

**REPORT ON COST ESTIMATES
FOR ACTIVITIES
IN
SURE START
WEST BOWLING**

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Introduction

Sure Start

Sure Start is a cross departmental public programme targeted at providing support for families and children from birth; particularly in areas of relatively high deprivation. Sure Start aims to improve the life chances of younger children through better access to family support, advice and training on nurturing, and access to relevant health and early years education services.

Whilst financed centrally by government, Sure Start programmes are developed locally in partnership with community groups, education authorities, social services, health services and other statutory, voluntary and private sector bodies, involved in providing services to parents and children under 4 years old. In common with many other public expenditure programmes, the Sure Start initiatives are funded against a specific set of objectives expressed as Public Service Agreements (PSAs). A key aspect of PSAs is the linking of public funding to agreed targets for achievement of outcomes.

A summary of the public service agreement targets for Sure Start programmes for the years 2003-04 to 2005-06 are set out in Table 1, Table 2, Table 3 and Table 4 below. These PSA targets are regarded as the demonstrable milestones towards Sure Start's ultimate aims and objectives and are expected to be achieved on average across Sure Start programmes fully operational at 1 April 2003.

Note that to provide a readily measurable basis against which to demonstrate progress at the local level, these targets are set in terms of processes and intermediate effects, rather than the final outcomes or benefits to Sure Start clients and families which the government seeks to achieve in the longer term.

Table 1: Improving social and emotional development

Objective	Improving social and emotional development
Targets	Reduce the proportion of children aged 0-3 in Sure Start areas who are registered within the space of 12 months on the child protection register by 2004
	All Sure Start programmes to have agreed and implemented, in a culturally sensitive way, ways of identifying, caring for and supporting mothers with post-natal depression
	100 percent of families with young children contacted by local programmes within the first 12 months of birth

Table 2: Improving health

Objective	Improving health
Targets	Achieve by 2004 in the Sure Start areas a ten percent reduction in the number of women who smoke in pregnancy
	Parenting support and information available for all parents in Sure Start areas
	All local programmes give guidance on breast feeding, hygiene and safety
	10 percent reduction in children in Sure Start areas aged 0-3 admitted to hospital as an emergency with gastro-enteritis, and respiratory infection, or a severe injury

Table 3: Improving ability to learn

Objective	Improving the ability to learn
Targets	Achieve by 2004 in the Sure Start areas a reduction of five percentage points in the number of children with speech and language problems requiring specialist intervention by the age of 4
	All children in Sure Start areas to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school
	Increase use of libraries by families with young children in Sure Start areas

Table 4: Strengthening families and communities

Objective	Strengthening families and communities
Targets	Reduce the number of 0-3 year old children in Sure Start areas living in households where no-one is working by 10%
	75% of families report personal evidence of an improvement in the quality of the services providing family support
	All Sure Start local programmes to have parent representation on local programme boards
	All Sure Start programmes to develop local targets ensuring links between local Sure Start partnerships and Employment Service Jobcentres
	All Sure Start programmes to work with their EYCDP to help close the gap between the availability of accessible childcare for 0-3 year olds in Sure Start areas compared with other areas

At the time of this analysis, each of these objectives was subsumed under broader categories based on aggregations of particular activities or schemes within programmes. The four main PSA target areas relevant in 2003 are set out in Table 5 below.

Table 5: Main PSA Target Areas

<ul style="list-style-type: none">• Child Protection
<ul style="list-style-type: none">• Smoking
<ul style="list-style-type: none">• Child Development
<ul style="list-style-type: none">• Workless Households

Cost Effectiveness

All Sure Start programmes are required by the National Sure Start Unit to conduct local evaluations. There are two distinct elements to this. First an assessment of the service delivery and organisational aspects of each programme: examining how local services are developed to meet the needs of their populations, how the individual activities are operating and the perceptions and satisfaction of both staff and clients with the services provided. The second element requires some examination of the cost-effectiveness with which the activities under each programme are provided.

Cost effectiveness is an economic evaluation technique now widely used in the assessment of health and social care interventions. Economic evaluation requires two distinct components. First, economic evaluation is a comparative process. This reflects the fundamental economic principle that all resources are relatively scarce and can be applied to alternative uses. The second fundamental aspect of economic evaluation is that the assessment requires consideration of both the costs incurred and benefits obtained. All publicly provided services use scarce resource to obtain benefits. However, there may be different ways in which resources can be used in order to maximise these benefits. This is a matter of efficiency: maximising the benefit obtained from a given set of resources or minimising the resources used to achieve a given level of benefit.

Guidance on evaluation of cost-effectiveness of Sure Start schemes has been provided by the National Sure Start Unit (Meadows, 2001) and reinforced by a series of regional workshops. These workshops emphasised two main elements that are expected to be performed locally. First a summary analysis of total expenditure within a Sure Start programme against the main PSA objectives. Second, some attempt to calculate unit costs

in order to provide a basis for the analysis of the efficiency with which local Sure Start resources are being used. This is the approach adopted as part of this evaluation.

Quantifying Outputs and Costs for Local Cost Effectiveness

For appraisal to be effective it is important to have a clearly defined set of service objectives against which to measure success and relative efficiency. Where possible ‘success’ should be expressed in terms of gains in client-related benefits (processes and health-related outcomes) rather than crude activity-based measures of service provision. For many community based interventions, however, final outcomes may take many years to become apparent and so efficiency is measured against some intermediate or proxy measures of effect. This is the case here. Client-related final outcomes from Sure Start interventions may take many years, possibly decades, to emerge. In order to provide some basis on which to calculate comparative costs it is necessary to express these in terms of more immediate measures of effect, such as number of clients seen, consultations or places obtained. Whilst not ideal, it does provide an important starting point from which to look at issues of relative efficiency. Moreover, Sure Start programmes are commissioned with a number of specific goals and objectives in mind. These are implicit within the established PSA target areas (Table 5) and provide one important basis against which to measure the use of Sure Start resources.

Summary analysis of overall programme expenditures against the main PSA target areas is obtained by allocating the expenditure recorded on the standard financial monitoring forms submitted to the Sure Start Unit (F10 forms) to the main PSA target areas (Table 5 above). The elements of expenditure in the F10 form are set out within table 6.

able 6: F10 Form expenditure headings

Main Expenditure Categories (F10 Form)
Core Activities
Outreach & Home Visiting

Support for Parents & Families
Play, Learning & Childcare
Community Healthcare
Special Needs Support
Additional activities
Action on Teenage Pregnancy
Relevant Crime Prevention & Reduction
Relevant Improvements to Parents' Employability
Other Expenditure
Spend on maintenance
Management & Administration Expenditure
Development & Evaluation Expenditure

At present, this exercise involves subjective judgement about the relative contribution of each scheme within programmes to the main PSA target areas. In future this process could be greatly facilitated if information systems were designed to allow the recording of staffing and activities to be assigned to PSA specific objectives so that more robust estimates of workload against the PSA target areas could be obtained from existing data collection.

Calculation of unit cost estimates is more involved. The main conceptual principles and research practice for the evaluation and calculation of unit costs in the context of community-based care are well-established (Knapp, 1993; Beecham, 1995; Beecham, 2000). The following distils from this guidance, and the experience gained from this evaluation, the main principles to be followed in costing local Sure Start services. It is designed to provide a framework that Sure Start managers can use to begin to structure the collection of their local financial, resource and activity data in order to facilitate future work on costing and cost-effectiveness.

Any conventional approach to obtaining unit and/or programme costs requires five distinct steps. These are:

- Determine cost objectives
- Identify activities which contribute to cost objectives

- Estimate the resources used to provide these activities
- Value and aggregate the resources consumed to produce costs
- Relate costs to outputs (unit costs)

The first requirement is to be clear about why the cost information is required. This affects the level of detail and accuracy required. For example, costing against the broad PSA target areas needs only high level data on expenditures (the F10 forms) within Sure Start programmes apportioned to each area on the basis of some simple allocation rules. Unit costs, however, require far more detail and more sophistication in the allocation of resources not easily identified against specific activities.

The next step involves identifying activities which contribute to cost objectives. In the context of Sure Start, programme managers should begin by clearly defining a set of cost centres. These cost centres may be defined in different ways. Some cost centres will be based on type of activity: for example, crèches, training courses, home visiting services, parent & toddler groups, or a dedicated play-bus. Other cost centres may be defined more appropriately according to main type of input: for example, a physiotherapy service, a speech & language therapy service, or a dietician service. It is important at this stage to be able to define cost centres with quantifiable measures of output so that unit costs can be calculated (e.g. number of visits made, clients seen, courses provided, etc.) over a given period of time.

Estimation involves measuring or assigning resources to activities. In some cases this will be straightforward: for example, nursery nurses and assistants working on dedicated crèches within the programme can be assigned on the basis of the proportion of their whole-time equivalent (WTE) time applied to the scheme. Resources identified for assignment can be classified as either direct or indirect costs. Direct inputs are those which can be directly assigned to a particular service or activity. These include:

- staff - WTE time devoted to each service or activity;
- non-pay staff related and consumables - travel expenses; parents packs; etc.;
- equipment costs - purchase of computers and annual maintenance;
- use of facilities - rent and rates for dedicated accommodation; and,

- charges for specific services supplied - sessional costs by providers such as therapists or trainers, etc.

Assignment to activities is based on some form of direct apportionment or estimation. Indirect inputs are those which cannot practically be assigned directly to a particular service or activity. This category mainly comprises:

- general and administrative expenses - management, financial and other expenses related to the general management (including planning), administration and supervision of a service; and,
- overhead expenses - capital and equipment, facilities and accommodation expenses not dedicated to a specific service but used by a number of services or activities.

Assignment to activities is based on some form of general apportionment or estimation. General apportionment is usually based on some appropriate proxy for *consumption* of the resource by an activity or cost centre (e.g., general management costs apportioned as a proportion of activity or direct costs incurred, or use of a facility based on area and frequency of use).

Valuation of resource costs depends on which cost values are available. For many resources actual prices for paid inputs can be used (e.g., actual salary costs of staff, plus on-costs) or actual expenses or charges incurred (consumable costs used for specific activities).

As capital and equipment resources provide services over time it is important to annualise these costs over the expected life of the asset. Annualising capital costs can be relatively easily achieved by building formulas into spreadsheets and databases collecting cost data, using established accounting or economic procedures (Drummond, *et al*, 1997). Advice provided at a workshop on calculating unit costs in local Sure Start programmes did suggest that building and facility costs could be ignored. Whilst this would greatly simplify the process, there may be serious limitations to some of the costs calculated without including major elements of capital cost. An important principle of unit costs

estimation is that they should reflect 'long-run marginal opportunity costs' (Beecham, 2000).

“... the convention is to approximate long-run marginal costs using short-run average costs that include all revenue elements as well as the costs of buildings and equipment (capital) and overheads such as management, personnel and administration.” (Beecham, 2000).

In addition, in the short-run, buildings and facility costs are treated as fixed costs; that is they do not vary as activity levels increase. Where fixed costs represent a significant proportion of total costs, volumes of throughput are important to efficiency as unit costs decline rapidly with increasing outputs. Where expensive capital is dedicated to specific uses or types of clients then these scale effects may produce significant differences in unit costs according to specific client services. Also investment in new and larger dedicated facilities as Sure Start programmes become established may permit significant step increases in activities that would mean important economies of scale may be ignored when calculating unit costs in the future¹. Finally, many of the comparative costs used to benchmark the calculated units costs against will include overhead and capital costs (Netton and Curtis, 2003).

The final stage is to relate costs to outputs produced in order to calculate unit costs. Note that both costs and outputs obtain over time; resources are consumed over time as outputs are produced. Therefore, costs and outputs should be expressed in terms of the same period of time. Sampling of costs and outputs can be used where a full years data is not available, but then it is important to ensure that the sample is sufficiently representative. Care needs to be taken that important seasonal variations are not overlooked or that the sample period chosen is representative of normal operation when a new service has had time to 'bed-in' or become established.

West Bowling

¹ Economies of scale occur when average total unit costs decline as scale increases

West Bowling is a third wave Sure Start programme within Bradford district and comprises the local authority wards of Little Horton, Bowling and Odsal. A revised Delivery Plan for the programme was published in December 2001 and identified a number of important characteristics:

- the catchment area includes a range of ethnic minority populations, with the relative proportions (based on 2001 Census data) includes: white – 59%; Pakistani – 25%; Indian – 5%; Black (or Black British) – 3%; and other minority groups – 2%;
- about 8% of the local population consists of children under the age of 4;
- the catchment area includes neighbourhoods with significant employment problems;
- the revised Sure Start Delivery Plan corresponded to a re-launch the Sure Start Programme while
- research as part of that re-launch emphasised two key features for meeting local service needs –
 - the local community was anxious to do things for itself rather than have outside organisations impose solutions
 - training and employment initiatives were high on the community’s wish list and should form a major component of local Sure Start schemes.

Activities within West Bowling Sure Start are provided on a number of sites distributed across the locality. The main sites include: Merton Fold/Ripleyville; Evens Terrace; Carlton Court; and the Parkside Road Youth and Community Centre and Parkside Community Centre on Avenue Road. Some Sure Start activities also take place in a number of other local facilities such as local primary schools (e.g., St. Stephens, Bowling Park, St. Mathews and Newby) and family doctor surgeries (e.g., New Cross Street). West Bowling College provides facilities and support for a range of community training initiatives. Sure Start also has a partnership arrangement with Bradford Trident to provide support workers and hold sessions at the Foyer Community Crèche opened in January 2002. Sure Start West Bowling is currently building a major new facility. Originally planned for the St Stephens site the new centre is now being built on the Woodroyd School site. This centre was not in use during the period of the current evaluation; therefore the capital costs associated with this facility are not included within any of the unit costs

calculated. The capacity and cost implications of using the new centre will be an important issue for the evaluation of cost effectiveness in future years in West Bowling.

West Bowling Sure Start, in common with other programmes in the Bradford area, supplies a diverse range of specific activities and schemes in support of its objectives to the local community. The range of activities identified at the time of the evaluation are set out in

Table 7. There is a clear emphasis on training and activities designed to improve employability as requested by the local community. Detailed information on every specific activity listed in

Table 7 was not provided within the time available for this part of the evaluation; therefore, not every activity or scheme was costed.

Table 7: Main activities or schemes undertaken in West Bowling Sure Start programme, May, 2003

Area	Activity/Scheme
Outreach	Outreach & Home Visiting
'Work with Dads'	Active Dads
	Computer Classes
	Men's Health/Drop-in/Etc.
	Fathers Conference
Training	Childcare courses
	First Aid Courses
	Staff Training
	Community Skills Training
	ESOL
	Sewing Classes
	Parent craft classes
'Work with Tots'	Crèches
	Wibbly-Wobbly Club
	Parent & Toddler Group
	Parkside Playgroup
	Multicultural Playgroup
	Talking Tots
	Sure Start Sunbeams
Work with Health	Feeding Clinic
	Family Support Clinic
	Teenage Sexual Health
	Teenage Pregnancies
'Work with Mums'	Healthy Option
	Iimiyat Women's Group
	Multicultural Cooking
	Parent Craft
	Beauty Classes
	Allotment Groups
	Art & Craft Shop
	Swimming
'Work with Schools'	Health Fairs
	Support for L/T Supervisors
	Music Workshops
	Head Lice Clinics
Children with Special Needs	Individual Support Packages
	V.I. Sahara Group
	Bradford Epilepsy Parents Support Group
	Downs Support Group
	Summer Inclusive Holiday Scheme
	Support Group for Parents
Information/Advice	Foyer Drop-in
	Baby Massage
	MAPPA - Explosion. Teenage Health
Home safety	Safety alterations and equipment

Methods

Given the limited time available for this part of the evaluation, it has only been possible to extract information from a range of existing documents in order to estimate costs and outputs. No specific piece of research into the estimation of economic costs and outcomes has been undertaken. This also means that it has not been possible within the present evaluation to adopt the sort of broad and inclusive perspective preferred by economists. In many cases, interpretation and apportionment of resources, expenditures and related activity required discussion with programme managers as systems were not in place to identify particular schemes or activities as appropriate cost centres.

The evaluation is also limited to an assessment of costs incurred within Sure Start schemes only. Costs obtained, however, were not limited to services only paid for under Sure Start budgets; resource contributions from other agencies to Sure Start schemes were included as part of the cost envelope of that service (as was the activity). Within the time available, however, it was not feasible to quantify any potential opportunity cost impact of Sure Start provision on mainstream services such as the health and education sectors.

The general approach to unit costing adopted was as set out earlier, with the following cost elements measured and apportioned to specific schemes:

Staffing (pay-related expenses): - allocated either according to direct allocation based on known contribution to a scheme or general estimation. The direct cost for each member of staff engaged in Sure Start was taken from expenditure statements. Costs were allocated using salary costs for each type and grade of staff (including employer's on-costs), pro-rata to the proportion of a 'whole-time equivalent' input to the service. Where staff worked on a number of activities, the consumption of each type and grade of staffing input by scheme was estimated using the average number of sessions per month for each scheme. In the absence of either, some form of general estimation was made in consultation with the programme manager.

Non-pay expenses (travel and subsistence costs expenditures incurred): - based on allocated staffing.

Consumables: - based on recorded expenditures against individual schemes or apportioned in consultation with the programme manager. A range of annual expenses are incurred for consumables by individual schemes. Items include: stationery, printing expenses and other administration consumables; annual maintenance charges and IT support; annual service-charges, etc.).

Capital and facility costs (capital expenditures on new or existing facilities, including refurbishments, and equipment purchases, all expected to provide services over a number of future years). These costs were 'annuitised' based on estimated asset life and expected final scrap or resale value. The annual equivalent cost for each asset or facility cost was calculated according to standard economic procedures, using a discount rate of 3.5% (HM Treasury Green Book, 2003). The consumption of the services by each scheme was estimated in conjunction with the programme manager based on proportion and frequency of use of facilities by specific schemes. Capital assets or costs directly related to a specific activity were included as part of the dedicated costs of a particular scheme.

General management and administration costs – treated mainly as overhead costs, these were allocated in consultation with the programme manager based on estimation of contribution to operation of individual schemes.

For the operation of the individual schemes, outputs have been assessed using activity records and estimates provided by the Sure Start manager. In some instances these are based on sample periods of data, since some schemes have only been operating for a limited period of time. Initial periods of implementation are often unrepresentative of how a service would operate when established; activities may be slow to take off depending on publicity and engagement with the local community. Where sample periods were used, information on both resources and activities were translated to an annual equivalent basis.

Table 7 above has already set out the range of activities or schemes operating within Sure Start West Bowling within the first financial quarter of 2003, the period for which the evaluation began. As indicated above, not all of these individual activities were suitable for costing within the evaluation. In order to obtain some more meaningful unit costs, those activities or schemes with recognisable common themes or target groups were classified together for the purposes of costing and analysis. Examples include: crèches of various types and a range of community training initiatives such as computer classes and skills provision,. Where possible training courses were separately identified and costed to allow for more meaningful comparison of units costs (e.g. childcare courses, first aid, etc.).

The final list of categories used for calculating units is set out within Table 8 below.

Table 8. Main West Bowling activities or schemes costed

Outreach	<ul style="list-style-type: none"> • Outreach and home visiting team
Crèches	<ul style="list-style-type: none"> • Foyer Crèche • West Bowling Crèche • Multicultural Playgroup • Talking Tots • Parkside Playgroup (Avenue Road) • Shoppers Crèche • Parent & Toddler Holding Hands (Avenue Road)
Community Training	<ul style="list-style-type: none"> • Active Dads • Computer Classes • Computer Skill Training • Childcare courses • Men's Health/Drop-in/Quiz • First Aid Courses • ESOL Classes • Sewing Classes • Parent craft classes
Home safety	<ul style="list-style-type: none"> • Home safety assessment and equipment

Finally, it should be noted that all costs were expressed in 2003 prices and all output data based on, or adjusted to represent, a full 12 months activity.

Results

Expenditure Allocated to Main PSA Target

Table 9 below shows the estimated proportions of inputs and activity attributed to each PSA target area based on information on the percentage of workload assigned to each by the programme manager. These estimates are based on an initial exercise to assign workload to PSA areas and no opportunity has been available to test this implications of this assessment with the Programme Manager further.

Table 9. Activities allocated to PSA Target Areas

Allocated activities (percent)

Core Activities	Child Protection	Smoking	Child Development	Workless Households
Outreach & Home Visiting	35%	10%	35%	20%
Support for Parents & Families	30%	30%	40%	0%
Play, Learning & Childcare	20%	0%	40%	40%
Community Healthcare	10%	5%	40%	40%
Special Needs Support	10%	0%	90%	0%
<i>Additional activities</i>				
Action on Teenage Pregnancy	30%	35%	35%	0%
Relevant Crime Prevention & Reduction	0%	0%	0%	0%
Relevant Improvements to Parents' Employability	10%	20%	20%	50%

The implications of this assessment for the overall proportions of West Bowling expenditure recorded on the FP10 monitoring forms is shown in Table 10 below and provides the summary of overall programme expenditures in 2002-03 against the main PSA target areas.

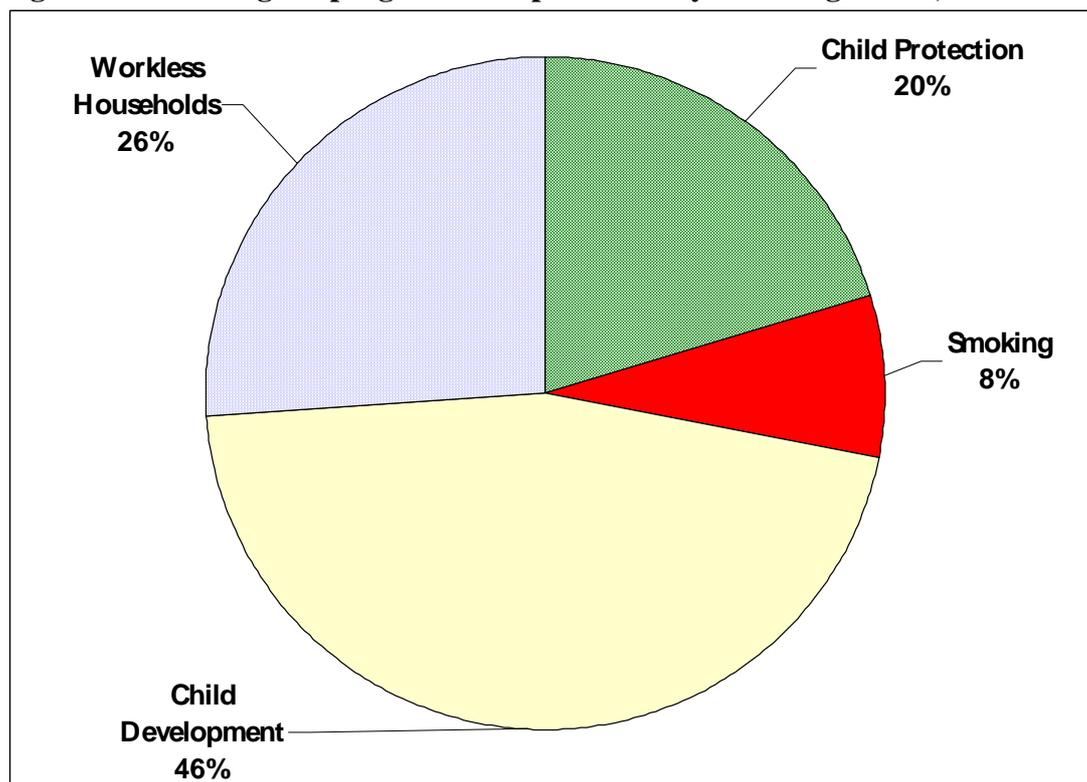
Table 10: Programme expenditure and PSA target areas, 2002-03**Allocated Expenditure (including overheads)**

Core Activities	Child Protection	Smoking	Child Development	Workless Households
Outreach & Home Visiting	£9,614	£19,228	£28,841	£6,409
Support for Parents & Families	£21,535	£10,767	£53,837	£21,535
Play, Learning & Childcare	£10,306	£10,306	£103,059	£82,448
Community Healthcare	£12,861	£32,152	£70,735	£12,861
Special Needs Support	£5,127	£2,564	£41,019	£2,564
Additional activities				
Action on Teenage Pregnancy	£1,282	£6,409	£12,818	£5,127
Relevant Crime Prevention and..... Reduction	£0	£0	£0	£0
Relevant Improvements to Parents' Employability	£4,486	£4,486	£17,946	£62,810
TOTAL EXPENDITURE	£65,211	£85,912	£328,255	£193,753

These data show that 46% of all programme expenditures in West Bowling are devoted to schemes related to child development and almost 26% to workless households. Some 20% is allocated to child protection whilst the remaining 8% is devoted to smoking cessation activities. These proportions are illustrated in Figure 1 below.

It is important to reiterate the quite crude and subjective nature of the estimation of the relative contribution of programme activities to PSA targets contained in the exercise represented by Table 10 and Figure 1. The figures can only be approximations. In addition, there is an inevitable artificiality about the way activities are allocated to PSA targets. Some schemes serve multiple purposes simultaneously and therefore allocating a scheme to one PSA area may underestimate the contribution of a Sure Start programme to others.

Figure 1: Percentage of programme expenditure by PSA target area, 2002-03



Analysis of overall expenditure also shows that management, administration and development expenses (including funds set aside for evaluation) amounted to 21% of total programme costs in 2002-03.

Unit Costs

The results for the unit cost calculations are given in Table 11 below. These costs are based on the estimated total number of clients seen (or course attendees) for the main activities listed. The unit cost is based on a simple division of estimated annual cost by annual activity. The costs include all staffing, consumables and other revenue expenses allocated to each scheme group, and include apportioned overheads for management and administration costs and annualised capital and equipment costs.

Table 11: Calculated unit costs for selected activities/schemes within programme, 2003

Area	Activity or Scheme	Total Cost	Estimated Activity	Unit Cost
Outreach	Outreach and home visiting team	£93,849	1568	£59.6
All Crèches	Comprising: Foyer Crèche; West Bowling Crèche; Multicultural Playgroup; Talking Tots; Parkside Playgroup; Shoppers Crèche; Parent & Toddler Holding Hands.	£153,414	1262	£121.5
Training	Active Dads	£8,985	60	£149.7
	Computer Classes/Skill Training	£16,869	240	£70.3
	Childcare Courses	£5,534	41	£135.0
	Men's Health/Drop-in/Quiz	£23,195	130	£178.4
	First Aid Courses	£3,782	39	£97.0
	ESOL Classes	£7,314	70	£104.5
	Sewing Classes	£3,191	24	£133.0
	Parent craft classes	£14,390	360	£40.0
Home Safety Schemes	Clients assessed and provided with equipment	£34,000	291	£116.8

It is important to remember that the unit costs shown here are based on estimates of costs and activities for the sample period in 2003. Given the absence of any systems and processes in place to specify appropriate cost centres and ensure data on expenditures and activities have been *routinely* allocated to these cost centres, many elements of cost have been based on general apportionment rules. As a result, some of the calculated unit costs will be sensitive to a number of specific local issues:

- The accuracy of the activity data used to estimate the annual workload or outputs of the individual schemes.
- The definition of specific schemes. In order to respond to local need, specific schemes with ostensibly the same name (e.g., home visiting for health support, community

training) may comprise different inputs and employ different methods of delivery. These differences may produce significant variations in unit costs.

- The degree to which schemes are distinct or operate in conjunction with others (e.g., crèches provided as part of training events), and hence the extent to which there are joint costs. Joint costs may be difficult to disentangle and apportion to particular activities.

One issue is especially important to consider when interpreting the unit costs presented in Table 11. Many of the costs are based on costs per client registered or provided with a service rather than individual attendances. This was how most of the activity data was provided. Whilst this is suitable for many training courses – so that the appropriate comparator would be the cost of providing such a course through an alternative public or private provider - it is less obvious that this is the best way to measure activity in other schemes. The cost per crèche activity, for example would be better represented as cost per attendance in order to see how the Sure Start schemes would compare to a cost for a child attendance at a private crèche facility per session. The outreach and home visiting service costs are based on the number of attendances seen; but this was calculated using an estimated average number of visits per client of four, rather than actual data on total visits to clients.

Some appropriate comparative costs for these activities can be obtained from the 2003 edition of *The Unit Costs of Health and Social Care* (Netton and Curtis, 2003). Outreach costs can be compared with the unit costs of health visitor visits. The following costs are presented within Netton and Curtis: £27 per home visit and £76 per hour spent on home visits². At £60 per client visit, the Sure Start costs do not appear to be unusually high, although this depends on the accuracy of the assumption that each client receives, on average, four visits. Activity levels per staff are likely to be lower within Sure Start programmes compared to health service home services, such as health visiting, because of the nature of the client populations: more difficult to access and with greater or more complex needs than those routinely seen within conventional health settings.

² These exclude the costs of obtaining/maintaining qualifications as no attempt was made to estimate these costs for Sure Start staff.

Available comparative costs for many of the training courses and activities undertaken within West Bowling Sure Start are not available within standard publications such as Netton and Curtis. Some of the community training activities appear to have relatively low costs based on the information provided as part of the evaluation. These should be compared with similar training course charges per registered student from local adult education providers in Bradford, such as Bowling College. However, the comparisons need to be based on equivalent activities and cost data; the courses should be equivalent in content and accreditation available; the costs from private and other public sector providers should be adjusted to reflect costs (e.g., net of subsidies).

Discussion

The results presented above need to be treated with caution until further analysis is performed. This applies in particular to many of the community training courses where comparative data are not presented here. Outreach services are a little on the high side, but case-mix differences, clients difficult to reach and with complex needs, may explain this variation.

These examples also illustrate some important difficulties facing Sure Start managers in Bradford when trying to grapple with the issue of efficiency and cost-effectiveness. At present there are a number of significant deficiencies in the information systems for supporting Sure Start programmes. Sure Start managers need to have information systems to support both their strategic and operational responsibilities, including reviewing the efficiency with which their services are provided. At present, however, the information collected on expenditures, resources used (staffing and facility costs, in particular) and activities (as measures of outputs obtained) are not systematically collated and related to each other within the information systems used to collect routine data. This is an important missed opportunity.

In addition, in the absence of detailed information against cost objectives and associated cost centres, robust costs could only be obtained using some form of ingredients based micro-costing exercise. This means that a number of limitations should be recognised in the context of interpreting the results in Table 11 above.

At the practical level many Sure Start programmes are highly individualised, in order to meet the specific needs of their client populations. In addition to the different types and levels of need, local catchment areas have a range of particular characteristics - demographic, social and cultural - that significantly affect the way services have to be organised and delivered. This means that there are many disparate activities within each Sure Start area; the organisation and content of each is often significantly different in different localities to reflect local needs and circumstances, which condition how the service can be delivered. This means that there are likely to be important case-mix

differences between the types of clients seen within Sure Start programmes and those 'represented' by any average costs used for comparison against the local unit costs obtained. The underlying heterogeneity of costs, related to specific case-mix differences, should be explicitly recognised when comparing the relative efficiency of schemes provided under Sure Start against similar services provided under conventional public or private alternatives (e.g., health visiting services within the NHS or private crèche costs). This makes any straightforward comparison of unit costs difficult and potentially misleading. Nevertheless, it will be possible to use the unit cost data produced as a framework within which to consider whether the same public objectives and effects could be obtained by eliminating unnecessary waste or by using resources in different ways. The unit costs calculated can be compared with similar or near-market values to provide a starting point for the benchmarking of performance.

A further practical limitation to a local 'cost-effectiveness' evaluation of Sure Start should also be made clear. The range of services and individual schemes in each Sure Start programme means that there may be a number of small or peripheral activities for which the difficulties of estimating a unit cost outweigh the benefits of doing so; particularly given the limited resources available for this type of analysis. This explains why not *all* individual activities were costed as part of the evaluation.

Finally, the interpretation of units costs also needs to be carefully related to the overall objectives of the Sure Start initiative. Whilst it is necessary to ensure that scarce resources are used as efficiently as possible, other objectives may be important. When developing new ways of delivering services, decision-makers should also be explicit about what other important objectives should obtain, especially where these may involve significant efficiency trade-offs. Sure Start programmes are good examples of publicly provided services that have other long-term goals, such as addressing issues of poverty, inequalities and social exclusion. In the case of women's training courses, outcomes include local capacity building, increased self-esteem, together with evidence of improved parenting (Csikar, Malik & Williams, 2004). Thus, the worth of a local programme, and more particularly some of the individual schemes operating within a programme, cannot be assessed purely on the grounds of efficiency. Equity and cost-efficiency can present as competing goals in the context of the financial management of specific activities within Sure Start Programmes.

Recommendations

1. Additional work should be undertaken in West Bowling to improve the routine recording of Sure Start activities so that appropriate measures are available for the calculation of unit costs (activities by individual client attendance and visits rather than numbers of clients registered).
2. Programme expenditures and activities should be assigned appropriate costs centre codes to facilitate future analysis of unit costs. Recording expenditures and activities against defined cost centres should be undertaken routinely to minimise the data collection burden and ensure that future high-level unit cost estimates can be produced as a by-product of operational information systems within the Sure Start programme.

Discussion should be undertaken, in collaboration with other Sure Start programmes, to consider developing the use of the 'SoftSmart' system to establish cost centres and record activity and workload by staff against these cost centres. This requires that the database be expanded to include financial/expenditure data as well as information on activity.

3. Additional analysis of the costs of community training schemes should be undertaken to establish appropriate benchmark comparisons for these type of services.

The latter raises a general problem in relation to the unit costs comparisons expected as part of the local cost effectiveness evaluation of Sure Start programmes: the absence of a simple to understand schedule of appropriate unit costs for many Sure start activities. Whilst there are a number of national publications that provide some comparative data of use to local cost effectiveness evaluations (such as Netton and Curtis) there is still a dearth of cost data for many of the services provided. Given the size of the task facing local programmes and the complexities involved in comparing the efficiency of local services, the National Sure Start Unit should commission the collation of an appropriate schedule of unit costs that could be used for local benchmarking of Sure Start activities.

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