Sure Start Cannock Chase

3 year community satisfaction survey report
2004

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Acknowledgements

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The parent evaluators for their input in designing and conducting the questionnaire

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The programme staff who helped to gather the data
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1. Executive Summary

1.1 Introduction
Sure Start Cannock Chase covers an urbanised area in the south of Staffordshire in the West Midlands, incorporating 3 full wards; Broomhill, Chadsmoor, and Huntington and one partial ward, the north area of Cannock South. Sure Start is located at the Early Years and Sure Start Centre, close to Cannock town centre; activities/services are run both at the centre and from a number of venues in the Sure Start area. The programme will shortly become part of a Children’s Centre; building work is currently taking place on the purpose-built premises to increase the size of the building.

Monitoring and evaluation of local Sure Start programmes is a statutory requirement. The Sure Start Guidance asks Programmes to report on the proportion of parents (with children under 5) who are very satisfied and satisfied with services for young children. Each Sure Start programme is required to carry out a community satisfaction survey every three years. This survey was carried out in the Sure Start Cannock Chase Local Programme area to meet this requirement. The survey was completed between July–September 2004.

1.2 Methodology
The user satisfaction survey project was planned by the evaluation core group; a subgroup of the Sure Start Cannock Chase management board. The core group is made up of parents, service providers, the programme manager and the evaluation officer. The questionnaire was developed by a group of Sure Start parent evaluators in collaboration with the evaluation officer. The questionnaire contained 35 questions in total split into 4 categories: monitoring and personal information, play and learning opportunities, health services and Sure Start Cannock Chase services. Questionnaires were distributed at a number of community venues around the Sure Start area and were completed one to one with a facilitator. A purposive criterion sampling method was selected, meaning all those individuals fitting a set of criteria were selected to complete the questionnaire. The survey aimed to reach a sample of 20% (167 people) of the total number of families living in the Sure Start area, an 80% (134) response rate was actually achieved by the programme.

1.3 Results
- 95% (127) of questionnaires were completed by females with 84% (113) completed by the mothers of children under five.
• 49% (65) of the sample did not use childcare on a regular basis. 46% (62) of people in the sample did have regular childcare arrangements for their children aged under 5. Nursery was the most commonly used childcare in this sample with 28% (37) using either the Sure Start nursery or other nursery provision.

• Overall people were very satisfied (48% 64) with the local playgrounds in the Sure Start area; 42% (56) were satisfied and 10% (14) did not use local play facilities. Lansbury drive was used by the least number of people and received the most negative responses.

• People were asked to comment on the health services that the children under 5 that they look after had used in the previous 12 months. The most commonly used service was the G.P (118). 51% (60) of people in the sample accessing local GP services were very satisfied and 40% (47) were satisfied.

• 100% (134) of people completing the questionnaire had heard of Sure Start Cannock Chase. 86% (115) had been in contact with the Sure Start programme in the previous 12 months.

• People were asked to reflect on their overall level of satisfaction with all the Sure Start services that they and the children they look after had used. Over half of all those asked (54% 73) were very satisfied with Sure Start and 37% (49) were satisfied.

• 35% (47) of people found out about Sure Start Cannock Chase through the local Health Visitors, this was the most commonly stated method found in the survey sample.

• 78% (105) of the sample find out about Sure Start activities and services via the Sure Start newsletter.

1.4 Recommendations

• A majority of respondents to this survey were female carers with mothers making up the largest group; the programme should investigate methods of involving the views of male carers.
• The survey was completed largely by white British respondents although it is recognised that this is reflective of the ethnic make up of the Sure Start area the programme must continue to look at ways in which to encourage cultural awareness within the community.

• Unfortunately local playgrounds received some negative feedback, therefore the survey findings and comments regarding the local playground and park facilities should be forwarded on to the local council.

• The survey looked briefly at library visits, however further details are required to clarify the usage of library services. A short piece of evaluation work is needed to provide more details on this area.

• Several people stated that they did not feel comfortable attending Sure Start activities because of a clique of parents making them feel unwelcome and isolated. The programme plans to instigate a scheme of ‘Parent Welcomers’ to be available at activities to welcome and support new parents to feel involved, the findings of this survey support the need for this scheme.

• A large number of respondents had initially heard of Sure Start via their local Health Visitor, this highlights the importance of the two month visit. The programme should refocus on how it can increase these visits and ensure all local families receive information about Sure Start.

• People found out about Sure Start activities through a wide range of methods, it is therefore important that as many options as possible are used to advertise Sure Start, including local press and community venues.
2. Introduction

2.1 Sure Start Cannock Chase covers an urbanised area in the south of Staffordshire in the West Midlands incorporating 3 full wards, Broomhill, Chadsmoor, and Huntington and one partial ward, the north area of Cannock South. The needs of the area are clearly illustrated in The Index of Multiple Deprivation 2000 with all four wards featuring in the 20 most disadvantaged wards in the County. The area has long term unemployment with a legacy of colliery closures, low educational attainment, poor health, crime and fear of crime. The programme serves a coherent neighbourhood and the boundaries make sense to local people. It is an area with a growing sense of cohesion brought about through a number of emerging bids, e.g. for Single Regeneration Budget funds and for a Healthy Living Centre. Culturally, the area is predominately white. There are high levels of need for family support services to be accessible in the area. Families living within the catchment area have been identified as having shared needs and concerns about accessing childcare. Many families have multiple and complex difficulties with some not accessing the range of support services offered to the locality. Sure Start is located at the Early Years and Sure Start Centre, close to Cannock town centre; activities/services are run both at the centre and from a number of venues in the Sure Start area. The programme will shortly become part of a Children’s Centre; building work is currently taking place on the purpose-built premises to increase the size of the building.

The programme is run by the management board made up of representatives from the statutory and voluntary sectors along with 7 parent representatives. The board is responsible for all decision making in the programme and for planning the mainstreaming of Sure Start services in the future. The parents of Sure Start Cannock Chase are a very active group; the original parent’s forum has grown into the Parents In Partnership group (PIP). This is a voluntary organisation of parents from across Cannock whose aims are to increase awareness and involvement in community matters and to develop the capacity and skills of members and their children in such a way that they are better able to identify and help meet needs and to participate more fully in society.

2.2 The programme aims to reshape and improve existing local services through partnerships of local statutory, voluntary and community organisations in order to deliver specific objectives determined by Public Services (PSA’s) and Service Delivery Agreements (SDA’s):
• Improving the availability, accessibility, affordability and quality of childcare
• Improving learning
• Improving social and emotional development
• Improving health
• Strengthening families and communities

The programme offers a range of services and activities for families including

• Childminder network support
• Support for the local pre-school playgroups
• Special needs toy library
• Community children’s nursing team
• Crèche facilities
• Trans-age project
• Parent and community link worker
• Citizen’s advice bureau
• Speech and language support
• Domestic violence outreach and support
• Health visitors
• Midwifery services
• Dietician
• Clinical psychologist
• Exercise Classes
• Play and Stay
• Baby Massage
• Adult training
• Bumps and babes

2.3 There are currently 837 eligible families living in the Sure Start area, with 750 of these families registered with the programme; 53.5% of these families were accessing Sure Start activities in July 2004. The Chart below (Chart 1) shows a steady increase in the number of both families and children seen by the programme between April 2003 and March 2004. There has been a steady increase in numbers of both families and children accessing services. The dip in numbers during August is due to the school summer holidays.
2.4 Monitoring and evaluation of local Sure Start programmes is a statutory requirement. Objectives and targets are set for Sure Start programmes so that progress can be monitored to ascertain whether, and to what extent, a programme has “made a difference”. The Sure Start Guidance asks Programmes to report on the proportion of parents (with children under 5) who are very satisfied and satisfied with services for young children. Each Sure Start programme is required to carry out a community satisfaction survey every three years. This survey was carried out in the Sure Start Cannock Chase Local Programme area to meet this requirement. The survey was completed between July–September 2004.
3. Aims & Objectives

3.1 The aim of this survey was to establish the levels of satisfaction with local services amongst parents and carers of children under 5 years old, living in the Sure Start Cannock Chase area. The survey looks broadly at the services available for families with young children not just those offered by the Sure Start local programme.

The community satisfaction survey addresses 3 main questions:

- What are we doing?
- How well are we doing it?
- What improvements or changes need to be made?

3.2 The objectives of the survey were to:

- Fulfil the national requirements for reporting levels of satisfaction with Sure Start services
- Review the use of local services for families with young children
- Obtain comments about services for families with young children
- Review levels of knowledge about Sure Start services
- Review levels of satisfaction with individual Sure Start services
4. Methodology

4.1 The user satisfaction survey project was planned by the evaluation core group; a subgroup of the Sure Start Cannock Chase management board. The core group is made up of parents, service providers, the programme manager and the evaluation officer. A survey of this size requires the use of a questionnaire (see appendix 1) which was developed by a group of Sure Start parent evaluators in collaboration with the evaluation officer. The parent evaluators had previously attended a research and evaluation training course run by Staffordshire University and gained skills and knowledge of a range of research tools and methods, this project was the first time that these skills had been used, and the parents were involved throughout the process in the design of the questionnaire, its administration and in the analysis of the data.

4.2 The design of the questionnaire drew on examples from other Sure Start programmes taken from the NESS website. The questionnaire contained 35 questions in total, split into 4 categories: monitoring and personal information, play and learning opportunities, health services and Sure Start Cannock Chase services. A prize draw was also included as an incentive to complete the questionnaire. The parent evaluators drew attention to the need for sensitivity towards local parents living just outside of the Sure Start area, asserting the importance of establishing whether the participant lived inside the Sure Start area before discussing potential prizes. The questionnaire was piloted with a small group of parents however, due to the involvement of parents at all stages of the development of the questionnaire very few changes were required.

4.3 A scientific sampling method was not used in this project for a number of reasons, firstly, there was a discrepancy regarding the number of families with children under 5 living in the Sure Start area between the data held by Cannock Chase PCT and the programme figures, which were based on census information; this took some time to reconcile, and meant that a definitive list of families was not available at the beginning of the project. Secondly, the use of scientific sampling methods points to the use of either postal questionnaires or individual interviews, postal questionnaires were rejected because of the notoriously poor response rates to these tools, community literacy levels and the associated problem of incomplete responses. Due to time constraints and safety issues, individual interviews were also rejected. It was decided that the most suitable way to access the views of local families was via the distribution of questionnaires at a number of community venues.
around the Sure Start area. A purposive criterion sampling method was therefore selected, meaning all those individuals fitting a set of criteria were selected to complete the questionnaire. In practical terms this meant that those eligible to complete the questionnaire and to meet the following criteria:

- people present at any of the 18 different locations selected around the area, when the researchers were present,
- who lived within the Sure Start postcode area
- that were the parent or carer of a child under 5 years of age.

The NESS guidance for user satisfaction surveys asserts that the sample size should be between 15-30% of the total number of families with children under 5 living in the Sure Start area. The Sure Start area has 837 such families aiming at a sample of 20% 167 questionnaires were required. A response rate of at least 70% is required for the results to be seen as reliable; the survey actually achieved a response rate of 80% due to the use of appropriate methods for the local community.

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<tr>
<th>Total no. of households with dependent children under 5 years</th>
<th>20% sample of total</th>
<th>70% response rate would be</th>
<th>Actual sample size</th>
<th>Actual % response rate</th>
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<tr>
<td>837</td>
<td>167</td>
<td>117</td>
<td>134</td>
<td>80%</td>
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4.4 The questionnaires were completed one to one with a facilitator; this approach was taken primarily to counter literacy issues. In most cases the parent evaluators facilitated, however Sure Start staff also administered the questionnaire. Before data collection started both parent evaluators and staff received a refresher session on how the questionnaire should be administered.

The survey was conducted at a variety of venues around the Sure Start Cannock Chase area to ensure the views of families that do not access Sure Start were gained. These venues included local schools, local shops, health centres, nursery schools, playgroups and Sure Start activities. A town centre event was also held on a busy market day in Cannock town centre. In order to encourage people to complete the questionnaire the programme gave away free Sure Start balloons and pens. A merry-go-round ride was also hired offering free rides for children under seven; this allowed parents/carers an opportunity to complete the questionnaire whilst the children were occupied. Only one questionnaire was completed by each respondent regardless of the number of activities they attended.
The survey was carried out anonymously; respondents were asked at the end of the questionnaire if they would like to give their name and address to enter the prize draw, they were also asked if they would like to receive more information about Sure Start. To ensure confidentiality the names and addresses were detached from the questionnaire so that answers could not be attributed to individuals.
5. Results

5.1 Monitoring information

Basic monitoring data was gathered about the people completing the survey (for full raw data see appendix 2). The majority of questionnaires were completed by mothers (see chart 2 below), a small number of other carer’s views were gained, however the lack of diversity highlights the problems in gathering the views of other carers, particularly those of male carers. In fact only 5% (7) of the questionnaires were completed by men.

![Chart 2: Adults Relationship to the child they look after](chart2)

A wide age range was represented in the survey (see chart 3 below) with the majority of respondents aged 26 to 35. The only age group that was not represented was the under 16’s.
Just over 98% (132) of respondents had a British ethnic background the remaining 2% of the sample came from a Pakistani and Chinese ethnic background. This sample reflects the ethnicity data from Census 2001 for the Cannock district.

5.2 Play and learning

Respondents were asked about their childcare arrangements, 49% (65) of the sample did not use childcare on a regular basis; 46% (62) of people in the sample did have regular childcare arrangements for their children aged under 5. Nursery was the most commonly used childcare in this sample with 28% (37) using either the Sure Start nursery or other nursery provision (See chart 4 below). Family was the second most widely used form of childcare, other forms of childcare commented on by respondents included good friends and the family centre.
The survey asked people, which of the local play and learning facilities they use with the children under 5 that they looked after, and how satisfied they were with these facilities (see chart 5 below). All of the facilities received positive feedback with the majority of respondents feeling very satisfied with the play and learning opportunities in the Sure Start area. Only 3 services received either dissatisfied or very dissatisfied comments. Local Parks were the facility used most by those completing the survey and had a mixed response with a small number of people feeling either dissatisfied (11) or very dissatisfied (6).
The survey focused on the outdoor play facilities available for children aged under 5 in the Sure Start area, this theme was highlighted because of negative comments received about local facilities during the initial consultation when the Sure Start programme was set up. Most respondents to this survey stated that outdoor play took place in the garden (110) or local park (71) (see chart 6) however a small number of people (3) stated that the children under 5 in their care had nowhere to play outside.

!

Sure Start Cannock Chase has invested money in all of the outdoor play facilities discussed in chart 7 to improve the play equipment and floor surfaces. Overall people were very satisfied (48% 64) with the local playgrounds in the Sure Start area; 42% (56) were satisfied and 10% (14) did not use local play facilities. Lansbury drive was used by the least number of people and received the most negative responses (see Chart 7). St Aidan’s and St Chad’s outdoor play facilities received the most positive responses, these are enclosed play areas that are only accessible through Sure Start.
Despite the improvements made by Sure Start, all of the local outdoor play areas shown in the above table received some negative responses. People were asked to comment on these play areas, these comments offer some insight into the problems that persist in the local playgrounds.

"There's graffiti, big kids on bikes and skateboarding down the slide"

"Litter, beer cans and teenagers hang around"

"I would not use Lansbury Drive again; it's full of glass and very untidy"

"There are no swings or little children's stuff at Lansbury drive"

"Some of them are clean and the rest are full of drug paraphernalia"

Despite these problems, overall the play areas received very satisfied responses and many positive comments were also recorded.

"We get a lot out of them and enjoy going"

"It's a good park for the little ones"

"St Aidan's church hall is much better now there is an outdoor play area"
The survey asked people about the library attendance of the children under 5 years old that they look after. Regular attendance was very low amongst the sample (see chart 8), with only 6% (8) attending weekly and 9% (12) attending fortnightly. The majority of respondents, 33% (44) stated the children they looked after attend the library occasionally; unfortunately 31% (42) stated that they never used the local library facilities. These respondents were then asked why they didn’t use the library, comments fell into 3 categories: 1. not having enough time to go, 2. they had never thought about going 3. they felt their child was too young to go to the library. Other comments included:

“I don’t know what services are on offer for my child there”

“It’s slightly out of the way and parking is a problem, makes it expensive”

This question asks people how often they visit the library, although the figures show few people going into the library building on a regular basis, they may be accessing library services through a range of outreach services available in the Sure Start area.

5.3 Health

People were asked to comment on the health services (for children under 5 in their care) they had used in the previous 12 months (see chart 9 below). All services received positive feedback with five services receiving a limited number of dissatisfied or very dissatisfied comments. The most commonly used service was the G.P (118); 51% (60) of people in the sample accessing local GP services were very satisfied and 40% (47) were satisfied. Respondents were asked to state in what
ways they found these services helpful for them as a carer of young children. The four most commonly stated reasons were they found these services helpful for providing advice (91), support (66), contact (61) and listening (52).

Chart 9: Usage and satisfaction with health and support services for children under 5 over a 12 month period

The survey asked respondents if they or their partners smoked; 32% (43) of the people asked did smoke, 63%, (85) of the sample did not smoke, 6 people did not answer the question. 27% (36) of partners smoked, 55% (74) of partners did not smoke, and 18% (24) of people either didn’t have a partner or failed to answer.

Where mothers were completing the questionnaire they were asked if they had smoked before they found out that they were last pregnant, 47% (51) of respondents did smoke. These people were then asked at what stage during their pregnancy they gave up smoking; 43% (21) of these mothers gave up as soon as they first found out that they were pregnant, 41% (20) continued to smoke throughout their pregnancy.

5.4 Sure Start Cannock Chase

100% (134) of people completing the questionnaire had heard of Sure Start Cannock Chase. They were then asked if they or the children they look after had been in contact with the Sure Start programme in the previous 12 months, the majority of people 86% (115) had been in contact with the programme. However 8% (11) had not accessed Sure Start service, these people were asked why they didn’t use Sure
Start services, answers fell into 2 categories, people felt that they didn’t need the services, and people don’t have enough time to use the services. One person commented that they did not use services because they: “Had an unpleasant experience at a play and stay session, [where they were] not spoken to or welcomed”.

The survey also asked what would encourage the people that didn’t access services to use them in the future, comments included “if it were available for all the family”, “More friendly and welcoming” and “when my child is older”.

People were asked how they had first heard about the programme, a wide range of methods have been used to advertise the programme (see chart 10 below) the most commonly stated method found in the survey sample was being informed about the Sure Start Cannock Chase programme by local Health Visitors (35% 47), word of mouth was the second most common method (26% 35). Other methods included via local play groups and school, the West Chads Moor Family centre, from work and information days in Cannock town centre.

![Chart 10: How people first heard about Sure Start Cannock Chase](chart.png)

The Sure Start newsletter was the most common way to find out about Sure Start activities and services (78% 105). Chart 11 shows the various ways in which the sample had found out about activities.
A list of the full range of current Sure Start activities was provided in the survey, people were asked which they had accessed and how satisfied they were with these individual services. Chart 12 shows that all services had been used by people in the sample and received very positive feedback about all activities. The play and stay sessions were particularly well used amongst the sample group.

The survey asked if people found Sure Start activities easy to get to 83% (111) stated that they felt that yes they were easy to get to. 63% (84) of these by foot, 15%
(20) because they take place at various venues around the Sure Start area and 5% (7) because they use the Sure Start vehicle to access activities. 3% (4) of people felt that activities were too far away and 2 people (1%) were unaware of the Sure Start pick up service.

22% (29) of respondents had accessed adult training sessions through Sure Start; the courses they had attended covered a range of topic. The most frequently mentioned amongst the sample were future focus and Learn Direct, 27 of the people accessing this training said that they found these courses useful. 78% (105) of people had not accessed any of these adult training sessions. Chart 13 (see below) shows the reasons people gave for not getting involved in the training.

Sure Start activities take place at various locations around the Sure Start area, the survey asked people which venues they used and how satisfied they were with these settings. Chart 14 shows that all venues received very positive feedback the most commonly used venue was the Early Years and Sure Start Centre (EY&SS).
In order to encourage people to engage in a range of Sure Start activities the survey asked respondents for suggestions of ways to help and encourage people to use present and future Sure Start services, 42% (56) of people stated that more information would be useful, one carer said:

“You don’t always know what is meant by the title on the timetable and weather it is suitable for a child of your child’s age, like Bumps and Babes - what’s that?”

Improved crèche availability was stated by 31% (41) of people as a way to help them attend activities. Having someone to introduce people to services was another popular suggestion mentioned by 22% (29) of the sample. Changes to the times and days that activities take place were also put forward as suggestions.

Having thought about the various activities offered by the programme throughout this section of the questionnaire, respondents were asked to reflect and offer their overall level of satisfaction with all the Sure Start services that they and the children they look after had used. This question received a very positive response with 91% (122) of all respondents feeling either satisfied or very satisfied with Sure Start services. Over half of all those asked (54% 73) were very satisfied with Sure Start and 37% (49) were satisfied.
Finally people were asked two open questions; firstly a question to reflect on their experiences since Sure Start started working in the area, to ascertain whether they had noticed any changes in services for families and children in the past 3 years. A large number of comments were gathered overall, people stated that there have been significant changes for the better in the local area, existing services have improved and many new services have started. The following comments offer an example of the range of remarks gathered.

“I have lived in a sure start area for 12 months now and there are a lot more facilities (and better ones) for families than in other areas”

“[There is] loads more, we love sure start. My son has really benefited. It’s helped our family a lot with son’s behaviour and social skills”

“Only found out about Sure Start two years ago, Sure Start has made changes for kids in the area”

“Since Sure Start began I have become involved more in social groups like play & stay. I have got back into learning from the courses that Sure Start ran”

“There are a lot more activities for people to come and for teenagers who have got a baby or a toddler like me!”

“There are a lot of changes: there are more things for you to do with your children and more support for your family”
People were also offered the opportunity to make their own comments upon completion of the survey, some examples of these comments are:

"Is there anyway sure start can encourage more family friendly toilet areas?, i.e. step ups, trainer seats etc., in places such as Brewsters & supermarkets"

"I have found the sure start centre & trips are really enjoyable and will keep on going. The staff at St Aidan’s & Huntington play & stay are fine, but the people there are too clingy and don’t welcome people so I don’t go anymore"

"I think sure start is an excellent idea and am glad that I have been able to participate in it living where I do"

"I have met different people, I didn’t know anyone before I came to sure start and learnt different things. My child has also learnt to communicate with other children and likes playing with peer group"

"Princess street family centre - I find it to be very clicky, the staff are lovely but the fact that I felt unaccepted put me off going"

"Sure start is the best and do not want it to change"

"We have had a lot of help from sure start and their team of workers and would like to say a big “thank you”"
6. Conclusions

6.1 The survey has successfully met with each of the original objectives set out in chapter 3; respondents completing the questionnaire have reported a very high level of satisfaction with the Sure Start Cannock Chase programme with 91% (122) feeling satisfied or very satisfied with services overall.

6.2 The survey reviewed the use of local play and learning and health services available for families with young children living inside the Sure Start area, overall services were well accessed by the respondents and with the exception of outdoor play facilities received very positive feedback and high levels of satisfaction. The survey gathered comments from carers about local services, which allowed a greater insight into the specific benefits and problems that exist, these comments are extremely important particularly when forming recommendations. One example of this, involves the outdoor play areas, which all received some level of dissatisfaction, the comments however highlighted vandalism and litter as the main problems rather than a lack of actual play facilities for the under 5’s.

6.3 The survey aimed to review levels of knowledge about services offered by the programme, again very positive results were found, 100% of respondents had heard of Sure Start Cannock Chase, 86% of these had assessed the programmes services in the previous 12 months.

6.4 A large number of people stated that they had not accessed adult training through Sure Start, however it must be remembered that a large amount of training is carried out informally to put people at their ease, therefore they may not have been aware that the sessions they had attended constituted training. It is very positive that people enjoy the training activities so much, however this does however have implications if people are unaware of their achievements they may not state them on CV’s, application forms etc. There is an important balancing act to be reached between formalising training and providing a relaxed learning environment; formal training potentially impedes people from engaging however it does ensure people recognise their new skills.

6.5 Levels of satisfaction with individual services were also reviewed; all of the services had been accessed by respondents, which is particularly good considering a
number of services were aimed at very specific groups and the sample involved just less than 20% of the families in the Sure Start area. All of the services received very positive feedback, a large majority of respondents were very satisfied with all services.
7. Recommendations

- A majority of respondents to this survey were female carers with mothers making up the largest group; the programme should investigate methods of involving the views of male carers.

- The survey was completed largely by white British respondents although it is recognised that this is reflective of the ethnic make up of the Sure Start area the programme must continue to look at ways in which to encourage cultural awareness.

- Unfortunately local playgrounds received some negative feedback therefore the survey findings and comments regarding the local playground and park facilities should be forwarded on to the local council.

- The survey looked briefly at library visits however further details are required to clarify the usage of library services including the toy library and special needs toy library within the Sure Start area. A short piece of evaluation work is needed to provide more details on this area.

- Several people stated that they did not feel comfortable attending Sure Start activities because of a clique of parents making them feel unwelcome and isolated. Parents need to be supported to become involved in the programme; this support will vary depending on the needs of individuals. Intensive one to one support over several weeks may be needed in order to involve some people, however many of the comments in the survey came from people who had chosen to attend sessions on their own but didn’t feel welcome enough to return again. The programme plans to instigate a scheme of ‘Parent Welcomers’ to be available at activities to welcome and support new parents to feel involved, the findings of this survey support the need for this scheme.

- A large number of respondents had initially heard of Sure Start via their local Health Visitor, this highlights the importance of the two month visit. Due to staff reorganisation there is currently a backlog of visits. The programme should refocus on how it can increase these visits and ensure all local families receive information about Sure Start.
• People found out about Sure Start activities through a wide range of methods it is therefore important that as many options as possible are used to advertise Sure Start, including local press and community venues.

• A large number of people stated that they had not accessed adult training through Sure Start however it must be remembered that a large amount of training is carried out informally to put people at their ease, the programme could include the phase ‘links with training’ on the activity timetable so people are aware that there is a training element to the various sessions.

• The survey found that people would like more information about Sure Start activities in particular what various sessions involve and what age groups they are aimed at. Amendments should therefore be made to the timetable to ensure these details are clearly displayed.

• One respondent suggested Sure Start works with local supermarkets and restaurants to encourage more family friendly toilet areas, the programme should aim to address this issue.
Appendix 1 – Questionnaire
SURE START
COMMUNITY SATISFACTION SURVEY

Hello, Sure Start Cannock Chase is carrying out a questionnaire to find out how families in the Sure Start area feel about their local services. Could you tell me your postcode so we can check if you live in the catchment area?

WS11

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<td>5HD</td>
<td>5JF</td>
<td>5QQ</td>
<td>5TD</td>
<td>6DG</td>
<td>6EN</td>
<td>6NE</td>
<td>6XG</td>
</tr>
<tr>
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<td>4PA</td>
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<td>4PB</td>
<td>4RG</td>
<td>5HF</td>
<td>5JH</td>
<td>5QS</td>
<td>5TF</td>
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<td>4RH</td>
<td>5HG</td>
<td>5JJ</td>
<td>5RJ</td>
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<tr>
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<td>4PE</td>
<td>4RQ</td>
<td>5HH</td>
<td>5JL</td>
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<td>6DN</td>
<td>6EW</td>
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</tr>
<tr>
<td>4BE</td>
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<td>5HJ</td>
<td>5JN</td>
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<td>5BU</td>
<td>5HP</td>
<td>5JR</td>
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<td>5TS</td>
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<td>5HQ</td>
<td>5JS</td>
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<td>5JT</td>
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<td>5HS</td>
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<td>5JX</td>
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<td>5UH</td>
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<td>6EE</td>
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<td>4QY</td>
<td>5EY</td>
<td>5HZ</td>
<td>5QH</td>
<td>5SY</td>
<td>5XP</td>
<td>6EG</td>
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WS12

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<th>4NS</th>
<th>4PD</th>
<th>4PQ</th>
<th>4QF</th>
<th>4QR</th>
<th>4TL</th>
<th>4UU</th>
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</thead>
<tbody>
<tr>
<td>4JP</td>
<td>4NE</td>
<td>4NT</td>
<td>4PE</td>
<td>4PX</td>
<td>4QG</td>
<td>4QS</td>
<td>4TN</td>
<td>4UW</td>
</tr>
<tr>
<td>4JR</td>
<td>4NF</td>
<td>4NU</td>
<td>4PF</td>
<td>4PY</td>
<td>4QH</td>
<td>4QW</td>
<td>4TP</td>
<td>4UX</td>
</tr>
<tr>
<td>4LX</td>
<td>4NG</td>
<td>4NW</td>
<td>4PG</td>
<td>4PZ</td>
<td>4QJ</td>
<td>4QZ</td>
<td>4TQ</td>
<td>5TD</td>
</tr>
<tr>
<td>4LY</td>
<td>4NJ</td>
<td>4NY</td>
<td>4PH</td>
<td>4QA</td>
<td>4QL</td>
<td>4TA</td>
<td>4TW</td>
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<tr>
<td>4LZ</td>
<td>4NN</td>
<td>4NZ</td>
<td>4PJ</td>
<td>4QB</td>
<td>4QN</td>
<td>4TB</td>
<td>4UJ</td>
<td></td>
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<td>4NA</td>
<td>4NQ</td>
<td>4PA</td>
<td>4PL</td>
<td>4QD</td>
<td>4QP</td>
<td>4TP</td>
<td>4UL</td>
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</tr>
<tr>
<td>4NB</td>
<td>4NR</td>
<td>4PB</td>
<td>4PN</td>
<td>4QE</td>
<td>4QQ</td>
<td>4TH</td>
<td>4UP</td>
<td></td>
</tr>
</tbody>
</table>

29
If postcode doesn’t match, ‘Thank you very much for your time but we need to survey people who live in the catchment area’ (give pen as free gift for taking part)

If postcode does match go on to next question

(i) Are you the carer of any children under 5?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you like to take part in our questionnaire? It will only take a few minutes to complete</td>
<td>Thank you for your time but we need to survey people with children under 5 years old</td>
</tr>
</tbody>
</table>

(Turn to next page)  (Give pen and thank them for their time)

**Data Protection Act 1998**: Information collected by, or provided to, Staffordshire County Council’s Early Years Unit will be used to plan and develop childcare and early years provision within Staffordshire. In addition, it will be retained in accordance with the Data Protection Act 1998, which means that you are entitled to have access to your own information in order to amend any inaccuracies and that your information will not be shared with anyone else without your permission. However, as you would expect, information may be forwarded to other agencies without your consent where the County Council has a legal duty to do so, such as in matters concerning the safety of children.
Please spend a few minutes with us to fill in our questionnaire and you will be entered into our

Free Prize Draw

To win a family meal at Brewster’s Restaurant
(To the value of £25)

All of the information you provide in this questionnaire will be strictly confidential. You will not be personally identified in any way.
About you

1. How many children do you look after? [ ]

2. How many of these children are under 5? [ ]

3. What is your relationship to the children you look after?
   Mother   Father
   Grandmother   Grandfather
   Aunt   Uncle
   Foster Parent   A childminder
   Other

4. Are you?
   Male   Female

5. Are you?
   Under 16   16-25   26-35   36-45   46-55   over 55

6. Which of these best describes your ethnic background?
   Pakistani   British
   Indian   Bangladeshi
   Mixed White and Black Caribbean   Chinese
   Mixed White and Black African   African
   Mixed White and Asian   Caribbean
   Irish   Other

Play and Learning Opportunities

7. Do you have regular childcare arrangements for the children (under 5) that you look after?
   Yes   No (Go to Q9)
8. What kind of childcare do you use?

<table>
<thead>
<tr>
<th>Family</th>
<th>Nursery</th>
<th>Sure Start Nursery</th>
<th>Childminder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sure Start Crèche</td>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. Which of the following do you and the children you look after (under 5) attend? How satisfied are you with these services?

<table>
<thead>
<tr>
<th>Service</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Do not use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playgroup</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent &amp; Toddler group</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Nursery school</td>
<td></td>
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<td></td>
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<tr>
<td>Private Childcare</td>
<td></td>
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</tr>
<tr>
<td>Toy Library</td>
<td></td>
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<tr>
<td>Library</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
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<tr>
<td>Sports/leisure facilities</td>
<td></td>
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<tr>
<td>Special Needs Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. Where do the children (under 5) that you look after play outside?

<table>
<thead>
<tr>
<th>Garden</th>
<th>Local Park</th>
<th>Local playground</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On the street</td>
<td>Nowhere</td>
<td>Other</td>
</tr>
</tbody>
</table>
11. Do the children you look after use any of the following play areas? How do you feel about them?

<table>
<thead>
<tr>
<th>Play Area</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Do not use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kelvin Drive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Chadsmoor Stadium</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Barnard Way</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Lansbury Drive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Aidan’s Church Hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Chads Church Hall</td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

12. Do you have any comments about these play facilities?


13. In general, are you happy with the outside play space for children in your area?

Yes    No

14. How often do you use the local library?

- Weekly
- Fortnightly
- Monthly
- Occasionally
- Never (Go to Q16)

15. Has the library attendance of the children you look after increased over the past 3 years?

Yes    No

If yes, why? (Go to Q17)
16. If you have never used the library service can you tell us why?

Health

17. In the past 12 months have you used any of the following services with the children you look after? How satisfied are you with these services?

<table>
<thead>
<tr>
<th></th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't use service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwife</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Visitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>District Nurse</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Dentist</td>
<td></td>
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<tr>
<td>Baby/Child clinic</td>
<td></td>
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</tr>
<tr>
<td>Social Worker</td>
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<tr>
<td>GP</td>
<td></td>
<td></td>
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<tr>
<td>Speech Therapist</td>
<td></td>
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<tr>
<td>NHS Direct</td>
<td></td>
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<tr>
<td>Hospital Casualty</td>
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<tr>
<td>Sure Start Peer Support worker</td>
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<tr>
<td>Others</td>
<td></td>
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</tr>
</tbody>
</table>
18. In what way do you find the above services helpful for you as a carer?

Offer support and reassurance       Listening/ sympathetic ear
Give advice                         Visited when unwell
Gave advice about feeding           Gave advice about childcare issues
Were easy to contact                Gave information about local facilities
Not helpful                         Other ________________________

19. Do you or your partner smoke?

You                                  Yes  No
Partner                               Yes  No

(Only ask child's mother)

20. Did you smoke before you found out that you were last pregnant?

Yes  No

21. At what stage did you give up smoking?

<table>
<thead>
<tr>
<th>Stage</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>As soon as you found you were pregnant</td>
<td></td>
</tr>
<tr>
<td>By six months</td>
<td></td>
</tr>
<tr>
<td>Between six months and the birth of your baby</td>
<td></td>
</tr>
<tr>
<td>Not at all</td>
<td></td>
</tr>
</tbody>
</table>

Sure Start Cannock Chase

22. Have you heard about Sure Start Cannock Chase?

Yes  No (Go to Q34)

23. If yes, how did you first hear about us?

Poster  Health Visitor
Flyer                                           Word of mouth
Midwife                                         Advert in local paper
G.P                                             Social Services
Other                                            ________________________
24. Have you or the children you look after had any contact with Sure Start in the past 12 months?
   Yes  No
   (Go to Q27)

25. Please tell us why you do not use Sure Start services?

26. What would encourage you to use the services?

   (Go to Q34)

27. How do you usually find out about Sure Start activities/services?
   Posters  Newspapers
   Leaflets  Sure Start newsletter
   Word of mouth  Midwifes/Health Visitors
   Schools  GP/health centre
   Post  Library
   Pre-School/Nursery  Social Services
   Other  ____________________________
28 Which of the following Sure Start Services do you and the children you look after use? How satisfied are you with these services?

<table>
<thead>
<tr>
<th>Services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not aware of service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play and Stay</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>CAB</td>
<td></td>
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<td></td>
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<tr>
<td>Special needs toy library</td>
<td></td>
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<tr>
<td>Postnatal drop in</td>
<td></td>
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<tr>
<td>Open House</td>
<td></td>
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<tr>
<td>Sure Start Crawlers</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Toy library</td>
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<tr>
<td>Free Kick Start</td>
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<td>PIP</td>
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<tr>
<td>Fit Start</td>
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<td>Drop in Antenatal</td>
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<tr>
<td>Bumps &amp; Babes</td>
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<tr>
<td>Super Minis</td>
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<tr>
<td>Parent’s Chat about</td>
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<td>Sure Start Minis</td>
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<tr>
<td>Baby Massage</td>
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<tr>
<td>Speech and Language Advice</td>
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<tr>
<td>Family Centre</td>
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<tr>
<td>Baby Talk</td>
<td></td>
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<tr>
<td>Sure Start Trips</td>
<td></td>
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<tr>
<td>Cook Start</td>
<td></td>
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</tr>
</tbody>
</table>
29. Do you find Sure Start activities easy to get to?

<table>
<thead>
<tr>
<th>Yes, they are easy to get to on foot</th>
<th>No, they are too far away</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, we get picked up by the Sure Start mini bus</td>
<td>No, I didn’t know about / couldn’t get on the mini bus</td>
</tr>
<tr>
<td>Yes, they are held at venues all over the Sure Start area</td>
<td>No, they are always held at one location</td>
</tr>
</tbody>
</table>

30. Have you accessed any adult training sessions through Sure Start? (e.g. Future focus, BRA’s, Learn Direct)

Yes

Which sessions have you attended?

| I don’t feel I need them |
| I didn’t know about them |
| I don’t want to go on my own |
| Other (please specify) |

Please tell us why not

No

Did you find the sessions useful?

Yes  No

31. Which of these venues do you use? How satisfied are you with these venues?

<table>
<thead>
<tr>
<th>Venues</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not aware of service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Years and Sure Start Centre</td>
<td></td>
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</tr>
<tr>
<td>West Chadsmoor Family Centre</td>
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<tr>
<td>Huntington community centre</td>
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<tr>
<td>St Chad’s</td>
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<tr>
<td>St Aidan’s</td>
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</tr>
<tr>
<td>Burn Street Junior School</td>
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</tr>
</tbody>
</table>
32. What would help and encourage you to use present and future Sure Start services?

- More information
- Crèche availability
- Better Access/special equipment (ramps)
- Services closer to home
- Better Transport
- Better publicity
- Someone to introduce you to services
- Other __________________________

33. Thinking of all the Sure Start services that you and the children you look after have needed or used, would you describe your feelings about them as:

- Very satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

34. Have you noticed any changes in services for families and children in this area over the past 3 years? If yes, what are these changes? If No, what needs to change?

35. Thank you for answering all my questions, is there anything you would like to add

Thank you very much for taking the time to take part in our questionnaire

Turn over for Prize Draw Form!
Sure Start Prize Draw

Name

Address

Would you be interested in finding out more about Sure Start

Yes    No

Please detach sheet and keep separate from the questionnaires

Data Protection Act 1998: Information collected by, or provided to, Staffordshire County Council’s Early Years Unit will be used to plan and develop childcare and early years provision within Staffordshire. In addition, it will be retained in accordance with the Data Protection Act 1998, which means that you are entitled to have access to your own information in order to amend any inaccuracies and that your information will not be shared with anyone else without your permission. However, as you would expect, information may be forwarded to other agencies without your consent where the County Council has a legal duty to do so, such as in matters concerning the safety of children.