

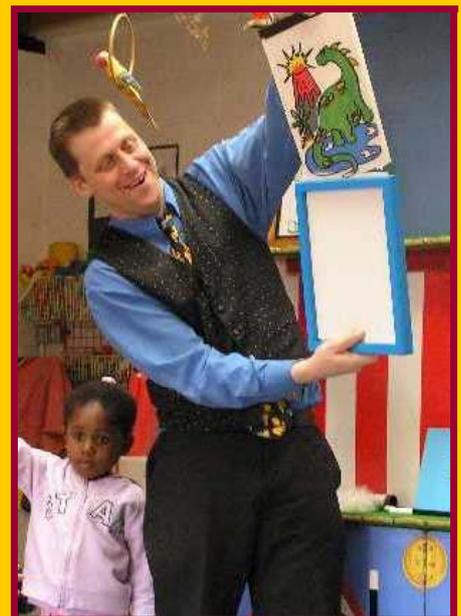
Monitoring and Evaluation
Report on

The 2005 Easter Programme

Mike Williams and Jenny Bailey

Park Lane Sure Start
Local Programme

August 2005



SureStart

Local Programme Park Lane

CONTENTS	PAGE
One Page Summary of Report	1
Introduction to Main Report	2
Park Lane Sure Start Local Programme	2
The Easter Programme Plan	3
Findings, Discussion and Recommendations	5
Actions Arising	6
References	6
Appendix: Targets, Results and Reflection	7
Appendix: Photographs of Events	8

For enquiries, questions and comments on this report, and for more information on other Park Lane Sure Start evaluation reports please contact [Mike Williams](#) on **020 8489 2473 or email mike.williams@haringey.gov.uk**

One Page Summary of Report

During Easter 2005 Sure Start Park Lane local programme provided a two-week programme of activities to families living in the Park Lane area. The programme was provided because it was felt that existing childcare facilities within the local area were expensive, and apart from nursery places, most provision for the under fives closes down during the Easter. The Easter Programme consisted of three types of service:

- A play scheme which ran for eight days between the 21st March and the 1st April at the Northumberland Park Women and Children Centre.
- Four drop-ins which ran between the 21st March and the 1st April at the Northumberland Park Women and Children Centre.
- Two trips to the theatre and one trip to a farm.

With the exception of one drop-in the programme of Easter activities went ahead as planned. The Community Development Worker tried to attract families from different groups. In total:

- Twenty-two families attended the drop-in, surpassing the target of fifteen.
- Six families with children with a disability or special need attended the Easter Programme, four short of the target of ten.
- Seven carers in paid employment attended the Easter Programme, one short of the target of eight.

The main recommendations to arise from the Easter Programme were:

1. The local programme should research how to engage carers in paid employment in Sure Start activities.
2. Service providers looking to involve carers with children with disabilities or special needs should visit Kid City and establish relationships with the families who attend it.
3. In future, the Community Development Worker should secure the agreement of partner agencies to collect data for the evaluation of the programme.

In August 2005, the Programme Manager met with the Community Development Worker and Evaluation Officer to review the findings of this evaluation. The Programme Manager asked the workers to draft a timetable of services and non-term time events for the 2006-2007 financial year, and in particular to:

1. Consult programme staff and commissioned services to establish which services could be run in non-term time.
2. Work with programme staff to develop non-term time services that would appeal to members of the family who do not usually attend Sure Start services during term time (i.e. male carers and older children).
3. Use the Project Form with programme staff to ensure that parents from a diverse range of communities access the non-term time events.

Introduction to Main Report

This is a report on the 2005 Sure Start Park Lane Easter Programme. The report starts by providing a description of the national Sure Start initiative and the Park Lane Sure Start local programme. It then explains why the local programme provided an Easter Programme and details the range of activities offered during the Programme. Next it identifies the targets that the community development worker set for the programme, and the methods used to evaluate the programme. Finally, the report reviews the findings and lists a number of recommendations for future non-term time programmes.

Park Lane Sure Start Local Programme¹

Sure Start is a governmental strategy which aims to improve the life chances of younger children through better co-ordinating early education, childcare, health and family services (Glass, 1999; Sure Start, 2002). It comprises over 500 local programmes rolled out in six waves by the government's Sure Start Unit between 1999 and 2003. Each programme aims to improve the health and well being of families so children are ready to flourish when they go to school. They do this through delivering community based services in disadvantaged areas. Sure Start local programmes were planned to be ten year projects, charged with the responsibility for innovating and piloting services that mainstream organisations such as the local authority and health authority did not provide. Local authorities and health authorities are expected to work with Sure Start local programmes to integrate the most effective Sure Start services, practices and learning into their existing service provision. This process of integration is often referred to as mainstreaming. The Unit requires local programmes to be run by partnerships of statutory organisations, voluntary sector organisations, community groups and parents (Sure Start, 2003).

Park Lane is one of five Haringey Sure Start local programmes. Haringey is a Borough of London located in the north of the capital. Its population is ethnically mixed, mobile and 9% is made up of refugees and asylum seekers. Haringey ranks as one of the most deprived boroughs in the country, with 7.3% of the population unemployed in January 2003 (Haringey Teaching Primary Care Trust, 2003). There is an extensive area of deprivation in the east and centre of Haringey, with nine Haringey wards featuring in the 10% most deprived wards in the country (Haringey Teaching Primary Care Trust, 2003). Haringey also has high numbers of children living in poverty with associated health problems (Haringey Teaching Primary Care Trust and Haringey Council, 2002). About one-fifth of families are not permanently living in the Borough (Haringey Strategic Partnership, 2002).

As previously indicated Sure Start local programmes were rolled out in six waves between 1999 and 2003. Park Lane Sure Start Local Programme is a wave five programme, which started in 2003, and at the time of writing, is in its third year. Park Lane Sure Start requires all its services, whether internal or commissioned, to monitor and evaluate their effectiveness in meeting Sure Start objectives and in impacting on

¹ <http://www.haringey.gov.uk/education/educationservices/earlyyears/surestart/surestartparklane.htm>

the lives of local families. The programme recognises the importance of evaluation for assessing and improving the effectiveness of local services, and informing local discussions over the integration of Sure Start services, practice and learning into mainstream service provision. The next section explains why the local programme provided an Easter Programme and details the range of activities offered during the Programme. It also identifies the targets that the community development worker set for the programme, and the methods used to evaluate the programme.

The Easter Programme Plan

During Easter 2005 Sure Start Park Lane local programme provided a two-week programme of activities to families living in the Park Lane area. The community development worker felt there was a need for the Easter programme because:

- Existing childcare facilities within the local area were expensive.
- Apart from nursery places, most provision for the under fives closes down during the Easter.

The Easter Programme consisted of three types of service:

- A play scheme which ran for eight days between the 21st March and the 1st April at the Northumberland Park Women and Children Centre.
- Four drop-ins which ran between the 21st March and the 1st April at the Northumberland Park Women and Children Centre.
- Two trips to the theatre and one trip to a farm.

The community development worker also identified one key outcome:

- To reduce the cost of child-care for employed parents during the Easter fortnight.

This outcome helped the Sure Start local programme achieve the Sure Start Objective of improving the affordability of childcare.

The community development worker identified the following attendance targets for the Easter Programme:

- Fifteen families to attend the Easter Programme.
- Eight carers will be in paid employment.
- Ten families with a child with a disability or with special need, will attend one of the theatre trips.

Data Collection

The community development worker and evaluation officer identified three methods for collecting the data needed to assess whether the Easter Programme had met its targets. The methods were:

1. A registration form which required carers signing up for Easter Programme activities to indicate their post code, whether they were in employment and whether their child had a disability. The administrative staff used the form when registering parents. The information provided on the form helped establish whether the Programme had met its attendance targets and had attracted 'hard to reach' groups.
2. Photographs of the drop-ins and trips. These were taken by the community development worker and were used as evidence that the events took place.
3. A short questionnaire to be used with those parents in employment to establish if bringing their children to the play scheme had helped reduce child care costs

The community development worker and evaluation officer met in July 2005 to review the data collected. They found that:

1. The registration forms had been filled in.
2. Photographs had been taken of most of the drop-ins and trips.
3. The questionnaire had not been administered. Originally, the community development worker had planned, with another worker, to administer the questionnaire to parents at the end of the last play scheme session on April 1st and then conduct telephone interviews with those parents who had not turned up to the last session. However during the review meeting with the evaluation officer she reported that she had changed the plan, intending to ask staff of the Northumberland Park Women and Children's Centre to administer the questionnaire. Unfortunately she had not effectively communicated this to the Centre and the data had not been collected.

Findings, Discussion and Recommendations

The table on page 7 compares and contrasts the results for the Easter Programme with the targets that had been set. The community development worker was asked to reflect on each result, and assess what had worked well and what could be improved in the future. With the exception of one drop-in (see target 4) the programme of Easter activities went ahead as planned:

- A total of twenty-two families attended the drop-in, surpassing the target of fifteen.
- Six families with children with a disability or special need attended four short of the target of ten.
- Seven carers in paid employment attended one short of the target of eight.

It was not possible to ascertain whether the Easter programme had succeeded in reducing the cost of childcare for carers in employment because the questionnaire had not been administered.

The main recommendations to arise from the Easter Programme were:

1. The local programme should research how to engage carers in paid employment in Sure Start activities.
2. Service providers looking to involve carers with children with disabilities or special needs should visit Kid City and establish relationships with the families who attend it.
3. In future, the Community Development Worker should secure the agreement of partner agencies to collect data for the evaluation of the programme.

Actions Arising

The Programme Manager met with the Community Development Worker and Evaluation Officer in August 2005. The Programme Manager stressed the need to put more work into ensuring that people from different communities access non-term time Sure Start events. In the meeting it was agreed that where possible Sure Start services should run through the holiday period. The Evaluation Officer and Community Development Worker felt that the programme could better achieve outcomes if it continued their services in non-term time. The Programme Manager noted that some services had to vacate their premises during term-time so there was still a need for special non-term time events. The Programme Manager gave the Community Development Worker and Evaluation Officer the remit of preparing a draft timetable of services and non-term time events for the 2006-2007 financial year. Preparing the draft would involve:

1. Consulting programme staff and commissioned services to establish which services could be run in non-term time.
2. Working with programme staff to develop non-term time services that would appeal to members of the family who do not usually attend Sure Start services during term time (i.e. male carers and older children).
3. Using the Project Form with programme staff to ensure that parents from a diverse range of communities access the non-term time events.

References

Glass, N. (1999) Sure Start: The Development of an Early Intervention Programme for Young Children in the United Kingdom, *Children & Society*, 13, 257-264.

Haringey Strategic Partnership (2002) *Better Services for Our Community, Haringey's Community Strategy, April 2003-2007 (Consultation Draft)*, Haringey: Haringey Council.

Haringey Teaching Primary Care Trust (2003) *Haringey Teaching Primary Care Trust: Local Delivery Plan 2003/6*, London: Haringey Teaching Primary Care Trust.

Sure Start (2002) *A Guide for Sixth Wave Programmes*, Nottingham: DfES.

Sure Start (2003) *Sure Start Guidance 2004-2006 Section II Delivery Guidance*, National Sure Start Unit: London.

Target	Result	Reflection and Learning
1. One play scheme, will run for eight days, 9am - midday, from the 21 st March to the 1 st April, provided by Northumberland Park Women and Children's Centre.	The play scheme went ahead as planned.	The Northumberland Park Women and Children Centre should be considered as providers for future play schemes.
2. Attract fifteen families to the Easter Programme.	Twenty-two families attended.	The community development worker used a variety of methods to attract families to the Easter Programme. These were sending out fliers to parents on the Sure Start Connect database; visits to the Turkish/Kurdish; Albanian/Kosovan and French speaking drop-ins; and putting up posters in local venues. The community development worker felt she had been able to meet this target by providing an attractive mix of entertainment and practical sessions, although she found entertainers tended to attract more families.
3. Of those carers that attend, eight will have paid employment.	Seven carers were in paid employment.	Park Lane sent a covering letter to all those carers who were employed and registered on the Sure Start Connect database. The community development worker was unsure as to how she could better target employed carers, and she felt the local programme needed to do some research on this matter.
4. Two drop-ins on learning and development, and two drop-ins on entertainment.	One entertainment drop-in did not take place.	The learning and development drop-ins were provided by the Park Lane Early Years Worker. She provided sticking and collage activities one day and painting the next. Only one entertainment drop-in was provided, because one of the entertainers "Beano the French Speaking Clown" did not turn up. Mr. Marvel, who did turn up, was popular with the children and took the time to get to know their names. His acts were short, which maintained children's concentration and involved lots of audience participation.
5. Two trips to the theatre.	Went ahead.	The community development worker felt the coach driver had a bad attitude, making the carers feel uncomfortable.
6. Ten families with children with disabilities or special needs to attend the theatre trip to Boogebugs.	Six families.	The Park Lane Family Support Worker for families with children with disabilities invited families with children with disabilities, who attended Kid City, to the theatres. The community development worker had picked a short play so that families with children with disabilities would not have to sit for too long. She felt that in future, she should go down to Kid City herself to establish a relationship with carers. She also felt that she should make sure the coach was accessible - she had booked a standard coach for the trip to the theatre. Finally, she felt that the family support worker should be involved in the planning of the Easter programme.
7. One trip to Willow Farm.	Went ahead.	
8. The cost of childcare during the Easter fortnight, for carers in employment, is less than it would have been if they had not bought their children to the play scheme.	Data not collected.	



ARTS AND CRAFTS ACTIVITY



MR.MARVEL



MR.MARVEL