Community Satisfaction Survey

East Marsh Sure Start

April 2005

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Grimsby,
North East Lincolnshire,
Tel: 01472 360776
Acknowledgements

Communities Count would like to thank all the parents and carers who agreed to take part in the survey. Thank you for giving your time and opinions to the researchers. The report could not have been prepared without your input.

We would also like to thank the parents who gave up their time freely to help pilot the questionnaire and offer general comments on the design of the questionnaire and the wording of questions. Thank your time, enthusiasm and commitment to East Marsh Sure Start. Your input has been invaluable.

Many thanks to the researchers and to Kate Thompson at McCallum-Layton for coordinating the field work in a timely and efficient manner.

Julie Killingbeck

Communities Count
CONTENTS

1. Acknowledgements....................................................Page 2
2. Executive Summary....................................................Page 4
3. Introduction To Survey...............................................Page 6
4. Methods/ Ethics........................................................Page 9
5. Sample.......................................................................Page 10
6. Local Views Of The Area..............................................Page 15
7. Reach & Satisfaction With Services...............................Page 18
8. Knowledge of Sure Start..............................................Page 26
9. Conclusion....................................................................Page 37
10. Appendix 1 Questionnaire.............................................Page 41
11. Appendix 2: ‘Other’ childcare accessed locally.............Page 42
12. Appendix 3: What would make access to courses easier?..Page 42
13. Appendix 4: Future courses.........................................Page 43
14. Appendix 5: Impact of training......................................Page 43
15. Appendix 6: What is Sure Start there to do?.................Page 44
16. Appendix 7: Best Bits of Sure Start...............................Page 46
17. Appendix 8: What would improve Sure Start?...............Page 47
18. Appendix 9: Further Comments....................................Page 47
19. Appendix 10: Why are local services: Better, Worse, or Just the Same?
.......................................................................................Page 48
20: Appendix 11: Sure Start services used.......................Page 49
SECTION TWO

Executive Summary

- 92% of those who expressed an opinion stated that they felt the quality of services available locally for young children and their families were better since the arrival of Sure Start in 2002;
- 98 per cent of the sample have heard of Sure Start;
- 72 per cent are currently registered with the programme;
- 71 per cent of those registered with the programme use or have used Sure Start services;
- One of the most popular services accessed was the free home safety equipment;
- 68% of the sample was aged between 16-25 – 14% were aged between 16-19;
- 58% lived in a household where no adult was in paid employment;
- 40% have lived locally for two years or under;
- 45% were happy for their children to grow up in the local area;
- 80% disagreed that they felt safe going out at night in the local area;
- 75% do feel safe in their own home;
- 85% do not agree that local parks are suitable for under 4’s;
- 81% disagree that there are plenty of outdoor play areas for young children;
Executive Summary

- 12% access East Marsh Sure Start library service;
- 26% use Play Groups/Drop-in’s locally – East Marsh Sure Start is the most popular Drop-In;
- 27% use some sort of childcare locally;
- 94% are satisfied with their local Doctor;
- 96% are satisfied with their mainstream Health Visitor;
- 40% had contact with a Sure Start Health visitor;
- 15% had contact with a Sure Start Midwifery Support worker;
- 78% agree it is easy to get advice locally on preventing accidents in the home;
- 83% agree that it is easy to get advice locally on common childhood illnesses;
- 20% had attended a training course in the previous twelve months- East Marsh Sure Start Centre was the most popular venue;
- Help with childcare was identified as something that would make it easier for parents/carers to attend courses;
- The survey findings suggest that East Marsh Sure Start is having a positive impact locally and working towards addressing the needs of the local community.
SECTION THREE

Introduction

EAST MARSH SURE START

Prior to May 2003, East Marsh Sure Start fell within the North East Ward of Grimsby. It now falls within the new Ward of East Marsh. With a resident population of 11,749 (2001 Census data), the Ward ranked amongst the top 10 per cent of the most deprived wards in England and Wales. In 2001, the resident population were largely from a white ethnic background and all other ethnic groups in the area were lower than average for England and Wales.\(^1\)

According to the Child Poverty Index, in 2000, more than two thirds (69.63 per cent) of children under 16 years of age living in the area were dependent on means tested benefits\(^2\).

The programme Delivery plan was written in July 2001 and the programme was granted approval as part of the fourth wave of Sure Start programmes in December 2001.

Parental involvement has been a fundamental building block in the development of East Marsh Sure Start. While there was little or no opportunity for parental involvement in the community prior to East Marsh Sure Start,

\(^1\) Ethnic Population for East Marsh, Census Data 2001 (percent of resident population):
Source: ONS
White 98.9
(Including white Irish)
Mixed 0.4
Asian or Asian British 0.3
Indian 0.1
Pakistani 0.1
Black or Black British 0.2
Caribbean 0.0
African 0.1
Other Black 0.0
Chinese or other Ethnic group 0.2

\(^2\) www.CCNAP shows the Child Deprivation Indices by ward in North & North East Lincs.
local parents were involved in the run up to the delivery plan being prepared and several key parents became involved in consulting with local families. The early consultation aimed to find out what local parents thought the main problems in the area were and what they believed would make the area a better place to live.

The ethos of parental involvement has been an integral part of the programmes growth and development over the past three years and remains an important aspect in the day to day running of the programme, as well as the planning and delivery of local services. It has been, and continues to be a crucial factor for the success of the programme in the local community.

**Three-Year Community Satisfaction Survey**

**Background**

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

**Early Consultation Findings**

East Marsh Sure Start’s Base-Line Survey was carried out as part of a community consultation in the run up to the delivery plan being prepared. The consultation was based on Participatory Appraisal Methods to allow local parents and carers to identify what they felt the local area lacked in terms of service provision.

The consultation was carried out between March and April 2001 and involved approximately 91 parents/carers living in the East Marsh area³.

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³ Figures taken form the report presenting the findings of this consultation ‘Report on Community Consultations carried out in East Marsh, West Marsh & Yarborough, Northern
The three-year community satisfaction survey aims to follow up the key themes arising from the early consultation. The survey questionnaire has been based around some of these key issues. These included:

- Access to advice locally;
- Satisfaction with Health services locally;
- Satisfaction with the local area in general and parks and play areas in particular.
- Libraries. A lack of good quality library facilities available locally was also identified as an issue for the programme.
- Lack of activities for local parents/families available locally.

The survey also aims to measure the impact of Sure Start locally and provide the Sure Start Unit with statistics to help chart the progress made in the first three-years. The survey provides the local programme with valuable information for the post-three year planning for the delivery of services. Key data collected by the survey included:

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

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Cleethorpes and Grange, Western & Central Between April 2001 and October 2002’. Mavis Crawforth (NCH). A copy of the report is available from the programme.
SECTION THREE: Methodology

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

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

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

Parental Involvement

Parental involvement is a fundamental aspect of Sure Start local programmes. In respect of this, local parents were involved in the planning stages of the questionnaire. Several parents met with the researcher and Sure Start staff members to help with the design of the questionnaire. The group worked closely together to ensure the questionnaire asked the right questions – and more importantly, asked them in a way that local parents would understand.

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

The researcher and the local programme manager agreed that interview stage of the fieldwork should be carried out by an outside independent
research company. This was to help combat any bias that may be introduced by involving local parents at this important stage of the research that may reduce the reliability and validity of the survey findings.

The field-work took place during April 2005 and the survey was carried out by means of face-to-face interviews. The survey was introduced to local parents as ‘a survey about community satisfaction with services for children 0-5 and their families locally’. No mention of Sure Start was made in the initial introductions. This was to help ensure that the survey could measure the level of Sure Start awareness locally.

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

SECTION FOUR

SAMPLE
One hundred and one (101) surveys were completed. This represents around twenty two per cent (22%) of all those eligible to use Sure Start services. The sample was selected at random by the researchers and represents a cross-section of the target population. The field researchers accessed the sample through stopping people in the local area, shops, streets, etc… and asking for an interview.
Characteristics of Sample

**AGE**

Over two-thirds of the sample (68%) of the sample was aged between 16-25, with over a half of the sample from the 20 -25 age range. A significant number of teenage parents were also recorded in the 16-19 age groups (14% of sample). In total ninety-three per cent (93%) of the sample were aged 16 – 35.

**Age Breakdown of Sample**

![Age Breakdown of Sample](chart)

**Age Breakdown of Sample by Frequency & per cent**

<table>
<thead>
<tr>
<th>Age</th>
<th>Number in Sample</th>
<th>Percentage of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-19</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>20-25</td>
<td>55</td>
<td>56%</td>
</tr>
<tr>
<td>26-35</td>
<td>25</td>
<td>26%</td>
</tr>
<tr>
<td>36-45</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>46-65</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Over 65</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>98</td>
<td>100%</td>
</tr>
</tbody>
</table>
Age of Children

The one hundred and one families (101) that took part in the survey had a total of 189 children aged 0-16. Family size ranged from families with one child under 1, to a family with five children aged 2-8. The average family size was 1.9 children.

Age of Respondent's Children

<table>
<thead>
<tr>
<th>Age of Child</th>
<th>Number In Sample</th>
<th>% Of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 1</td>
<td>39</td>
<td>21%</td>
</tr>
<tr>
<td>1</td>
<td>27</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>35</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>23</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>12</td>
<td>6%</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td>6%</td>
</tr>
<tr>
<td>6-16</td>
<td>43</td>
<td>23%</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>100%</td>
</tr>
</tbody>
</table>

Seventy-one per cent (71%) of the children were aged four or under.

GENDER

Base figure for gender is 99

Eighty-four per cent of the sample was made up of female parents/carers: sixteen per cent were male parents/carers.
**Ethnic Breakdown of Sample**  
*Base for ethnicity is 100*

East Marsh Sure Start has very small numbers of minority ethnic groups represented in the local area. The sample consisted of ninety-nine per cent of respondents from a White British ethnic background and one per cent from a White Russian background.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Number in Sample</th>
<th>% Of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>White British</td>
<td>99</td>
<td>99%</td>
</tr>
<tr>
<td>White Russian</td>
<td>1</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Employment Status**  
*Base =95*

Respondents were asked: *‘Is any adult in your household in paid employment?’* As the graph below highlights, fifty-eight per cent (58%) of those taking part were living in a household where no adult was in paid Employment. Only 29% lived in a household where an adult was employed full-time.

‘Is Any Adult In Your Household In Paid Employment?’  
*Base =95*
Parents were also asked about their current work status. As the graph below show, the most frequently recorded work status was that of full-time carer, at 31 this represents thirty-three per cent (33%) of the sample base. Only six respondents reported being in paid full-time employment, representing just six per cent (6%) of the sample.

**What Is Your Current Work Status?**

*Base = 95*

![Current Work Status of Sample](image)

**How Long Have You Lived In This Area?**

*Base = 99*

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

Sixty per cent (60%) of respondents had lived in the area for over three years. However, twenty-two per cent (22%) of the sample had lived in the area for
less than a year and a total of forty per cent (40%) cent of the sample had lived locally for two years or under.

<table>
<thead>
<tr>
<th>How Long Have You Lived In This Area?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 6 Months</td>
</tr>
<tr>
<td>10%</td>
</tr>
</tbody>
</table>

**SECTION FIVE**

**Satisfaction with Local Area**

Local parents' were also asked to share their experiences of living in the local area. All those taking part in the survey were asked to agree or disagree with a series of statements aimed at finding out how satisfied local parents/carers are with the local area on a number of issues. These included:

- The availability of outdoor play areas for young children;
- The suitability of local parks for children aged 0-4;
- How safe local parents/carers feel living locally;
- Whether parents/carers are happy with the local area as a place for their children to grow up,

The findings are summarised in the graph and table below.
Thinking about the area locally, can you tell us whether you agree or disagree with the following statements, based on your experiences of living in this area.

### Satisfaction With Local Area

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
<th>No Opinion</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am happy for my children to grow up in this area</td>
<td>45</td>
<td>45</td>
<td>10</td>
<td>101</td>
</tr>
<tr>
<td>I feel safe in my own home</td>
<td>75</td>
<td>24</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td>I feel safe going out at night in this area</td>
<td>64</td>
<td>32</td>
<td>4</td>
<td>101</td>
</tr>
<tr>
<td>I feel safe going out during the day in this area</td>
<td>11</td>
<td>85</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>Local parks are suitable for under 4’s</td>
<td>15</td>
<td>81</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>There are plenty of outdoor play areas for young children</td>
<td>45</td>
<td>45</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>
As the graph and table above highlight, the majority of parent's/carers taking part in the survey **disagreed** that there are plenty of outdoor play areas for young children and that local parks are suitable for young children (0-4).

The perceived lack of available outdoor play areas and suitable local parks (for under 4’s) was also an issue in the early consultation with the local community. At that time East Marsh parents/carers stated that they would like parks cleaned up and more outdoor play areas for young children. The survey findings suggest that these issues continue to be seen as problematic by local parents/carers.

In terms of how safe local parents/carers felt living in the local area, eighty per cent of the sample (80%) disagreed that they felt safe going out at night in their local area. However, seventy-five per cent of respondents did agree that they felt safe in their own home and sixty-five per cent agreed that they felt safe going out during the day in the local area.

Local parents/carers were split over whether they agreed that they are happy for their children to grow up in the local area with forty-five per cent agreeing and forty-five per cent disagreeing that they were happy for their children to grow up in the area.

**Library Services**

Up-take of library services locally is seventeen per cent (17%). East Marsh Sure Start library facility was the most used with twelve respondents (12% of sample) accessing this service – more than twice those who access the local central library.

Only 6 per cent of the sample report receiving books from the Book Start Plus scheme locally.
All those who have accessed library services locally were satisfied with the service. These findings are encouraging as the early community consultation had highlighted concerns locally about the lack of library facilities locally.
SECTION SIX

Up-Take of Services (Reach) and Satisfaction Levels

Health Services

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

Satisfaction with Health Services Locally
### Number of Sample Accessing Health Services Locally
(Reach and Satisfaction Levels)

<table>
<thead>
<tr>
<th>Health Service</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Total</th>
<th>% Of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors</td>
<td>88</td>
<td>6</td>
<td>94</td>
<td>93%</td>
</tr>
<tr>
<td>Health Visitors</td>
<td>73</td>
<td>3</td>
<td>76</td>
<td>75%</td>
</tr>
<tr>
<td>Sure Start Health Visitors</td>
<td>38</td>
<td>2</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>Midwives</td>
<td>54</td>
<td>1</td>
<td>55</td>
<td>54%</td>
</tr>
<tr>
<td>Sure Start Midwives</td>
<td>15</td>
<td>0</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Midwifery Support Worker</td>
<td>15</td>
<td>0</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Speech &amp; Language</td>
<td>6</td>
<td>1</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>Breastfeeding Support</td>
<td>7</td>
<td>0</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>Special Needs</td>
<td>5</td>
<td>0</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>Family Planning</td>
<td>17</td>
<td>0</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>Dentists</td>
<td>37</td>
<td>5</td>
<td>42</td>
<td>42%</td>
</tr>
<tr>
<td>Stop Smoking Advice</td>
<td>8</td>
<td>1</td>
<td>9</td>
<td>9%</td>
</tr>
</tbody>
</table>

As the table shows, the most commonly accessed Health services locally is G.P.’s, with ninety-three per cent (93%) of the sample accessing this service locally. Local Health Visitors were accessed by three-quarters of the sample (75%) and over a half of respondents reported accessing local midwives.

Satisfaction levels with local health services are higher than they were in the early consultation report, although some reach figures are down. For example, Speech & Language and Special Needs both have lower reach figures than the early consultation – but higher satisfaction levels.4.

4 In the consultation report twenty-four per cent of the sample of 91 were accessing Special Needs services – of these sixty per cent were satisfied. Only five per cent of the survey population accessed Special Needs – of these one hundred per cent were satisfied. Similarly, only seven per cent of the current survey population accessed Speech & Language services and eighty-six per cent were satisfied with the services - compared to twenty per cent in the
The Sure Start Health Visitors had reached forty per cent (40%) of the sample.

The lowest up-take of services was the specialised services such as Special Needs and Speech & Language services, although these services reported high satisfaction levels.

The highest levels of dissatisfaction with local services reported were dentists with eleven per cent (11%) of those using dentists locally stating they were dissatisfied with the service.

Satisfaction & Up-Take of Childcare Available Locally

The original consultation identified increased spending on childcare as a way to improve services locally. While there have been developments in the local area and childcare opportunities have increased, up-take of childcare locally was quite low with just ten per cent of the sample (10%) saying they accessed childcare locally.

However, the survey did identify ‘Other’ categories of childcare that seventeen (17) parents/carers accessed. These are detailed in Appendix 2. In total then, less than a third of the sample (27%) stated that they accessed childcare original consultation accessing S&L – of these just over seventy-per cent (70.5) were satisfied with the service.
locally. All of those who were accessing some form of childcare locally were satisfied with the service.

While take-up of childcare locally is low, satisfaction levels are high with all service users stating they were either satisfied or very satisfied with childcare services accessed locally.

In comparison, only twelve per cent (12%) of the sample involved in the early consultation accessed childcare in the form of either crèche facilities or childminders. The 2005 survey findings suggest that reach figures for accessing childcare locally appear to have increased over the previous three years.

Play Groups/Drop-In’s
Twenty-six per cent of those taking part in the survey used local Play Groups/drop-In’s. This compares to twenty-nine per cent of the sample taking part in the early consultation who stated that they used Toddler/Play groups locally.

Satisfaction With Play Groups/Drop-In’s Locally
(Number in Sample Accessing Drop-In/Play Group)
The most popular Play Group / Drop In was East Marsh Sure Start. All Play Group’s /Drop- In’s had very high levels of service user satisfaction with no one saying they were dissatisfied with the service.

**Access to Advice Locally**

The early consultation carried out in the Sure Start area found that local parents/carers felt they would like more help and advice on a number of key issues. This was particularly the case for common children’s illnesses (49% of sample) and preventing accidents in the home (55% of sample).

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

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Agree</th>
<th>Disagree</th>
<th>Not Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Health</td>
<td>85%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Breast Feeding</td>
<td>78%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Bottle Feeding</td>
<td>72%</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>Managing Children's Behaviour</td>
<td>69%</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>Common Children's Illnesses</td>
<td>83%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>Preventing Accidents In The Home</td>
<td>78%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Protecting Children From Harm</td>
<td>78%</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Understanding Childrens Needs</td>
<td>76%</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Cooking Healthy Family Meals</td>
<td>64%</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>Weaning</td>
<td>71%</td>
<td>10%</td>
<td>28%</td>
</tr>
<tr>
<td>Understanding Childrens Needs</td>
<td>76%</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Preventing Accidents In The Home</td>
<td>78%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Common Children’s Illnesses</td>
<td>83%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>Managing Children’s Behaviour</td>
<td>69%</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>General Health</td>
<td>85%</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>
### Number of respondent’s agreeing/disagreeing that it is easy to get advice available locally.

<table>
<thead>
<tr>
<th>It is easy to get advice/information on….</th>
<th>Agree</th>
<th>Disagree</th>
<th>Have Not Needed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Health</td>
<td>86</td>
<td>6</td>
<td>9</td>
<td>101</td>
</tr>
<tr>
<td>Breastfeeding</td>
<td>57</td>
<td>3</td>
<td>41</td>
<td>101</td>
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<td>Bottle Feeding</td>
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<td>72</td>
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<tr>
<td>Common Children’s Illnesses</td>
<td>83</td>
<td>4</td>
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<td>100</td>
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<td>Managing Children’s Behaviour</td>
<td>69</td>
<td>8</td>
<td>23</td>
<td>100</td>
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</table>

As the graph and table above highlight, the results of the survey suggest that overall local parents now find it relatively easy to get help/advice on a number of key issues locally.

Eighty-three per cent of the sample agreed that it was easy to get advice/help locally about common childhood illnesses. A further seventy-eight per cent (78%) agreed it was easy to get help/advice on preventing accidents in the home.

Furthermore, seventy-eight per cent of the sample agreed it was easy to get help/advice on how to protect children from harm and seventy-six per cent agreed that help/advice was easy to access locally on understanding children’s needs. The early consultation found that forty-seven per cent and forty-three per cent of respondents respectively stated that they would like to have more help/advice in this area.
Training & Education Courses Attended Locally

Base for Training/Education =100

All respondents were asked whether they had attended a course locally in the past twelve months. Those who had attended a course in the previous twelve months were asked how satisfied they were with the course and all those taking part were asked whether there were any courses that they would like to attend locally in the future.

Twenty per cent (20%) of the sample had attended a course in the previous twelve months. The graph chart below shows a breakdown of local training venues and satisfaction levels of those who have attended courses at these locations.

Numbers Attending Courses Locally

![Satisfaction With Courses Locally](image)

The ‘Other’ venues noted were:
- Freeman Street Resource Centre (1);
- Grimsby College (3);
- St Aidens (1)
East Marsh Sure Start Centre was the most popular training course venue for those who had attended a course in the previous twelve months with ten per cent (10%) of the sample having attended a course there. Satisfaction levels were very high; all except the individual who attended a course at New Life were satisfied with the course they had attended.

**What Would Make It Easier For You To Go On A Course?**
All those taking part in the survey were asked whether there were any barriers that stopped them attending a course.

Without doubt the most common suggestion for improving access to courses was to around the issue of childcare. Of the forty (40) suggestions around what would make it easier for local parents/carers to go on courses, thirty-six (36) were calls for help with childcare. Other issues identified included:

- Costs;
- Work;
- More courses;
- Internet.

Respondents were also asked if there were any courses they would be interested in attending locally in the future. Thirty-one suggestions were put forward which ranged from Hair and Beauty courses to Social Work. A full list of suggestions is included in Appendix Four.

**Has The Training You Have Completed Helped You Think About Finding A Job In The Future?**
Those who had attended a course were asked whether the training they had completed had helped them think about finding a job in the future and if so, in what way.
Fifteen respondents agreed that the training they had completed had helped them to think about either going on to further training to improve their skills or finding a job:

(The training completed has...........)

…”Enabled me to go back to college”

(Parent/Carer)

“Given me qualifications to do the job I want”.

(Parent/Carer)

Other benefits from attending courses identified by respondents included:

- Increased confidence and skills;
- Improved prospects;
- Thinking about getting back to work.
SECTION SEVEN
SURE START – Knowledge of Sure Start

‘Have You Heard of Sure Start’
*Base=101*

Ninety-eight per cent (98%) of the sample had heard of Sure Start and seventy-two per cent (72%) of the sample are currently registered with the programme.

![Bar chart showing registration status with Sure Start](chart.png)

Reach Figures

Do You Use Sure Start Services?
*Base = 99*

Reach figures for the programme were relatively high with seventy-one per cent (71%) of those registered saying that they use Sure Start services. In terms of the entire sample, this figure represents over fifty per cent (51%) of the survey respondents reporting that they use Sure Start services.
All those not registered or not using services were asked if anything stopped them registering/using services. No respondents gave a reason for not registering/using services.

**Services Used**

All those using Sure Start services were asked which services they used. The most popular service was the free home safety equipment, such as Stair gates, fire guards, locks. Some parents/carers had received pushchairs and cots from the programme. Other key services accessed included:

- Drop-In’s, Play Groups, Activities;
- Crèche / Nursery/Childcare;
- Trips;
- Training courses;
- Sure Start support staff.

A full list of services used is available in Appendix Twelve.
**How Did You First Hear About Sure Start?**

Respondents were also asked how they first heard about Sure Start. The graph below shows the most common ways that local parents/carers first heard about Sure Start.

**Percentage of Sample: How Did You First Hear About Sure Start?**

Hearing about Sure Start through friends/word of mouth appeared to have the most impact in introducing Sure Start to local parents/carers. Over a third of the sample (36.5%) first heard about Sure Start from friends or through word of mouth. Health workers also appear to be influential in introducing Sure Start to local families with just under a third (30.5%) of the sample hearing about Sure Start for the first time from their Health visitor, Midwife or GP surgery.

‘Other’ ways that parents/carers first heard about Sure Start included:

- Home Visits from Sure Start staff;
- Home Start;
- Seeing new building/living locally;
- Baby Clinic;
- Hospital.
Introductions to Sure Start from other agencies included:

- Social Services;
- Women’s Aid Refuge;
- NSPCC meeting.

The newsletter and local schools were less likely to be the first place local parents had heard about Sure Start.

**Satisfaction with Midwifery Support Workers/Parent Participation Workers**

*Base for Midwifery Support Worker = 95*
*Base for Parent Participation Worker = 91*

Only nine respondents reported having contact with a Sure Start Midwifery Support worker which represents just nine per cent (9%) of the sample. However, all those who had been in contact with a Midwifery Support Worker were satisfied with the service.

Similarly, only six respondents reported having contact with a Parent Participation Worker which represents just six per cent (6%) of the sample. All those who had been in contact with a Parent Participation worker were satisfied with the service.

The graphs below show the number of respondents who been in contact with the Midwifery Support Workers and the Parent Participation workers.
While reach figures for both Midwifery Support Worker and Parent Participation Worker are low, it is important to note that these are relatively new positions. Local parents/carers using these services may not actually distinguish the individual roles separately from other Sure Start services/staff members.

**IMPACT**

Sure Start local programmes are required to collect statistical data about the number of local families, eligible to use Sure Start services who report an improvement in the quality of services available locally for young children and their families. All those taking part in the survey were asked:

*‘Since the arrival of Sure Start in your area in 2002, would you say that the quality of services available for families and young children are: Better, Worse, Just the Same’?*

As the graph below shows, seventy-one per cent (71%) of the sample thought that the quality of services available for families and young children had improved since the arrival of Sure Start in the area.
It should be noted however that nearly a quarter (24%) of those taking part in the survey stated that they did not know if services had improved since the arrival of Sure Start. There could be several reasons as to why the ‘Don’t Know’ figure is relatively high.

A more detailed breakdown of the data showed that around a third of the sample (33%) has a child or children aged one or under one (with no older siblings). Further, of the sample of twenty-four respondents who stated they did not know whether the quality of services available for families and young children locally since 2002, fifty-four per cent (54%) had lived in the local area for 12 months or under, and 62.5 per cent had lived there for two years or under. As such, it may be difficult for these parents/carers to express an opinion as to whether the quality of services available locally for young children has improved over the last three years.

If we take the number of those who expressed an opinion about the improvement of services for families and young children in the local area
since the arrival of Sure Start (77 responses – 17% of eligible population),
then ninety-two per cent (92%) believe that the quality of services available for
families and young children locally is better than it was before the arrival of
Sure Start in 2002.

‘Why’
Base = 60

Parents/carers taking part in the survey were also asked why they thought
that the quality of services available locally for young children and their
families since the arrival of Sure Start was: ‘Better’, ‘Worse’, ‘Just the Same’,
depending on their answer.

Sixty (60) respondents gave answers which were for the vast majority reasons
why they thought things were better. The key themes are identified below:

- More activities/trips for children and families locally;
- More help, support and advice available locally for young children and
  their families;
- Increased awareness locally of what services are available locally for
  young children and their families;
- Better facilities for young children and families;
- More help for the local community and more opportunity for community
  involvement.

(A full list of comments is available in Appendix Eleven)

The one individual who felt that services were worse since the arrival of Sure
Start stated that in their opinion, there was nothing for children to do locally.

The survey findings suggest that East Marsh Sure Start has made progress in
addressing the needs of the local community as identified by local
parents/carers in the early community consultation. The results from the
survey indicate that local parents are increasingly satisfied with the amount of
activities available locally for young children and their families. Further, the
availability of advice and support on various issues surrounding young children and their families appears to have increased.

**Newsletter**  
*Base = 94*

All households eligible to use Sure Start services locally should receive a newsletter produced by the programme on a monthly basis. The newsletter contains information about what is happening locally and programme news. As such, it serves as an update for local parents who may not access services where the information is more readily available.

However, the survey suggests that while sixty-four per cent (64%) of the sample receive regular newsletters from the programme over a third of the sample (36%) did not.

**Do You Receive Regular Up-Dates (newsletters) from Sure Start?**

![Bar chart showing the percentage of respondents receiving newsletters.](image)

All of those who did receive regular up-dates were satisfied with the newsletter and sixty-three per cent stated that they were ‘very satisfied’ with the newsletter/up-date.

All those taking part in the survey were also asked if there was anything not currently in the newsletter that they would like to see in it in the future; or if
they had any comment on the newsletter. Only one parent/carer commented that they would like to see more courses details in the newsletter.

### Knowledge of Sure Start

#### ‘What is Sure Start there to do?  
*Base = 97*

All respondents were asked what they thought Sure Start was there to do and eighty-four respondents gave an answer. The vast majority of answers put forward suggest that local parents and carers do have knowledge about the aims of Sure Start in the local area – the majority of answers reflected these aims (a full list of comments is attached in Appendix Seven). The key themes to emerge are listed below:

- Provide help, support and advice to local families with children under 4;
- Provide activities for young children and families;
- Support for single mum’s;
- Help local parents meet new people;
- Provide childcare;
- Support parents to access courses.

Help, advice and support were common themes to emerge throughout the answers.

### What Are The Best Bits About Sure Start?  
*Base = 90*

All those taking part in the survey were asked what they thought the ‘best bits’ about Sure Start were. Fifty-eight suggestions were put forward. The key themes to emerge are listed below. (A full list of comments in attached in Appendix Eight).

- Easy access to support/advice/help;
- Trips. Outings, Activities;
- Help/support with children/childcare;
- Free equipment (stair gates, pushchairs etc);
- Courses;
- Meeting new people/other mums/new friends.
The survey results suggest that the availability of help, support and advice locally is one of the most popular benefits that local families identify. Further, the access to trips, outings and activities for families and young children is also an important factor. These allow parents to meet new people and friends locally. The more practical help offered by the programme in terms of free safety equipment was also identified as a positive benefit of Sure Start locally.

These finding suggest that Sure Start is addressing the needs of the local community and filling gaps in service provision that were identified in the early consultations by local parents/carers.

*What Would Improve Sure Start?*

*Base = 85*

All respondents were asked what they thought would improve Sure Start. Only eight respondents had suggestions for what they felt would improve Sure Start. The key themes are listed below: (A full list of comments is available in Appendix Nine)

- Holidays for children;
- More Health Visitors;
- More advertisement/Information;
- Weekend access to Sure Start;
- More crèches;
- Increase age limit.

To finalise the interview parents/carers were asked whether they had any further comments they wished to add about the services available locally for young children and their families.

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

Only five individuals offered comments at this point. One respondent had no further comments except to add that they thought it would be better if they
lived in a ‘better’ area. One individual called for more policing on the streets locally and two comments were about improving local parks. The final comment was in praise of Sure Start:

“Without Sure Start a lot of people wouldn’t have the trips we have or the playgroups. (There) Would be a lot more problems with children than there is”.

(Local Parent)
Conclusion
Overall, the results of the survey are encouraging for East Marsh Sure Start. The programme appears to have firmly established it's presence in the local community with ninety-eight per cent (98) of the sample having heard of Sure Start. Of those currently registered, seventy-one per cent (71%) report using Sure Start services. Further, when asked what they thought Sure Start was there to do most respondents could give an answer that was in line with the aims and objectives of Sure Start.

It is difficult to compare the Reach figures with the early community consultation as Base numbers are not available for all questions and the consultation adopted a Participatory Appraisal Approach. The current survey was designed to gather information in an objective manner and the sample was a random cross-section of the local Sure Start population.

However, although Reach figures for some local health services appear low, satisfaction levels were high for all services. Furthermore, access to help, advice and support on numerous issues surrounding childcare and family issues does appear to be generally easy to access locally. This is particularly encouraging as the early community consultation had highlighted several areas where local parents felt they would like more help and support. The results of the survey suggest that this help and advice is now available locally and can be accessed with ease.

A further issue raised in the early consultations was a perceived lack of activities for young children and their families. However, the survey findings suggest that Sure Start is making a difference in this area by providing activities, trips and groups that local families can access. These were identified by local parents as some of the ‘best bits’ about Sure Start. It is also important to note that the provision of activities, trips and events help local parents/carers and children meet new people, develop friendships and become more involved in the local community. In this sense these services play an important role in many families lives.
Interestingly, given that the early consultation found that local families wanted more money invested in childcare locally, the actual take up of childcare appears to be low. Only four per cent (4%) of the sample use the First Steps Nursery at East Marsh Sure Start (Under 2’s), yet thirty-five per cent of the sample has children under two years of age.

A further issue raised by the survey findings centres on the availability and suitability of local parks and play areas for young children. The early community consultation found that local families felt there was a lack of suitable outdoor play areas and parks for young children. The 2005 survey found that eighty-one per cent of respondents disagreed that there were plenty of outdoor play areas for young children; eighty-five per cent disagreed that local parks are suitable for young children. This would suggest that issues around parks and play areas are still problematic for the majority of local parents/carers.

Overall, Sure Start appears to be having a positive impact locally. The programme has worked consistently over the past three years to help improve services and is recognised by local families for providing help, support and advice. However, the following recommendations are suggested for the programme with the aim of addressing some of the issues to emerge from the survey.
Recommendations

• The survey found that 58 per cent of the sample lived in a household where no adult was in paid employment. Is the programme doing all it can to help increase the employment opportunities for local parents?

• 85 per cent of the sample does not agree that local parks are suitable for young children. 81 per cent of the sample does not believe there are enough outdoor play areas for young children. This is an on-going issue and was highlighted during the early consultations before the arrival of Sure Start in the area. Is the programme in a position to investigate this further and identify ways to tackle this on-going concern?

• Contact with Midwifery Support Workers and Parent Participation workers appeared to be low. Could the programme work towards promoting these services more widely in the local community. As both positions are ideally placed to promote Sure Start services and keep families up-to-date with information. A higher profile of these roles could benefit the programme.

• The findings from the early community consultation showed that East Marsh parents/carers asked for more money to be spent on childcare locally. New childcare facilities are available locally and reach figures are up. However, the 2005 survey found only four per cent of respondents accessed the new First Step’s Nursery at East Marsh Sure Start Centre. Is the programme doing enough to promote this new service locally?

• Local doctors were the most widely used health service locally. Does the programme make the most of this to publicise Sure Start through information/leaflets/posters etc…at local surgeries?

• Take-up of specialised health services locally was low with only 7% accessing Speech & Language services. Is there any way the
• Only 17% of the sample use library services locally and 12% of these use East Marsh Sure Start library services. Could take-up be increased by advertising this service more in the local area?
• 36% of the sample does not receive a Sure Start newsletter regularly. Is there any way the programme can improve reach figures for the newsletter?