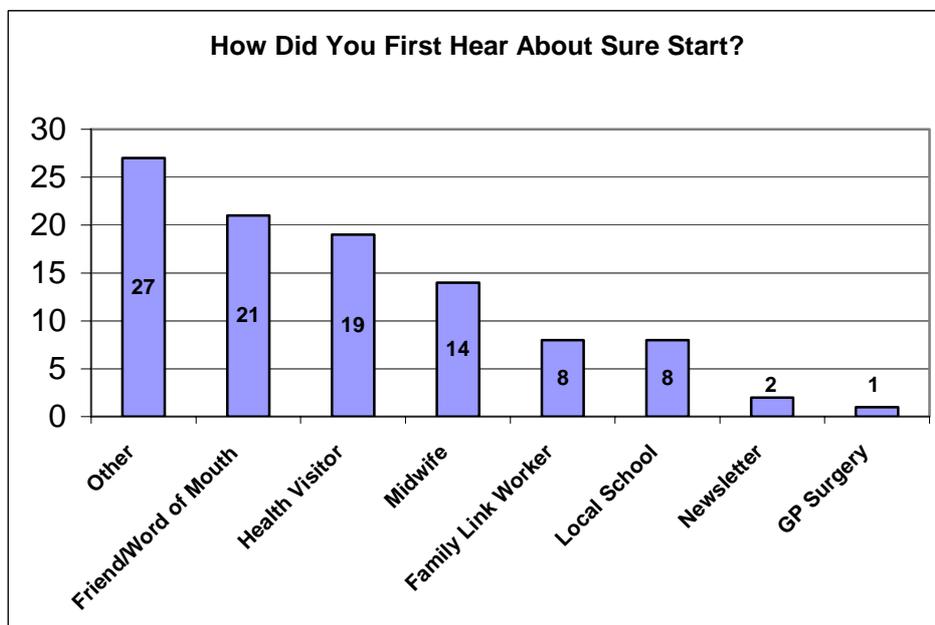
Reasons for not using services reported were:

- Age of child (3);
- Information (lack of);
- Nothing;
- Disagreement with Sure Start staff;

How Did You First Hear About Sure Start?

Respondents were also asked where they first hear about Sure Start.

Percentage of sample: 'How Did You First Hear About Sure Start?'



How Did You First Hear About Sure Start?

**Base figure = 105*

Health workers appeared to have the most impact in introducing Sure Start to local parents/carers. Thirty-four per cent of the sample heard about Sure Start for the first time from their Health visitor, midwife or local GP surgery. Further, the 'Other' category contained combinations where individuals had first heard about Sure Start from their Health visitor or midwife, but also from friends, family, word of mouth etc...

Word of mouth was also a key way that respondents heard about Sure Start for the first time, with twenty-one per cent of the sample saying this was how they heard of Sure Start.

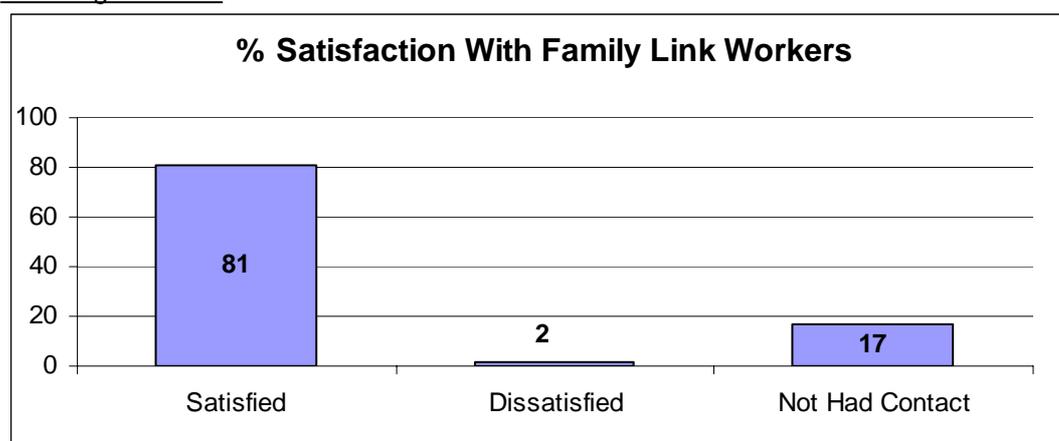
'Other' ways that parents/carers had first heard about Sure Start included:

- Social Services (4);
- Refuge;
- Poster locally;
- Fun Day/ promotion Days;
- Local newspaper.

Only two-per cent of the sample said they first heard about Sure Start through the newsletter and only eight per cent through local school or Family Link Workers.

Satisfaction With Family Link Workers

**Base figure = 105*



Satisfaction levels with Family Link workers (where contact had been made) were very high. Over half the sample (58%) said they were 'very satisfied' with their

Family Link Worker and overall eighty-one per cent were satisfied. Only two per cent were dissatisfied with their Family Link Worker.

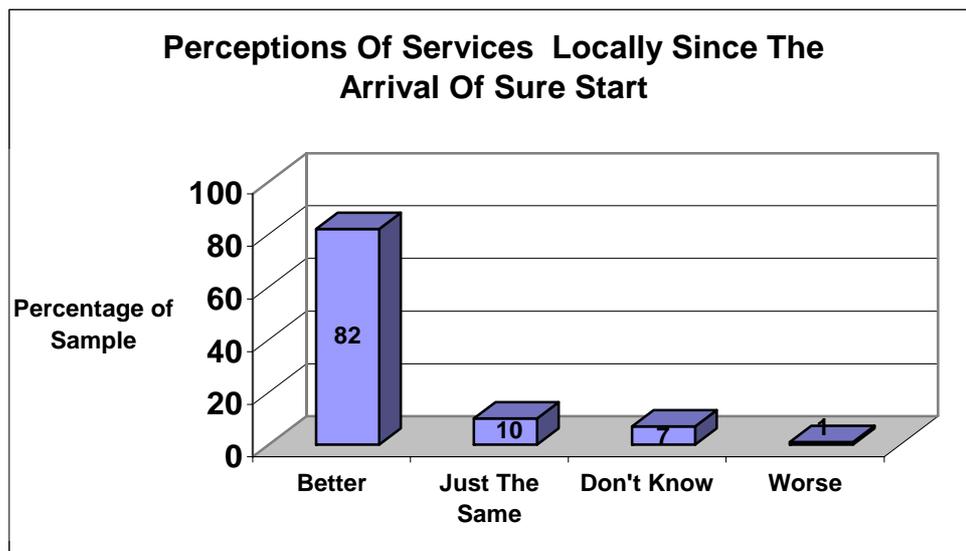
Seventeen per cent of the sample had not had contact with a Family Link Worker.

IMPACT

Sure Start local programmes are required to collect statistical information about the number of local families, eligible to use services who report an improvement in the quality of services available locally for young children and their families.

All those taking part in the survey were asked the following:

'Since The Arrival Of Sure Start in your area, would you say the quality of Services available for Families & Young Children Are: Better, Worse, Just The Same?'



As the graph shows, eighty-two per cent of the sample thought that the quality of services available for families and young children had improved since the arrival of Sure Start in the area.

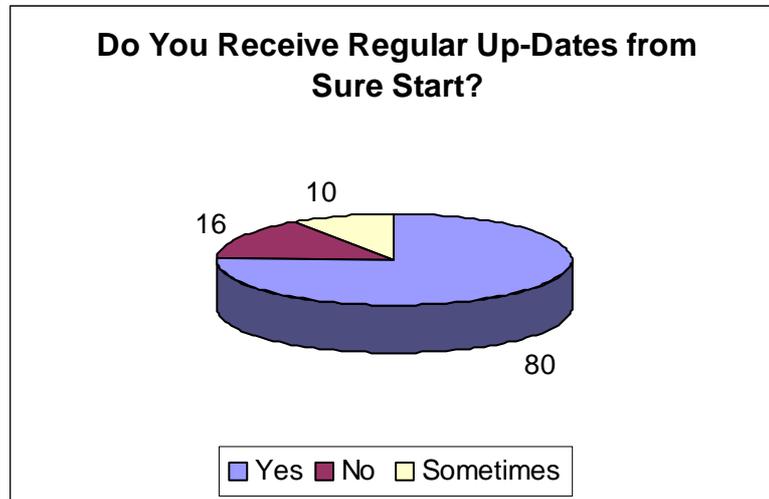
Up-Dates/Newsletters

Base = 106

All households eligible to use Sure Start services locally should receive a newsletter produced by the programme on a monthly basis. The newsletter contains information about what is happening locally and programme news. As such, it serves

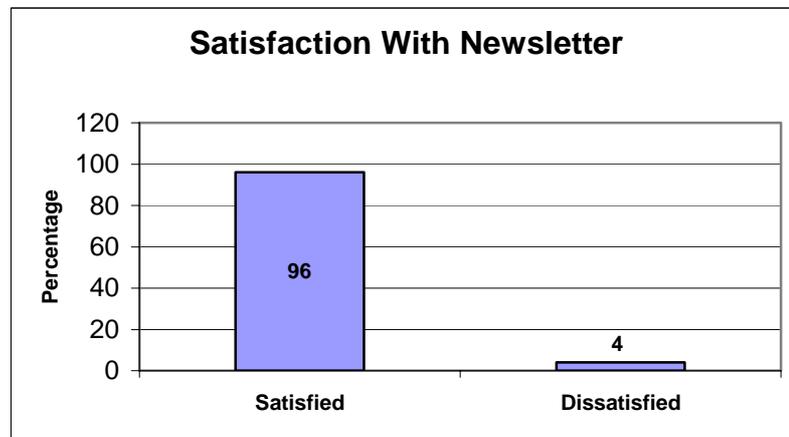
as an up-date for local parents who may not access services where the information is more readily available.

However, the survey results suggest that twenty-five per cent (25%) of the sample do not receive the newsletter on a consistent regular basis.



Satisfaction With Up-Date

Base= 91



Ninety-six per cent of respondents were satisfied with the newsletter. All those taking part were also asked if there was anything that they would like to see in the newsletter in the future, or if they had any comments on the newsletter.

Eleven suggestions/comments were put forward⁷. Several commented about the lack of regular up-dates received, other suggestions included printing the newsletter in other languages and having a 'selling page' for local parents.

⁷ A full list of comments/suggestions is included in Appendix 8

Knowledge of Sure Start

'What Is Sure Start there to do?'

Base=111

All respondents were asked what they thought Sure Start was there to do. Ninety-seven respondents gave an answer; only four of these were 'Don't Know'. The main themes to emerge are listed below. (The full list of comments is attached in Appendix 2).

1. Provide help and support to children and families;
2. Help young children have the best start in life;
3. Help local parents/carers/children get out and meet new friends;
4. Provide activities/trips for children at reasonable costs;
5. Help the local community;
6. Help parents by providing advice about training, welfare rights etc...

The survey findings suggest that local parents/carers do have knowledge about the aims of Sure Start in the local area. Help/advice and support for parents were common themes to emerge; as was helping young children have a positive start in life.

'What Are The Best Bits About Sure Start?'

Base=97 (using services)

All those taking part in the survey were asked what they thought the 'best bits' about Sure Start were. One hundred suggestions were put forward. The main themes to emerge are listed below. (Full list of comments is attached in Appendix3).

1. Activities/trips/events for children;
2. Meeting new people, new friends;
3. Helping children learn to make friends/mix/share;
4. Staff members;
5. Support for parents;
6. Training/Advice.

The survey suggests that local activities, trips and events are popular with local parents. Given that a lack of activities was identified as a key theme in the early

consultations it would suggest that the programme is improving access to activities locally.

'What's 'not-so-good' About Sure Start?'

Base=97 (using services)

All those taking part were asked '*what's not so good about Sure Start*'. Thirty-two respondents, (33% of the sample) offered suggestions. The main themes to emerge are listed below. (The full list of comments is attached in Appendix 4).

1. Age restriction on older children;
2. More trips needed;
3. More information (newsletter) needed;
4. 'Clicky' groups.

Although access to activities and trips has improved locally it would seem there remains room for improvement.

'What would Improve Sure Start?'

Base=97 (using services)

Respondents were asked what they thought would improve Sure Start. Of the ninety-seven (97) who used services, thirty-seven per cent (37%) offered suggestions for what they believed would improve Sure Start. The main themes are listed below. (A full list of comments is attached in Appendix 5).

1. Extend the age restriction.
2. More groups/activities for minority ethnic families (and better times).
3. Better communication.
4. Make services more widely available.
5. More activities/trips for children (also Dads).

To finalise the interview parents were asked whether there was anything else they would like to add about services available locally for themselves, their families and the local community.

'Is there anything else you would like to add about services available locally for you, your family and the local community?'

Sixteen per cent of the sample added comments at this point. The majority were positive comments about Sure Start, for example:

“Sure Start is really good. Since I've been coming here it has been good for my little girl, brought her out of herself more”.

(Local parent).

There were also calls for improved advertising of Sure Start services, more safe play areas and more events for minority ethnic group members. A full list of comments is available in Appendix 6.

CONCLUSION

The results of the survey are encouraging for Scunthorpe Old Town Sure Start. All respondents had heard of Sure Start and ninety-five percent were registered with the programme (although, as discussed in the Methods section of the report the Sample may have influenced the results). Of those currently registered, ninety-four per cent report that they do use Sure Start services. Further, when asked what they thought Sure Start was there to do, most respondents could give an answer that was in line with the aims and objectives of the Sure Start initiative.

Both Reach and Satisfaction levels were relatively high with all local health services. Further, access to advice/information of key issues was generally seen as being easy to access locally. This is particularly encouraging as a lack of available advice was an area identified in the early consultations before the programme was approved. The results suggest that this has improved locally.

A further issue raised in the early consultations was a perceived lack of activities/events for local parents/carers and young children. The survey results suggest that current satisfaction levels with activities and drop-In's are high. However, it should be noted that improving the number of events/activities was also a key theme to emerge when asked for suggestions for improving Sure Start.

Interestingly, take up of childcare locally is relatively low. Only twelve per cent reported using the Neighbourhood Nursery Day Care – yet fifty-four per cent (54%) of the sample have at least one child aged three or under.

A further issue to be raised during the survey is the ability of the programme to fully engage minority ethnic groups. Suggestions for improving Sure Start did identify that local parents from minority ethnic groups did want more activities targeting these groups and for publicity material to be printed in other languages.

Overall, Sure Start appears to be having a positive impact locally. However, the following recommendations are put forward as a way forward for the programme in addressing some of the issues to emerge from the survey.

Recommendations

- 57 per cent of the sample lived in a household where no adult was in paid employment. Is there any way the programme can further develop training opportunities/ work opportunities locally.
- Are the activities available for minority ethnic groups meeting their needs? Timing and availability were issues to emerge from the survey. Consulting with these groups about their wants and needs would assist with future planning to meet their needs.
- Given the significant minority ethnic population locally it is surprising that the programme does not appear to have publicity information available in other languages. Printing the newsletter and other publicity information in languages other than English would help those who may not read English.
- Childcare take-up is relatively low, especially for the Neighbourhood Nursery Day Care. Is the service advertised locally? Further, if Sure Start have subsidised places available is this publicised locally?

- Seventeen per cent of the sample has had no contact with a Family Link Worker. Could the programme work to improve this? Family Link Workers are ideally placed to promote Sure Start and help ensure that local families are kept up-to-date with programme developments.
- GP's were the most accessed local health service. Does the programme make the most of this to publicise the programme through information/posters/leaflets etc? Only one per cent of the sample reported that they first heard of Sure Start through their GP surgery.
- Better communication and improved access to information were identified as areas that would improve Sure Start. Is there any way the programme can improve the reach of the newsletter to include all households – and regular deliveries.
- Only thirty-seven per cent of the sample agree that the local area is a good place for young children to grow up? Is the programme in a position to investigate this further and identify ways to improve perceptions of the local area?

Appendix 2 – ‘What do you think Sure Start is there to do?’

What is Sure Start there to do?

- 1 To help people in the community.
- 2 They make me happy and listen to problems. Good for kids, very friendly.
- 3 To provide a friendly service to help children communicate with parent.
- 4 Don't know really
- 5 Young children
- 6 Education 0-4 e.g., health, play. Education, parents giving the access to courses/anything to
- 7 To bring communities together
- 8 Provide help and support through the child's younger years
- 9 To help people with children under 4 to a better start in life.
- 10 Help with your children and finding something for your 0-4 to do.
- 11 Help me with the children play. Sure Start is helping me with the Fresh Start programme.
Explain where we can get information. Provide services for children.
- 12 Help children
- 13 Give a better start to families in poor areas
- 14 To help and support
- 15 Just support you
- 16 To help with benefits, school and advice
- 17 Sure Start is there to get more confidence to get job and other things
- 18 Help be better families, support and a friendly face for parents and children
- 19 To give children 0-4 a better start in life
- 20 Is to give help or advice to people who need it
- 21 Support for parents when needed
- 22 Help and support children's well being, early education.
- 23 Give support
- 24 Extra activities for children
- 25 Help and give advice when needed. Take kids to places where they wouldn't otherwise go.
- 26 Support families in the local area.
- 27 Ensure all children enjoy the same way/start of/in life
- 28 Support families
- 29 Get you out of the house. Fun for kids.
- 30 Help with children 0-4 years.
- 31 Talk to someone about concerns about child development. Children to interact if they are only child
- 32 To provide help, advise to families regarding family welfare, crèche etc
- 33 To get mums and dads or family out into the community to socialise more they do places for children to go.
- 34 Help the community
- 35 To help families and children in Crosby
- 36 Help people to bring children up and play group for mum to me while kids play
- 37 Help and advice, support and help with work, welfare rights and encourage education training and back to work
- 38 Don't know...look after the welfare of young children
- 39 To give children things to do. Provide activities.
- 40 Provide day trips and play sessions.

- 41 Help the area and community and children
- 42 Provide things for 0-4 year olds
- 43 Help and support families with children under the age of 4.
- 44 Help and support families of children 0-4
- 45 Make sure me and my family have the best start possible. Help with problems social skills are learned.
- 46 To give disadvantaged children equal opportunity
- 47 Help with advice on bringing up child, organising trips cheap enough to afford to go out – Help mothers achieve qualifications If they want to go back to work. Sure Start have shown A parent than staying at home looking at 4 walls.
- 48 To offer family support. There when you need them.
- 49 For the community and to help children develop, learn and play.
- 50 Offer support
- 51 Help promote child education
- 52 Help and assist families through play, courses and trips and events
- 53 Help my little one
- 54 Help/advise/support
- 55 Not quite sure really doesn't really do much for people once your kids are 4 and over They just don't want to know.
- 56 Group to help parents and kids.
- 57 Helps get you involved with the community and other parents.
- 58 Children (4) and adults to interact better with each other.
- 59 To provide help and support to families' even if it is just a friendly face or a quick chat. It all helps
- 60 Help to keep parents in touch
- 61 To help with children, play areas, family support
- 62 For young babies
- 63 Help you get out and keep busy
- 64 Sure Start is there for children under 4 to help them.
- 65 Help people with kids. Play. Improve skills
- 66 To help get my children into education and give advice.
- 67 Advice, support and somewhere to go with the children
- 68 Help you
- 69 Some where for young kids to go, help families if needed.
- 70 Helps you get to know people
- 71 Help kids
- 72 Helps with kids and gives a break
- 73 Provide support
- 74 Help families get out and about and to mix with other families
- 75 For help and everything
- 76 Help you
- 77 They are there when you need them to offer support
- 78 Help people
- 79 Excellent
- 80 Help people with advice
- 81 Help parent with children who have not got much money.
- 82 Help people with different things and great for young kiddies
- 83 Help people

- 84 For new parents to mix with other parents and get to know new people
- 85 Keep kids entertained.
- 86 Help, advice and a out let
- 87 To help the little ones
- 88 Support
- 89 Don't know really
- 90 Don't know
- 91 To interact with children.
- 92 Provide a basic start for kids. Kids learn skills before they start school, help parent cope.
- 93 Help mums stay in touch with the community and meet new people
- 94 Help young mothers and parents do things
- 95 Try to help - jobs, improve area
- 96 Give me a lot of support, enjoy coming to the diversity group and enjoy the company and atmosphere there.
- 97 It is there to support and to help get back into things and not feel so isolated.

Appendix 3 –Best Bits of Sure Start

1. Great for kids growing up.
2. Get snacks
3. I can relax and let children play.
4. You can come at any time and there is always something to do
5. "Disco's, fun days & parties for the children"
6. Not charged stupid amounts of money for the services.
7. Discounts when you go places
8. Everything
9. "Meet new people, new ideas, trips"
10. Events
11. Everything
12. They are always around to help
13. Support trips and events at discount rates to enable children to do different things I can't usually afford
14. Staff
15. Making new friends
16. Trips and events. Help you with your children.
17. They put on things for the children.
18. The variety of services available.
19. Help your children get along with other kids
20. All the facilities that's available.
21. Find places for kids to go (take them on trips)
22. Providing activities for children under 4
23. The people who work there
24. The family link workers
25. Children under the age of 4 can go and have experience playing with other children especially if they are an only child
26. Do not know do not use it a lot

27. All of it
28. Everyone friendly
29. Everything
30. People
31. Training and meeting new people
32. "Everything they offer such as training courses, chat n chill sessions"
33. I don't know
34. "Sure Start gives me support, need more ethnic groups currently diversity group attended thoroughly enjoy"
35. Meeting new people as I only moved to the area recently
36. Providing extra activities in school holidays
37. They help you!
38. Baby massage
39. Discos and days out
40. Extra activities during the holidays
41. Staff are friendly
42. "Creating more for children in the area e.g. pocket parks, childcare centre."
43. Free burgers
44. All the trips and the family activities
45. For the children and support for mum. Trips
46. Getting people involved in community bringing them together
47. Different activities and trips.
48. The staff are great and you get to meet new people.
49. It's all good especially the people from Sure Start
50. The people who work there are very helpful - easy to get advice on anything
51. Trips & chat n chill
52. All the dinnertime clubs
53. Everything
54. Trips
55. Not sure
56. The services they provide
57. Gets kids to places
58. Everything is good.
59. Being able to take part in activities and have my daughter in crèche free!
60. N/c
61. Cheap trips
62. Help people with kids
63. Being able to relax- my child has special needs and the support helps me to relax
64. One o clock clubs
65. "Gets you out of the house, mixing and gets the kids things to do."
66. Activities they do for the kids because sometimes you can take older kids
67. Everything
68. Great for kids
69. Parties
70. Getting me out of the house.
71. Lets the kids make friends
72. Meeting new people

73. Breast feeding support and coming to see you before you have a baby
74. Toy library
75. Everything
76. Training
77. "It's close by, staff very helpful"
78. People are nice
79. Help parents cope better.
80. "The people/workers are every good. And the diversity group mum& baby groups, chat n chill"
81. Everything
82. Helpful
83. The things they do
84. Knowing you have support
85. Not pushy. You don't have to attend everything
86. Staff friendly
87. If I need advice I can call my advisor and the stuff they do with children is excellent.
88. Helps people
89. Trying to help people
90. "Build confidence; make friends, giving children chance for a better start in life."
91. Nice place to come and meet other mums and kids do the same
92. Everything
93. Children mixing with others and learning things
94. "Everything, children in a nice environment"
95. "Friendly, very understanding, listens to what you have to say. Parents comments are valued."
96. The help or the activities they do and the price of them.
97. You can meet other mums and the parties are good for kids to have fun.
98. Not being isolated. Meeting and greeting others
99. Trips and meeting people and different activities
100. Trips/parties/advice

Appendix 4- Not-So Good About Sure Start

1. They don't have anything for kids aged between 4-5.
2. Some of the things you can't take your older ones
3. Felt left out
4. The people who use Sure Start. It is take- take- take with some people.
5. I think that at the age of 4 is too young to be discharged from sure start they should still be able to go when they are 6/7 as some children aren't as forward as others.
6. That it only goes as far as children's up to the age of 4. It should go to at least 5.
7. Selfish parents, same people get everything. When funding finishes many parents will lose out on a potentially good service."
8. Don't get leaflets every month. Didn't get 16 week check.
9. Do not think children attending clubs, i.e. one o clock club are watched/looked

after properly. Just left to run wild by parents. The clubs are very 'Clicky'.
10. Feeling small when walking into a room. Don't like being on my own.
11. Can take young children but not older ones
12. Over crowded.
13. There is nothing I can say.
14. I don't think I can complain about any of the services.
15. Lack of confidentiality and more interested in getting you back to work
16. Never found anything not so good about sure start
17. They push you to go too much
18. West Street crèche
19. Availability of tickets for party
20. Carry on when the children are over 4 because some children develop late.
21. Limited catchments area
22. More trips
23. Do not get newsletters all the time.
24. Some staff and parents looking down on you?
25. There are none - brilliant scheme. /
26. Some of the groups can be quite 'Clicky' and the fact that it stops at 4.
27. Communication - getting information to people
28. Lack of diversity group and how late they are (5pm)
29. Families who have children don't fit into the sure start bracket but also have children who do tend to miss out for the older children (should be more accommodating)
30. Let all older children of families attend
31. Organisation
32. More trips and being informed more

Appendix 5 – What would Improve Sure Start

1. Longer hours in the morning.
2. More going on in the Frodingham area.
3. Extend the age range to 5 years.
4. More ethnic groups.
5. Up age limit.
6. Consider giving help to families with children over 4.
7. Better communication. More home visits.
8. Stricter guidelines, which must be upheld and adhered to at clubs. Encourage mixing (children and adults). Activities to encourage adults to do activities with children.
9. More dads' activities.
10. If they made the area bigger.
11. If it was universal regardless of where you lived.
12. Someone coming round and saying hello.
13. Buddying.
14. More activities for the children. More trips.
15. More input from parents when we do the parents page.
16. Lack of government control.
17. More Asians diversity groups at earlier times.

18. Older age group.
19. Open to all.
20. More funding.
21. More crèche facilities.
22. Singing or reading sessions.
23. Transport/travel to other sites. E.g. West Street is a bit too far too walk.
24. Age limit should be 7/8.
25. More for the kids to do.
26. Few more centres.
27. More information available more than once a month.
28. More for ethnic women's groups.
29. More information about Special Needs being welcome.
30. More communication.
31. Hygiene.
32. More adverts. A booklet of new families. More up-to-date information. Being fair on allocation of resources and tips so that everyone has a chance.
33. Bringing back a Manager.
34. Higher age limit.
35. More projects or group meetings for black and ethnic women.
36. A baby clinic at West Street.

Appendix 6- 'Is there anything else you would like To Add about services available locally for you, your family and the local community?'

1. There needs to be more for the children to do safely.
2. Would like safe play areas. Better housing.
3. Need more of a wider range of services that work together and that we can access all.
4. It's great.
5. I want more people to know about Sure Start.
6. Don't have to go out looking for everything, they are at hand now.
7. Sure Start is really good. Since I've been coming here it has been good for my little girl brought her out of herself more.
8. Keep up the good work.
9. There is nothing but sure start
10. More bus service
11. As both partner & me work full time would be nice to have teatime club with tea and then a play session
12. A good family park
13. Sure Start is an excellent family environment
14. I enjoy the company and the workers are always helpful and always willing to help and support me. They encourage me to get out and I have enjoyed the sessions. I have attended so far at the diversity group.

15. More events for black and ethnic women.
16. More playtimes at right price.
17. Learn more from local council about local activities. Have checked Sure Start website but not local.
18. Services not advertised enough for many projects within the local community.

Appendix 7– Access to Adult/Education Courses

Suggestions for Improvements to Courses locally

1. Advertisement.
2. Better advertisement and travel arrangements.
3. Childcare.
4. Childcare places.
5. Computer courses.
6. Laneham Street (have courses there).
7. More advertisements.
8. More free crèche places.
9. Newsletter about courses.
10. More information.
11. Improve transport.
12. Childcare & costs.
13. More crèche places.
14. Transport.
15. Transport.

Other Venues in Area used for Accessing Training Courses

1. High Ridge School.
2. Islamic Centre.
3. Lindum Street.
4. WEA.
5. Parkinson Avenue.

Are there any adult training/education courses that you would like to attend locally in the future?

1. Administration.
2. Advancing communities.
3. Aikido or Meditation for parents.
4. 'A' level courses.
5. Ambassador course.
6. Anger Management course.
7. Anything to do with Sure Start.
8. Aromatherapy.
9. Basic learning skills.
10. Basic Maths/Numeracy.
11. Card making.
12. Childcare area.
13. Child & Parent Confidence course.

14. Child protection.
15. Child psychology.
16. Cleaning work courses to do with children.
17. Computers.
18. Crime Explored.
19. Drama courses.
20. English. (GCSE)
21. First Aid with children.
22. Flower arranging.
23. Food and Hygiene.
24. Health & Safety.
25. Makaton/ Sign language.
26. Maths. (GCSE)
27. Midwifery.
28. Music courses.
29. Nursery Nurse course.
30. Nursing.
31. ONC Managing finance.
32. One-day courses.
33. Part-time cookery course.
34. Performing Arts.
35. Play therapy awareness.
36. Psychology.
37. Teaching courses: 7302/7402.
38. Welfare benefits training.

Appendix 8

Is there anything NOT in the Up-Date that you would like to see in it in the future? *(Base = 11 suggestions)*

1. Don't think they should have everything on it - maybe a different lay out there's a lot of info to get through.
2. Maybe advertise trips a month before they are due.
3. Don't always get the up-dates in time.
4. More info.
5. They could have a selling paper.
6. Deliver the newsletters I haven't received one for about six months and still have a child registered.
7. Printed in other languages.
8. First aid and health & safety classes.
9. Housing issues.
10. Would like to see an up-date.
11. Other local events, not just sure start ones for the same target area.
Address for Mr & Mrs not just Mrs.