

Parental Satisfaction Survey 2005

Report from research
carried out on behalf of

**KENDRAY AND WORSBROUGH
SURE START**

August - September 2005



INVESTOR IN PEOPLE

british market research association

bmra

member

RBA Research Ltd
Royal House
28 Sovereign Street
LEEDS LS1 4BA

Tel: 0113 285 6300
Fax: 0113 285 6308

Email: service@rba-research.co.uk
Website: www.rba-research.co.uk

CONTENTS

INTRODUCTION	3
BACKGROUND AND OBJECTIVES.....	3
METHODOLOGY	3
MAIN FINDINGS	5
SATISFACTION WITH SERVICES AVAILABLE.....	5
AWARENESS OF SURE START.....	15
AWARENESS, USE AND INTEREST IN SURE START SERVICES.....	17
SATISFACTION WITH SS SERVICES.....	21
BARRIERS AND SUGGESTED IMPROVEMENTS.....	25
PROFILE OF RESPONDENTS	26
SUMMARY	28
RECOMMENDATIONS	30

APPENDIX A: QUESTIONNAIRE

APPENDIX B: MUQ

Introduction

Background and objectives

All Sure Start programmes are required to measure satisfaction levels of the parents and carers of 0-4 year olds in their area. This is the third consecutive year that RBA has been invited to evaluate the Kendray and Worsbrough Sure Start programme.

In August 2003, RBA research surveyed 107 parents and carers in Kendray and Worsbrough Sure Start's (K&WSS) catchment area, the results of which set a baseline. The project was repeated in 2004 and again in 2005 with the objective of measuring changes in satisfaction.

The issues covered in the survey include...

- Satisfaction with activities and services for young children
- Awareness of and satisfaction with Kendray and Worsbrough Sure Start (K&WSS)
- Where people look for information about Sure Start services
- Barriers to accessing activities and services

Methodology

In 2005 RBA replicated the sample size of 2004 by carrying out interviews with 262 parents and carers of 0-4 year olds and pregnant women eligible for Sure Start services.

Experienced interviewers carried these out between 22nd August and 9th September 2005, by door knocking in the specified areas.

Weighting by area (split between Kendray and Worsbrough) has again been applied this year as a greater percentage of interviews were conducted in the Kendray area than were in 2004 and 2003, and less in the Worsbrough area. Weighting redresses the balance, as in the 2003 survey there were significant differences by area.

In terms of statistical reliability achieving 262 results, out of a population of approximately 700, means that the results given are +/-4.8% at the 95% confidence level. This means that if we had interviewed all possible respondents then we can be 95% confident that the result for the same question would be within 4.8% of that achieved.

In some cases, responses to individual questions may not total 100%. This could be due to one or more of the following reasons: respondents may have been able to choose more than one category, percentages are given to the nearest whole number the rounding may not result in a total of 100%, respondents may have opted out of a particular question, resulting in some “no replies” (which are not quoted unless significant).

A full set of responses are included as an appendix to this report.

Main Findings

Satisfaction with services available

In each year parents and carers are asked their overall opinion on local services for young children (under the age of four). There has been a steady increase in satisfaction over the three years of evaluation. In 2005 as many as eight in ten respondents (82%), say they are satisfied, compared to 68% in both 2004 and 2003. The important point to note is the shift in those stating they are *very satisfied*. In 2005 41% state they are *very satisfied*, an 8% increase over 2004 and 27% percentage points increase over 2003. Dissatisfaction levels continue to fall slightly. Less than one in five respondents (18%) are dissatisfied in 2005, with a mere 9% saying they are *very dissatisfied*. This compares to approaching a quarter of respondents in earlier years: 22% in 2004 and 24% in 2003. Table 1 shows the differences by area over time.

Table 1: Satisfaction with local services for under 4s (by area)

Base: All (various, see table) Q2c

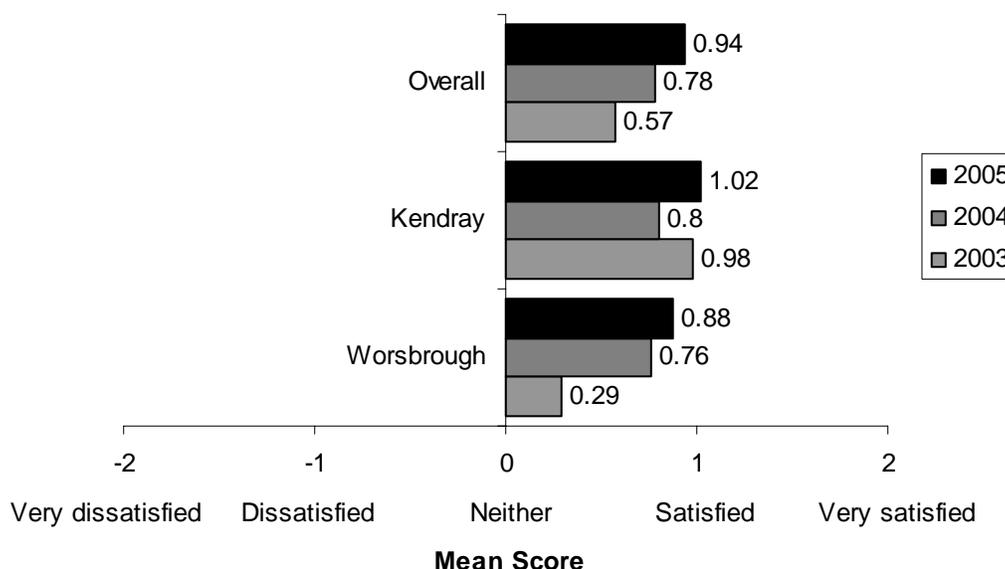
		<i>Very satisfied</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>Very dissatisfied</i>	<i>Unable to say</i>	
Overall	2005 (Weighted: 262, unweighted: 259)	41	31	9	9	8	%
	2004 (Weighted: 261, unweighted: 262)	33	35	12	10	9	%
	2003 (107)	14	54	14	10	7	%
Kendray	2005 (Weighted: 107, unweighted: 114)	39	39	10	6	6	%
	2004 (Weighted: 107, unweighted: 124)	27	47	13	6	6	%
	2003 (107)	20	66	7	5	2	%
Worsbrough	2005 (Weighted: 155, unweighted: 145)	42	26	9	12	10	%
	2004 (Weighted: 155, unweighted: 138)	38	28	11	12	12	%
	2003 (107)	10	46	19	14	11	%

The differences can be seen more clearly by looking at the mean scores.¹

¹ Two points are awarded for 'very satisfied', 1 point for 'satisfied', -1 point for 'dissatisfied' and -2 points for 'very dissatisfied'. The total score for each area is then divided by the number of parents / carers expressing an opinion (i.e. excluding those saying 'unable to say' and those who didn't give an answer to the question).

Chart 1: Satisfaction with local services for under 4s (mean scores by area)

Base: All mean scores derived from those expressing an opinion (various, see above table) Q2c



As can be seen in Chart 1, the greatest increase in satisfaction overall in 2005 is seen in Kendray, where almost four in five parents/carers (78%) rated service provision positively, with 39% saying they are *very* satisfied and 39% rating satisfied. However, looking at Worsbrough, at two-thirds satisfaction (68%), the proportion stating they are *very* satisfied in 2005 is higher than Kendray at 42%, whereas the proportion rating satisfied is lower at 26%.

The proportions of respondents who are registered with Sure Start stating they are satisfied have not changed since 2004. In 2005 three-quarters (75%) state that they are satisfied with the services available (76% in 2004). Interestingly there has been a considerable increase in satisfaction amongst residents who are *not* registered, three in five (62%) in 2005 compared with just over two in five (42%) in 2004.

Overall, two thirds of parents and carers (68%) agree that over the last 12 months, ‘my child or children have had access to good quality play and learning opportunities’. This is a significant increase over 2004 when just over three in five respondents agreed (63%). The proportion *strongly* agreeing remains constant at one third (35%) between 2004 and 2005, but is significantly higher than in 2003 (21%). Encouragingly, fewer parents and carers disagree with this statement than in previous years, (13% in 2005 compared with 17% in 2004 and 22% in 2003), reflecting a shift away from *strong* disagreement (6% in 2005 compared with 11% in 2004 and 13% in 2003).

Table 2 shows that in 2005 a greater proportion of parents and carers in Worsbrough now say they agree with this statement (30%) than they did 12 months ago (20%). Levels of dissatisfaction have also dropped in Worsbrough with 8% *strongly* disagreeing with the statement in 2005 compared to 16% in 2004. Attitudes in Kendray remain largely unchanged between 2005 and 2004, with seven in ten (71%) agreeing this year compared to almost three-quarters (73%) in 2004. Nevertheless it remains the case that both years are slightly less positive than in 2003 when four in five respondents (81%) agreed with the statement.

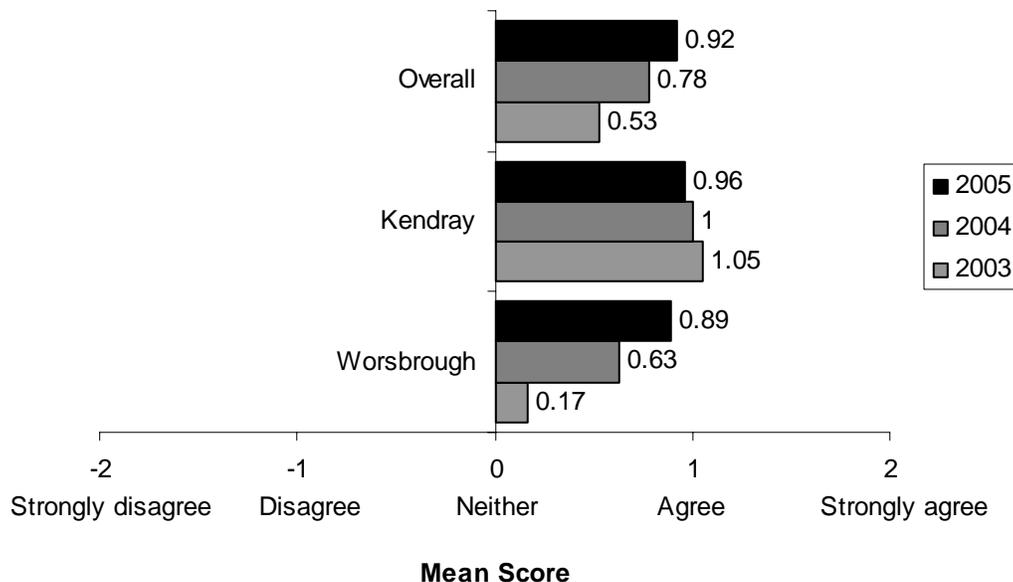
Table 2: Agreement with the statement that over the last 12 months, ‘My child / children have had access to good quality play and learning opportunities’ (by area)
Base: All with children aged 0 - 4 (various, see table) Q2b

		<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Not applicable</i>	
Overall	2005 (Weighted: 255, unweighted: 252)	35	33	11	7	6	8	%
	2004 (Weighted: 256, unweighted: 255)	35	28	11	6	11	9	%
	2003 (105)	21	44	9	9	13	5	%
Kendray	2005 (Weighted: 103, unweighted: 110)	34	37	12	7	4	6	%
	2004 (Weighted: 104, unweighted: 121)	33	40	12	6	3	6	%
	2003 (43)	30	51	7	2	5	5	%
Worsbrough	2005 (Weighted: 152, unweighted: 142)	37	30	11	6	8	8	%
	2004 (Weighted: 151, unweighted: 135)	36	20	11	6	16	10	%
	2003 (62)	15	39	10	13	19	5	%

These differences can be seen more clearly by looking at the mean scores² as shown in the following chart.

Chart 2: Agreement with the statement that over the last 12 months, ‘My child / children have had access to good quality play and learning opportunities’ (mean scores by area)

Base: All with children aged 0 – 4, mean scores derived from those expressing an opinion (various, see above table) Q2b



The proportion of parents and carers in Worsbrough who agree with this statement have increased, whereas attitudes in Kendray appear to be edging back slightly.

CAROLINE ANY CHANGES IN THE AREA??? **2004 TEXT IS THIS:** There has not been a particular increase in the services in Worsbrough to instigate this increase in satisfaction, although the opening of 51 Park Road (a shop front premises in Worsbrough) is likely to have raised the profile of K&WSS amongst nearby residents. There has also been a general increase in publicity now that the Publicity Officer has been employed, which Worsbrough residents may have been noticing. Additionally, Worsbrough was incorporated into the Sure Start programme after the initial set up, so it seems that after a slower start, parents and carers are now acknowledging the same benefits as those in Kendray.

² Two points are awarded for ‘strongly agree’, 1 point for ‘agree’, 0 points for neither agree nor disagree’, -1 point for ‘disagree’ and -2 points for ‘strongly disagree’. The total score for each area is then divided by the number of parents / carers expressing an opinion (i.e. excluding those saying ‘not applicable’ and those who didn’t give an answer to the question).

The results in 2005 replicate those in 2004 in that those parents and carers who are registered with Sure Start are much more likely to *be very positive* in their opinion than those that are not registered with Sure Start. In 2005 two in five parents/carers (39%) say that they *strongly* agree that their children have access to good quality play and learning opportunities, compared with 11% of those who are not registered. However, it is noteworthy that parents and carers who have *not* registered nevertheless *do* have maintained levels of overall satisfaction in 2005 over 2004, so it is the strength of their opinion that is different from registered parents. Just over half (53%) of non-registered parents and carers in 2005 agreed with the statement compared to 55% in 2004.

To look in more depth at individual services, we asked parents and carers how satisfied they are with particular support services in their local area. Table 3 shows that satisfaction is highest with child's health, three-quarters being satisfied (77%), and parents' health (74% satisfied). This is a reversal of rank order from 2004, although the proportions agreeing have changed very little.

Please amend table rank order on 2005 data rather than on 2004

Table 3: Satisfaction with support available in the Kendray and Worsbrough area

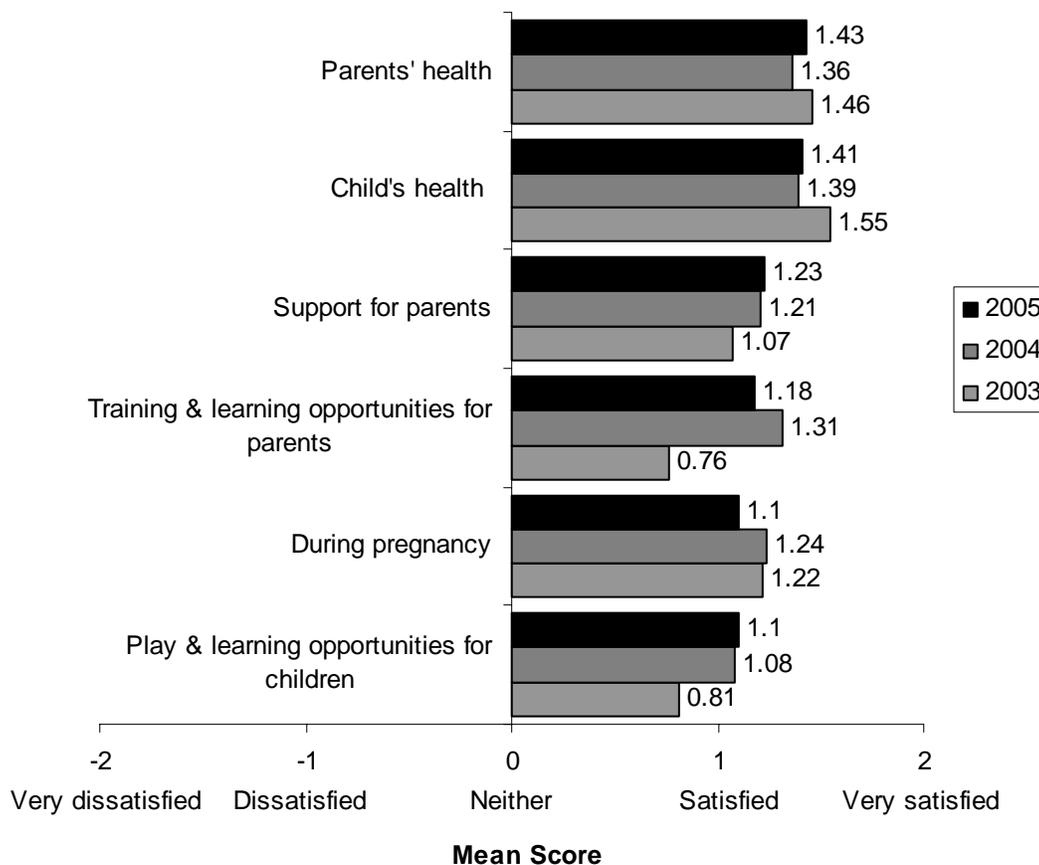
Base: All (see table) Q2a

		<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>	<i>Don't know /N/A</i>	
Child's health	2005 (Weighted: 261, unweighted: 258)	60	17	7	3	3	10	%
	2004 (Weighted: 261, unweighted: 262)	63	15	9	3	4	5	%
	2003 (107)	59	32	2	1	1	6	%
Parents' health	2005 (Weighted: 261, unweighted: 258)	58	18	8	4	2	10	%
	2004 (Weighted: 261, unweighted: 262)	59	21	12	1	3	4	%
	2003 (107)	56	30	7	1	1	5	%
During pregnancy	2005 (Weighted: 261, unweighted: 258)	41	20	10	5	4	20	%
	2004 (Weighted: 261, unweighted: 262)	48	20	8	2	6	15	%
	2003 (107)	43	32	7	1	5	11	%
Support for parents	2005 (Weighted: 261, unweighted: 258)	45	29	9	3	3	11	%
	2004 (Weighted: 261, unweighted: 262)	49	25	12	2	4	6	%
	2003 (107)	40	30	11	3	6	10	%
Play & learning opportunities for children	2005 (Weighted: 261, unweighted: 258)	48	25	7	9	5	7	%
	2004 (Weighted: 261, unweighted: 262)	47	22	9	7	6	10	%
	2003 (107)	38	27	8	11	8	7	%
Training & learning opportunities for parents	2005 (Weighted: 261, unweighted: 258)	42	21	7	4	4	20	%
	2004 (Weighted: 261, unweighted: 262)	50	24	7	3	3	13	%
	2003 (107)	27	31	14	11	4	13	%

Changes can be more clearly seen by applying a mean score³.

Chart 3: Satisfaction with support available in the Kendray and Worsbrough area (mean scores)

Base: All, mean score derived from those expressing an opinion (various, see above table) Q2a



The proportion of respondents saying they are satisfied with the training and learning opportunities for parents has dropped back in 2005 to three in ten parents (63%) over 2004 when approaching three-quarters of parents were satisfied (73%) and over 2003 when approaching three-fifths agreed with the statement (58%). The reasons for this are not clear, although the proportion claiming they cannot answer because they do not know in 2005 is high at 20%. In 2005 the gap between satisfaction levels in the two geographical areas has also been reduced. Residents in Worsbrough are no more satisfied (two third, or 64%) than those in Kendray (65%), although Worsbrough residents are more likely to say they are *very* satisfied (45% compared with 39% in Worsbrough). This is a significant change over 2004 when three quarters (75%) claimed satisfaction but has not dropped

³ Two points are awarded for 'very satisfied', 1 point for 'satisfied', 0 points for 'neither', -1 point for 'dissatisfied' and -2 points for 'very dissatisfied'. The total score for each area is then divided by the number of parents / carers expressing an opinion (i.e. excluding those saying 'don't know' or not giving a reply).

back to the level of less than one half (46%) reported in 2003. This suggests that there may have been some changes in the area that have affected levels of satisfaction.

There is also a slight negative shift with regard to support during pregnancy (61% satisfied during 2005 compared with 69% in 2004), which can mainly be attributed to the drop in those saying they are *very* satisfied with this service, with 41% of respondents now saying this compared to 48% in 2004.

To help us understand parents' and carers' view on how services have changed in the last 12 months we ask how the provision of services for the under 4s has changed. As in 2004, in 2005 four in ten (41%) say they have seen an *improvement* in the provision of services for children under the age of four over the period. Slightly higher proportions in 2005 than 2004 say they have seen *no change* (40% and 36% respectively) with just 3% (7% in 2004) say that services have got *worse*. It is not clear why this plateau has occurred in the context of previous positive results. Kendray residents particularly are less likely to be seeing improvements: a third (32%) in 2005 compared with over two in five (44%) in 2004. The picture is reversed in Worsbrough, where nearly half of parents/carers (48%) see an improvement compared to two in five (39%) in 2004. Table 4 shows the proportions of parents and carers seeing positive and negative changes in the last year for each of the years surveyed.

Table 4: Change in the provision of services for under 4s in the last 12 months (by area)

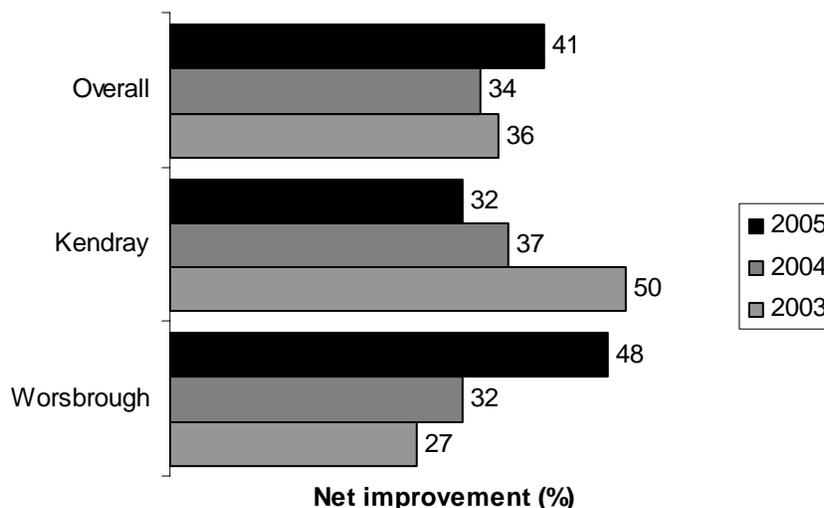
Base: All (various, see table) Q2d

		<i>Improved</i>	<i>Stayed the same</i>	<i>Got worse</i>	<i>Unable to say / DK</i>	
Overall	2005 (Weighted: 261, unweighted: 258)	41	40	3	16	%
	2004 (Weighted: 261, unweighted: 262)	41	36	7	16	%
	2003 (107)	40	37	4	19	%
Kendray	2005 (Weighted: 106, unweighted: 113)	32	46	5	17	%
	2004 (Weighted: 107, unweighted: 124)	44	34	6	17	%
	2003 (44)	52	36	2	9	%
Worsbrough	2005 (Weighted: 155, unweighted: 145)	48	35	2	15	%
	2004 (Weighted: 155, unweighted: 138)	39	38	7	15	%
	2003 (63)	32	38	5	25	%

If we calculate net improvement (those saying 'improved' minus those saying 'got worse') we see the following:

Chart 4: Change in the provision of services for under 4s in the last 12 months (net improvement by area)

Base: All (various, see previous table)



This chart shows that whilst there is an overall net improvement this is accounted for *entirely* by the significant net improvement seen in Worsbrough. In Kendray, the degree of improvement continues to slow down, so parents and carers have not seen as much improvement during 2005 (32%) as they had in 2004 (37%) and between 2004 and the previous year, 2003 (50%). This may warrant further investigation in the area. Encouragingly improvement is still speeding up for Worsbrough respondents, significantly more of whom noticed an improvement over the last 12 months when questioned in 2005 (48%) than did so the previous year (32%) or in 2003 (27%).

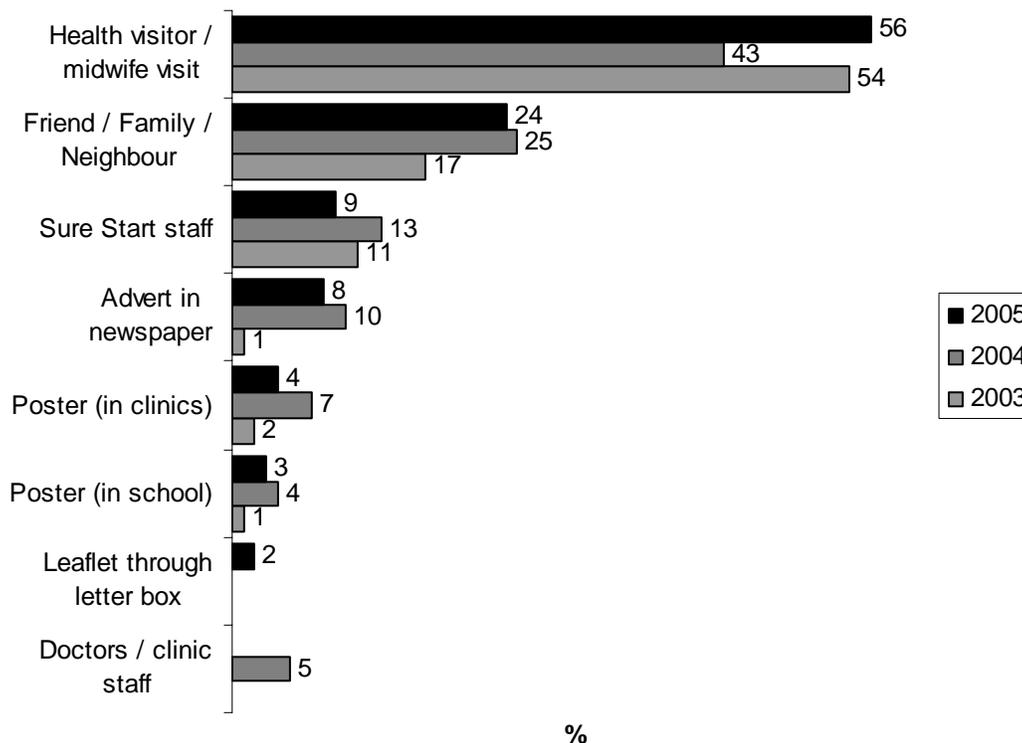
Awareness of Sure Start

To find out the level of awareness of the Sure Start programme, we asked parents and carers if they had heard of Sure Start before the interview. Awareness has reached saturation level with almost all respondents (99%) saying they are aware of Sure Start in 2005. This means just 1% of parents/carers have now not heard of Sure Start. The comparative figures for 2004 are 98% and, in 2003, 97%.

Parents and carers who have heard of Sure Start are asked how they *first* heard of the programme. The role of the health visitor or midwife continues to be central as a referral mechanism with over half of parents/carers (56%), a significantly higher proportion, mentioning this source in 2005 than had in 2004 (43%), taking this channel back to the levels reported in 2003 (54%). Informal networking is also important and should be included in information campaigns as a method of signposting to Sure Start. About the same proportion of people say they first heard of Sure Start through friends or family in 2005 (24%) as had done in 2004 (25%), both years an increase over 2003 (17%).

Chart 5: How respondents first heard of Sure Start

Base: All those who have heard of Sure Start (2004: Weighted: 257, unweighted: 258, 2003: 104) Q3



The link between hearing via the health visitor or midwife and becoming *registered* with Sure Start continues to be strong, with three-fifths (60%) of registered parents/carers first hearing about the initiative through this route (compared with 50% in 2004). What is not clear from this research is *the influence of professionals on the propensity to register*. Whilst those *not registered* are much *less* likely to have heard of Sure Start from professionals (just over a quarter, 28%, in 2005 compared to 10% in 2004), the gap is slowly closing.

Those who are *not* registered with Sure Start are more likely to first hear about Sure Start through informal networking although the proportions, at around a third of respondents, have not changed markedly between 2005 (37% via a friend / neighbour or family compared with 2004, 39%). Information campaigning through newspapers is as important in 2005 (16%) as 2004 (14%). On the other hand the role of Sure Start staff fell short in 2005 (6%) compared to the previous year (16%), which is a significant drop. Whilst there remains a lag between those who register and those who do not, there remains a role for continued formal methods of communication and the work of the Information Officer continues to be important.

Awareness, use and interest in Sure Start services

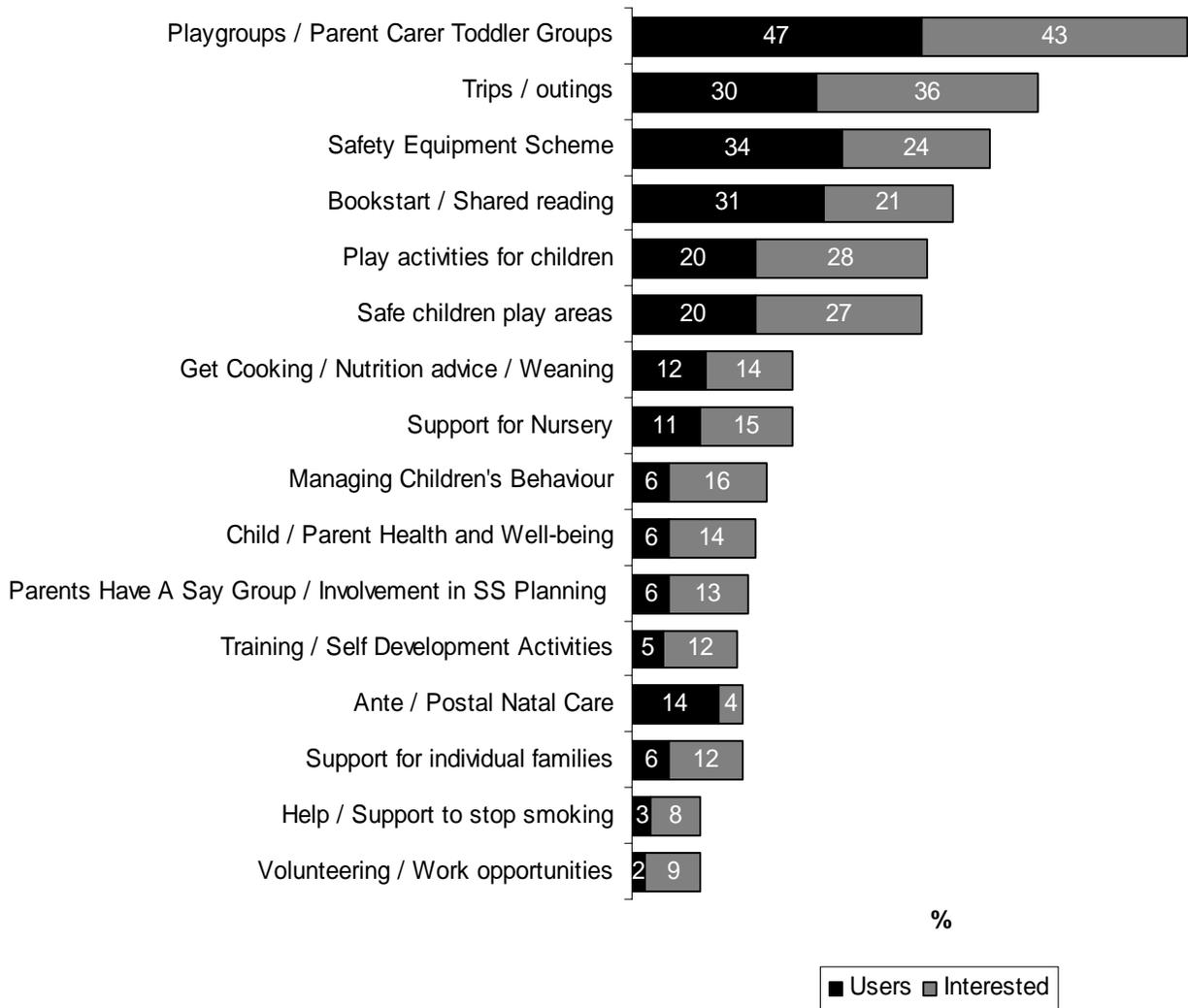
In each study parents and carers are asked awareness of a list of activities that Sure Start has had a hand in organising in the two areas. As in 2004 nearly all respondents in the 2005 study (95%) can name at least one activity (94% in 2004). Awareness does not necessarily lead to usage however, and as the chart below illustrates, the proportion of people using an activity is often about the same as the proportion of people interested but yet to try.

Chart 6 shows that in 2005 parents and carers are most likely to be *users* of playgroups or parent / carer toddler groups, trips/outings, and the safety equipment scheme.

Interestingly, Bookstart / shared reading has dropped from second to fourth place in the rankings over the 12 month period, but why this should be is not clear.

Chart 6: Interest and usage of Sure Start services and activities

Base: All (258) Q7/8



Need net mention calculated please – not sure where you got 62% from, MUQ shows 29% saying none at Q7 in 2004??

In 2005 xxxxxxxxxxxx have used at least one of the schemes listed compared to 62% in 2004. Playgroups and parent / carer toddler groups are used more than any other, and also generate the most interest, with as many as nine in ten (90%) saying they either use this service or are interested in it, compared to 57% in 2004. This is a highly significant increase in interest levels. Two thirds (66%) of parents or carers are also interested, or have been on, trips and outings, again reflecting the socialising role of Sure Start activities for both children and parents/carers. The take up of trips and outings has been increasing year on year since 2003, from 19% in 2003, to 25% in 2004 and 30% in 2005. A similar pattern is seen with safe play areas for children, where usage has increased from 11% in

2003, to 15% in 2004 and 20% in 2005. Given the importance of reading for young children it is disappointing to see that uptake of Bookstart/shared reading has not returned to the levels seen in 2003 when 41% of parents/carers used this service. Uptake dropped in 2004 to 29% and has only recovered 2% points to 31% in 2005.

It is helpful to compare the proportion of respondents who are interested in each activity or service with the proportion who are actually using the service or activity. These are shown in the following table.

Table 5: Proportion of parents and carers who use each service or activity out of all those who say they are interested

Base: All (258) Q7/8

<i>Service or activity</i>	<i>%⁴</i>
Ante / Postal Natal Care	93
Safety Equipment Scheme	76
Bookstart / Shared reading	74
Playgroups / Parent Carer Toddler Groups	73
Trips / outings	61
Safe children play areas	53
Get Cooking / Nutrition advice / Weaning	52
Support for Nursery	52
Play activities for children	51
Support for individual families	43
Parents Have A Say Group/Involvement in SS Planning	38
Child / Parent Health and Well-being	35
Training / Self Development Activities	33
Managing Children's Behaviour	32
Help / Support to stop smoking	30
Volunteering / Work opportunities	22

⁴ Percentage of parents using a service as a proportion of those interested in / using the service

Whilst ante/post natal services do not appear to achieve the greatest net uptake amongst the population, these services continue to be the provision most utilised by *those who are interested* in using the service, with uptake in 2005 being almost at saturation level (93%), slightly up on 2004 (92%).

At the other end of the uptake scale, only a quarter of those who are interested in the volunteering / work opportunities get involved in this service (22% in 2005), a slight decrease on 2004 (25%). Other services that have poor uptake amongst those saying they are interested in the provision continue to be help and support in stopping smoking (30% in 2005 compared to 31% in 2004). It would be useful to explore what the continuing barriers to accessing these particular activities are and whether any specific communications activity could help uptake in the future.

Encouragingly, there are examples of activities that have achieved higher uptake over the period. It is noteworthy that Support for Nursery has experienced *considerably* higher uptake amongst those interested in 2005 compared to 2004 (just over a half, 52%, and one third, 35%, respectively). Similarly approaching four in ten (38%) of parents and carers who expressed interest in the Have a Say Group or the Sure Start Planning in 2005 are now taking part compared to just over a quarter (28%) in 2004.

Other activities have remained virtually static in terms of converting interest to uptake.

Examples of these are:

- Play activities for children (51% in 2005 compared to 54% in 2004)
- Safe children play areas (53% in 2005 compared to 52% in 2004)
- Support for individual families (43% in 2005 and 2004)

A possible cause for concern however is the activities that have dropped off in terms of converting interest into usage. Interestingly, these are all activities that are to do with changing behaviour and attitudes, rather than 'play' based activities that the parents/carers might believe require less input from themselves. More detailed evaluation of these activities may give indications of any remedial action that is needed. Examples of these are:

- Child/parent health and wellbeing (35% in 2005 compared to 43% in 2004)
- Managing children's behaviour (32% in 2005 compared to 42% in 2004)

- Training/self development activities (33% in 2005 compared to 40% in 2004)

Satisfaction with SS services

Respondents who have used Sure Start activities or services rate how satisfied they are with what is provided. Overall, there remains a very high level of satisfaction reported, with almost nine in ten (88%) rating very satisfied or satisfied. However, it is noteworthy that whilst this level is very high it has *fallen* for the second year, which might prompt some further investigation to check if any action is needed. The comparative figures in 2004 are 93%, and in 2003 96%. Having said that, the proportions claiming they are *very satisfied* have slipped only slightly between 2005 and 2004. Seven in ten (71%) of users in 2005 claim they are very satisfied compared to three-quarters (74%) in 2004, and just over three in five (63%) in 2003. As in previous years, just 1% say they are dissatisfied in 2005.

Table 6: Satisfaction with the activities or schemes provided by Sure Start (by area)

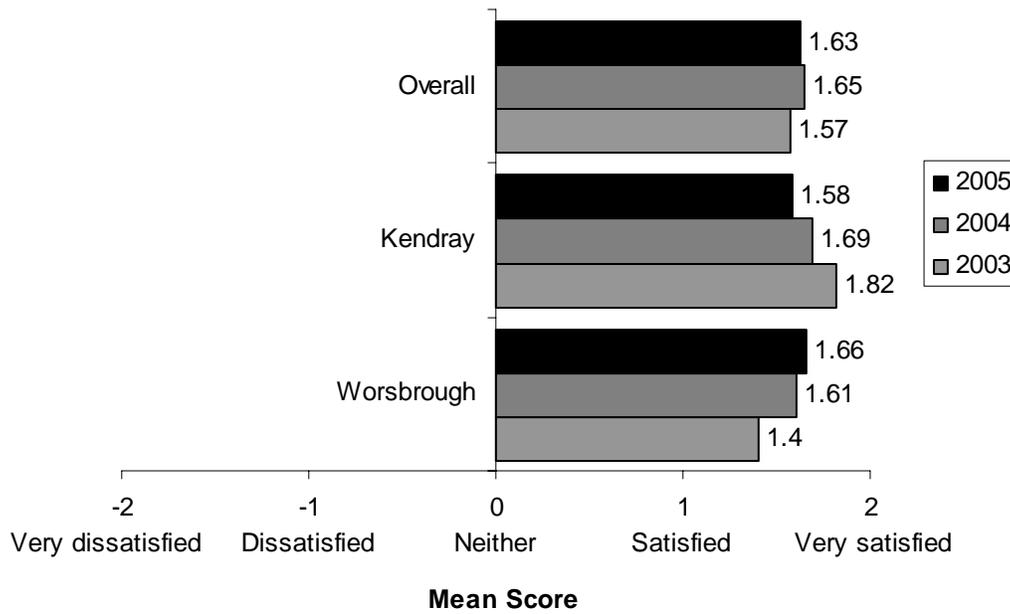
Base: Users of Sure Start Services (various, see table) Q9

		<i>Very satisfied</i>	<i>Satisfied</i>	<i>Neither</i>	<i>Dissatisfied</i>	<i>Very dissatisfied</i>	
Overall	2005 (Weighted: 207, unweighted: 204)	71	17	8	1	0	%
	2004 (Weighted: 185, unweighted: 189)	74	19	6	0	1	%
	2003 (84)	63	33	2	0	1	%
Kendray	2005 (Weighted: 84, unweighted: 89)	65	24	7	1	0	%
	2004 (Weighted: 88, unweighted: 102)	75	18	7	0	0	%
	2003 (34)	82	18	0	0	0	%
Worsbrough	2005 (Weighted: 123, unweighted: 115)	76	11	10	1	0	%
	2004 (Weighted: 97, unweighted: 87)	72	21	5	0	2	%
	2003 (50)	50	44	4	0	2	%

When we apply mean scores⁵ we can see that this high level of satisfaction is both across Kendray and Worsbrough. This is shown in the following chart.

Chart 7: Satisfaction with the activities or schemes provided by Sure Start (mean scores by area)

Base: Users of Sure Start services (see previous chart) Q9



Whilst the overall ratings remain high, it is clear that the diminution in scores thus far is amongst people using the Kendray services, whilst Worsbrough continues to attract improved ratings. It may be helpful to investigate this further, remembering that the context is highly positive ratings.

⁵ Two points are awarded for 'very satisfied, 1 point for 'satisfied', 0 points for 'neither satisfied nor dissatisfied', -1 point for 'dissatisfied' and -2 points for 'very dissatisfied'. The total score for each area is then divided by the number of parents / carers expressing an opinion (i.e. excluding those not replying to the question).

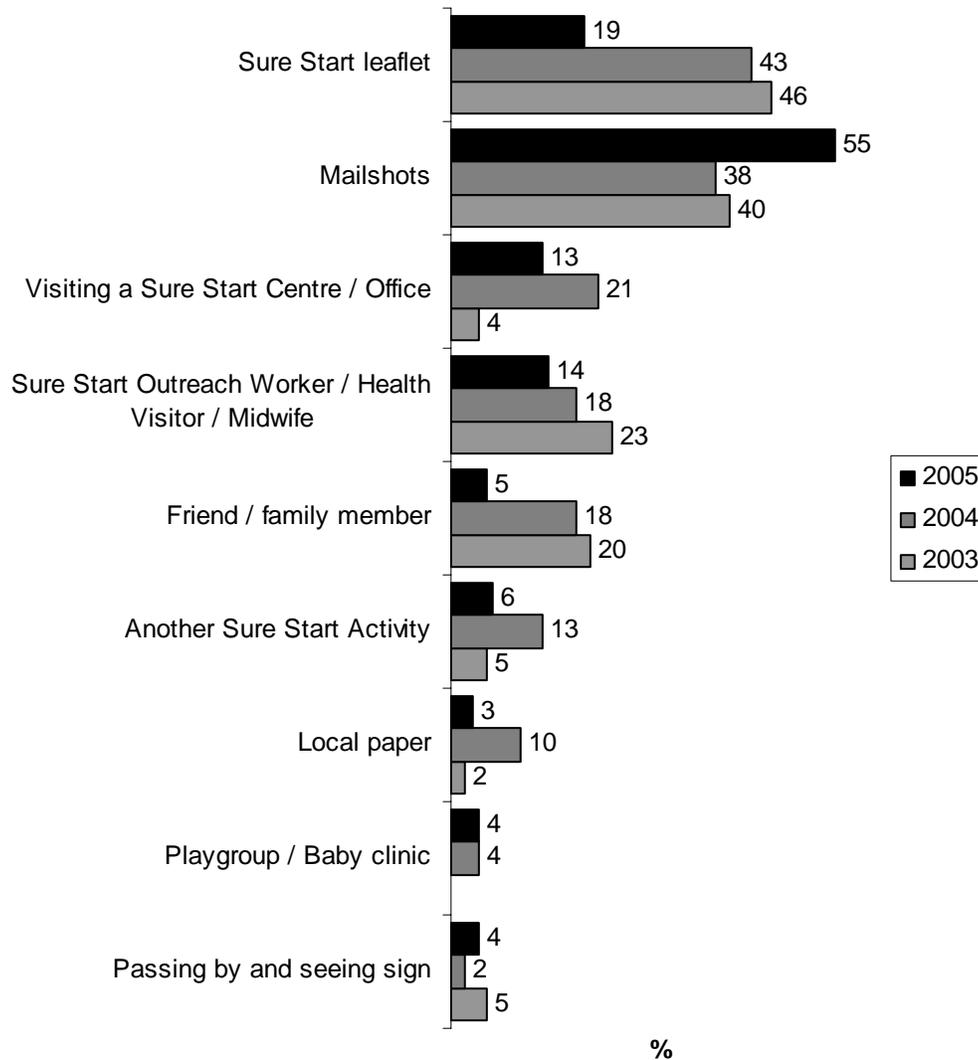
Respondents describe where they find out about Sure Start services and activities. Chart 8 shows that the balance of promotional activity has altered markedly between 2004 and 2005, from quite a 'scattergun' range of (often informal) sources in 2004, to a much more targeted, focused and controlled route to market in 2005. In 2005 as many as over half of Sure Start users find out about activities from mailshots (55%) compared with approaching two in five in 2004 and 2003 (38% and 40% respectively). The Sure Start leaflet (presumably 'picked up' rather than received in home) is mentioned much less frequently in 2005, by nearly one in five users (19%), a significant drop from previous years when over two in five specified the leaflet (43% in 2004 and 46% in 2003).

It is interesting to note that face to face interaction is also much less frequently specified in 2005 than in previous years, particularly with outreach workers/midwives/health visitors. Why this should be is not clear. It may be that whilst professionals clearly have a significant and successful role in *signposting* the existence of the Sure Start (as discussed earlier in this report) they may not be following through with *giving out details* and/or leaflets – which could be regarded as an opportunity missed in terms of conversion of non-users to potential users and may warrant further investigation. Receipt of details of the service via professionals has declined steadily over the three years of research from approaching a quarter (23%) in 2003, down to less than one in five (18%) in 2004 and one in seven (14%) in 2005.

The same is true for users obtaining details through personal visits to the Sure Start office. Whilst there was a significant increase in 2004 over 2003, when one in five users (21%) visited in person compared to 4% the previous year, the figure has dropped back again in 2005 to one in eight (13%).

Chart 8: Where respondents find out about Sure Start services and activities

Base: Users of Sure Start services (2004: Weighted: 185, unweighted: 189, 2003: 84) Q10



There are significant differences between Kendray and Worsbrough in 2005 reflecting activity during the 12 month period. It is clear that Worsbrough has been targeted with mailshots, with as many as seven in ten users (71%) quoting mailshots as their source of detailed information. This compares with just three in ten (30%) in Kendray. Picking up a Sure Start leaflet is slightly more likely to be mentioned in Kendray (one in five, 20%) than Worsbrough (one in six, 17%).

In terms of personal interaction there is virtually no difference between the areas in terms of information obtained through professional (13% Kendray and 15% Worsbrough). However, visiting a Sure Start centre or office is more likely to be seen in Kendray (one in six, 17%) than Worsbrough (one in ten, 10%).

Barriers and suggested improvements Q11/Q12

In each survey respondents are asked if there is anything else that Sure Start should be doing, and three in ten users (30%) have specific suggestions in 2005. This is a slight increase over 2004 when only a quarter (26%) could think of anything that needs improving. The types of suggestions have remained constant over the period since 2003⁶. Of those that mention an improvement in 2005 approaching one half (47%) say that more play areas are needed. This compared to six in ten (59%) in 2004. One fifth (21%) say more advertising / raise profile (13% in 2004). Interestingly no one mentioned wanting better communication and for Sure Start to be friendlier (compared to 11% in 2004) or say safer play areas (10% in 2004).

It is important to check whether there is anything putting potential or actual users off using Sure Start activities. It is a possible cause for concern that the proportion saying nothing is putting them off is *dropping* year on year. Just over half (52%) of parents and carers in 2005 say that there is nothing that puts them off attending, compared to almost six in ten (57%) in 2004 and over two thirds (68%) in 2003. Of those that say something is preventing them from attending the main cluster of reasons are all around time (a third, 36%): not having enough time (over a quarter, 27%); the inconvenience of session times (one in ten, 11%); or being unable to attend because of work commitments (one in five, 21%). This is an increase over 2004 when three in ten (30%) of people said that time considerations put them off.

The proportion of respondents in Kendray who say that nothing would prevent them has increased by 3% points to 58% from 55% in 2004, but this is a significant difference to the level seen in 2003 at three quarters (77%). The main reasons given in 2005 are around time, compared to 2004 where reasons are more fragmented, including that the venues are too difficult to get to, they don't have enough time or the activities are at inconvenient times and they don't have anyone to go to the activities with.⁷ By comparison more people in Warsbrough *are* put off attending, with less than half saying there is nothing putting them off (48%). For these people the reasons are a combination of time and also information availability suggesting there is still work to be done in publicising the schemes.

⁶ Base numbers were too low in the 2003 survey to create a code frame.

⁷ Base numbers are too low for meaningful comparison.

Profile of respondents

Gender

	2003 %	2004 %	2005 %	+/-
Man	11	7	10	+3
Woman	89	93	90	-3

Age

	2003 %	2004 %	2005 %	+/-
Under 20	12	10	7	-3
20-24	28	19	29	+10
25-29	18	26	27	+1
30-34	14	26	17	-9
35-39	13	10	11	+1
40 and over	7	10	8	-2
No reply	8	0	0	0

What respondents are doing at present

	2003 %	2004 %	2005 %	+/-
Employee in full-time job (30 hours plus)	10	6	9	+3
Employee in part-time job (under 30 hours)	10	15	17	+2
Self-employed, full or part-time - with employees	0	0	0	0
Self-employed, full or part-time - without employees	1	0	1	+1
On a Government supported training programme (e.g. Modern Apprenticeship/National Traineeship /Training	0	1	0	-1
Full-time education at school, college or university	0	2	0	-2
Unemployed and seeking work	20	4	8	+4
Unable to work due to long-term sickness or disability	4	4	2	-2
Wholly retired from work	1	3	6	+3
Looking after the home or family	52	65	57	-8
Other	2	0	*	0
No reply	0	*	0	0

Relation to 0- 4 year child

	2003 %	2004 %	2005 %	+/-
Parent / Legal Guardian	93	93	93	0
Grandparent	5	6	6	0
Other family member (16+) responsible for caring for the child	1	*	0	0
Family friend responsible for caring for the child	1	1	1	0
Carer	0	0	0	0
Other	0	0	0	0
No reply	0	0	*	0

Ethnicity

	2003 %	2004 %	2005 %	+/-
White – British	99	97	97	0
White – Irish	0	0	0	0
Other White background	0	*	*	0
Mixed - White & Black Caribbean	0	*	0	0
Mixed - White & Black African	0	0	0	0
Mixed - White & Asian	0	0	0	0
Other Mixed background	0	*	0	0
Black or Black British – Caribbean	0	0	0	0
Black or Black British – African	1	*	1	+1
Other Black or Black British background	0	0	0	0
Asian or Asian British – Indian	0	0	0	0
Asian or Asian British – Pakistani	0	0	0	0
Asian or Asian British – Bangladeshi	0	0	0	0
Other Asian or Asian British background	0	0	0	0
Chinese	0	1	*	-1
Refused	0	0	*	0
Any other ethnic group	0	1	*	-1
No reply	0	0	*	0

Summary

- Parents and carers report continuous improvement in the provision of services for under 4s in the area over the past year, with 41% saying they have noticed an improvement, which follows the 40% of respondents in 2003 reporting an improvement. This shows that parents and carers are continuing to recognise the improvements in the area.
- One third of respondents (33%) now say that they are very satisfied with the services available for young children under the age of 4, which is fantastic news, as only 14% said this in 2003. Overall satisfaction, though (fairly and very satisfied combined), has not changed.
- Three in ten parents and carers (63%) agree that over the last 12 months, their child/children have had access to good quality play and learning opportunities, which matches the opinion in 2003 (65% agreed with this statement).
- Out of the services that K&WSS provide, parents and carers are most likely to be satisfied with the provision for 'Parent's health' (80% are satisfied), followed by 'Child's health' (78%). An important change is the increase in those saying they are satisfied with the training and learning opportunities for parents (73% up from 58% in 2003).
- The high level of awareness of Sure Start is continuing, with almost all (98%) saying they had heard of Sure Start before the interview, following a 97% awareness in 2003.
- As in 2003, respondents are most likely to say they first heard of Sure Start through their health visitor or midwife, followed by their family, friend or neighbour. There has been an increase in those mentioning adverts in the newspaper.
- Seven in ten parents and carers (71%) have used at least one of Sure Start's activities and services, with parent and toddler groups being used more than any other.
- There is high satisfaction with Sure Start services, with 93% of respondents who have used a service or activity in the last year saying they are satisfied.

- Seven in ten respondents (71%) usually hear about Sure Start services and activities through either mailshots or Sure Start leaflets.
- There is a lower proportion of respondents who now say there are no barriers to them accessing service (57% say there are no barriers compared with 68% in 2003), so K&WSS needs to look into reducing these. Barriers mentioned include the venues being difficult to get to, time (inconvenient session times and lack of time generally).

Recommendations

- Look into converting those who are **interested** in joining an activity, to being **users** of the activity (particularly Volunteering / Training opportunities, Have a Say Group. Support to stop smoking). It may be that parents and carers feel daunted by these sessions, so K&WSS need to try to reduce the barriers to joining these activities.
- As there has been a shift from those who are *fairly* satisfied to those who are *very* satisfied, it is important now to communicate with those who are less satisfied to ensure that a split in the community does not occur. K&WSS could make more of an emphasis encouraging those who haven't registered yet, as there may be a feeling that the information they are receiving is for those who are already involved rather than themselves
- Mailshots and leaflets are an important source of information to find out what activities and services are being provided, so this needs to continue. This method may also be used to encourage parents and carers to register with Sure Start. As most parents and carers hear about Sure Start through their Health Visitor or Midwife, what encourages participation as the child gets older? This method may address that.

Caroline Hughes

Tim Neal

RBA Research

6th October 2004