1. Executive Summary

Background

This report was instigated by the Program Manager at Sure Start Dewsbury Moor & Scout Hill in order to look at the type of families that were accessing Sure Start services. There was a perception amongst staff at Sure Start that the services were not supporting families in most need, yet there was no evidence to support this.

The report looks at the extent that Sure Start has reached children in the area. In particular the type of involvement, including outreach family support and group work; characteristics of the children involved, both in terms of ethnicity and deprivation; and the level of involvement, whether it is sustained or minimal.

Methodology

Information was extracted from the Sure Start database and analysed. It was then linked to the Government’s Index of Multiple Deprivation 2004 database to give further detail on levels of deprivation. GIS mapping will also be used to display findings.

Findings

Outreach Family Support
Children receiving support in the home had on average 1.05 visits in the first two months of their life, and those children that had further support by Sure Start had an average of 2.71 additional visits.

Visits were targeted at children throughout the community, in particular those that lived in the worst 10 percent deprived postcodes which accounted for 51% of all children visited. However, children living in the worst 10 percent postcodes received the lowest average number of visits per child at 1.49 visits compared to children living in the worst 20 to 30 percent postcodes who were visited on average 2.30 times.

Group Work
Children attending groups attended St Matthews Centre on average 5.5 times compared with the next most attended venue, Salfia Centre where children attended on average 2.4 times. One of the reasons for this is because there are more groups delivered at St Matthews centre and the ratio of children to groups compares differently. The ratio for children to groups at St Matthews Centre is 22:1 compared to a ratio of 39:1 at Salfia Centre.

Children attended groups from throughout the community, with the largest amount coming from the worst 20 to 30 percent deprived postcodes. These children accounted for 45% of all children that attend groups. Children from the worst 10 percent deprived postcodes were also well represented at
groups but the average attendance for these children was the lowest at 4.61 attendances per child. This compared with an average of 5.93 for children living in the worst 20 to 30 percent deprived postcodes.

**Level of Involvement**
In 2004, 52% of children dropped out of Sure Start after initial contact from a total of 212.

59% of children from Pakistani origin had only a ‘one off’ compared to 45% of White British children. Pakistani and White British children made up 87% of all 212 children registered in 2004 with 67 and 118 children respectively.

Children that registered with Sure Start came from throughout the catchment area with the largest group coming from the worst 10% deprived postcodes. This group also accounted for 45% of children that had only a ‘one off’ contact with Sure Start and they are more likely to drop out than have sustained contact. Children in the worst 20 to 30 percent deprived postcodes are more likely to have sustained contact with Sure Start than they are to have only a ‘one off contact’.

**Conclusion**

Sure Start Dewsbury Moor and Scout Hill are currently contacting over 70% of new born babies over the last 2 years in the catchment area. However, 52% of children contacted have only a ‘one off’ contact with Sure Start.

By analysing attendances of children in both groups and outreach family support, it was apparent that children from the lowest 10 percent deprived postcode had the least contact with Sure Start. In both groups and outreach work, children from the lowest 10 percent of postcodes had the lowest average contact with Sure Start despite the fact that these children were well represented at both activities. Children from the lowest 20 to 30 percent deprived postcodes accounted for the majority of people attending groups and, although they made up only 28% of children supported through outreach, they had the highest number of outreach visits per child.

Children in the lowest 10 percent deprived postcodes account for 45% of all children who have only a ‘one off’ contact with Sure Start and are more likely drop out of involvement in Sure Start. Children in the lowest 20 to 30 percent of postcodes account for 21% of children who have only a ‘one off’ contact but are more likely to have sustained participation.

Analysis of characteristics of children that Sure Start are currently working with, it is evident that the most deprived children in the catchment area are receiving the least support and these families are currently the most hard to reach for Sure Start. Considerations must be made to reach these families and meet their needs. Further research must also be done to explore why families are dropping out of Sure Start in order to develop services that are more appropriate to the needs of families in the area.
2. Introduction

Sure Start Dewsbury Moor has been operating since October 2002, and as activities are now well established, it was seen as a priority by the Program Manager to look at reach within the area.

This report provides evidence of the extent Sure Start has reached parents within the catchment area including how families are contacted and their involvement in the programme.

By analysing who we are working with and in what capacity, it will give us a clear idea of the type of families that are Sure Start are currently finding ‘hard to reach’ in the catchment area.

Research Objectives

To establish:

- Characteristics of users for both areas of work:
  - Outreach
  - Group work
- Characteristics of sustained participants and those that have minimal contact. Minimal contact is where a family has had only a single contact with Sure Start (hereafter refer to as a ‘one off’ contact)

Methodology

The Sure Start database will be used to identify participation of children in Sure Start activities, including details of ethnicity, age and address. The advantage of using only child data can be seen in the accuracy and relevance of data extracted. For example, there may be a child attending a parent and toddler group who on occasions may attend with a different guardian which can lead to over reporting of Sure Start’s reach.

There are also issues in terms of the quality of data inputted by Sure Start that links children to their parents to create a family in the database. These relationships were not always completed during the early years of the project and therefore when data was extracted, it was impossible to look at family attendance.

The information on children participating in Sure Start in 2004 will be linked to the Indices of Multiple Deprivation 2004 (IMD 2004) database to provide more detail on the characteristics of these children.

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1 Noble, M et al., Index of Multiple Deprivation 2004, Wetherby: ODPM Publications. The IMD 2004 was commissioned by the Office of the Deputy Prime Minister (ODPM) in 2000 and then updated in 2004, with the aim of monitoring the gap between deprived neighbourhoods and the rest of the country. The Index has been produced at Super Output Area Lower Layer. These areas are based on groupings of Census Output Areas and represent approximately a minimum population of 1000 with a mean population of 1500. The Super Output Areas are constrained by the boundaries of the Standard Table (ST) wards used for 2001 Census outputs.
Information from the Sure Start database will also be used to complete GIS mapping.

Limitations

There are limitations with this methodology in particular the quality of data in the database. The database was not kept up to date for the first two years of the programme and so much of the data input has been from paper registers that have been filed. This became a problem if families weren’t registered with Sure Start but attended groups. In most cases it was not possibly to go back and register these families to get more details on them. It was also not possible to log them as attending an activity as we didn’t have consent to do this.

Also, families that attended groups from outside of the catchment area were not registered with Sure Start in the first two years of operation. This meant that it was not possible to accurately look at the reach of Sure Start with families that live outside the boundaries the catchment area.

There are limitations in using the IMD2004 also, and they include the size of the Super Output Areas in terms of whether this accurately describes the residents.

Background to NCH Sure Start Dewsbury Moor & Scout Hill

Throughout 2004 Sure Start has been running activities in two distinct areas – outreach work and group work.

Outreach family support is provided by the Midwife, Health Visitor and Parent Involvement Workers. This type of work is staff intensive in its nature and therefore reaches fewer families, less frequently. It also acts as a handholding exercise which supports families to participate in groups.

Group work takes place at various venues in the community and is delivered by Early Years, Health & Community Development teams. This type of work aims to support families and is planned to work towards the Every Child Matters themes.

Families have varying levels of involvement with Sure Start and for the report this will be classified as sustained contact, where a family has used Sure Start more than once, and ‘one off’ contact where a family has had only a single contact with Sure Start.
The working process - Key points

At the end of 2004 Sure Start employed a total of 22 staff who were deployed in the following areas:

- Early Years Education
- Health
- Outreach & Family Support
- Management & Administration

The organisational structure in fig 2.1 shows where staff were resourced in the project.

Table 2.1 goes on to highlight what activities these staff were involved in under the headings of the Every Child Matters Outcomes and a series of sub themes that we have classified. This is a simple way of looking at staffing roles within Sure Start in relation to targets.
Figure 2.1: Organisational Structure

Organisational Structure 2004
NCH Sure Start Dewsbury Moor & Scout Hill

Programme Manager

Dy Programme Manager / Early Years Manager

Supporting Families Team

Admin Team | Early Years | Family Support, Outreach and Home Visiting | Health

Finance & Business Support Officer

Office Manager

Admin Assistant

Information, Monitoring & Evaluation Officer

Early Years Development Coordinator

Early Years Worker / Lead Crèche Worker

Early Years Worker

Early Years Outreach Worker Pathfinder

Early Years Outreach Worker Pathfinder

Parent Involvement Worker

Community Development & Training Coordinator

Midwife

Speech & Language Therapist

Child & Family Health Worker

Crèche Worker

Crèche Worker / Bilingual Support

Parent Involvement Worker / Bilingual Support

Community Transport

Sure Start Dewsbury Moor & Scout Hill
Dewsbury Museum, Cow Nest Park, Heckmondwike Road, Dewsbury, WF13 2SG
Tel: 01924 516778 Fax: 01924 485481
Table 2.1: Themes and targets to activities

| Activities against the Every Child Matters Outcomes, Themes and targets for Sure Start Programmes under 2000-4 PSA targets |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Themes | Health of mother before birth | Health of mother after birth | Health of child | Education attainment | Workless households and childcare | Teenage pregnancy | Child protection | Customer focus / responsiveness to need |
| Every Child Matters themes |  |  |  |  |  |  |  |  |
|  | Be Healthy | Enjoy and achieve / make a positive contribution | Economic wellbeing | Be Healthy / Economic wellbeing | Staying Safe |
| Early Years |  |  |  |  |  |  |  |  |
|  | Group Work Alphabet Zoo Babies into Books Handling Childrens Behaviour Courses Men at Play Monday Club Music with Mummy Open Play Parent & Toddler Groups Toy Library Practical Parenting |
|  | Outreach Speech & Language Visit |
| Health | Outreach Antenatal Support Visits | Group Work Baby Massage Outreach | Group Work Baby Buddies Baby Massage Outreach |  |  |  |  |  |
|  | Two Month Visit Home Start Worker Health Visit | Two Month Visit Health Visit |
| Outreach & Family Support |  |  |  |  |  |  |  |  |
|  | Group Work Crafty Women Open Play with Job Link Parents Time Out Group Outreach Health Visits Outreach Home Visits Group Work Parents Forum |  |  |  |  |  |  |  |
How Sure Start contacts families

Sure Start makes contact with families in the area by undertaking a 2 Month Visit within the first two months of the birth of their child. This is done by either the Midwife or an Agency Health Visitor, both of whom have consent from parents as they are employed by the PCT (Primary Care Trust). Occasionally Sure Start Parent Involvement Workers receive a contact card from the PCT that gives consent for them to contact a family.

Having gained consent for this initial visit, the member of staff will then register the family with Sure Start in order to get the required consent to continue to support the family. Registration is not compulsory however and families that do not want to be involved in Sure Start can opt out now.

All registered families will then be visited by Parent Involvement Workers and encouraged to take part in other Sure Start activities. If a family is identified as needing further support, then Parent Involvement Worker’s may visit more regularly or refer them to other staff in the Sure Start team, including Home Start volunteers, or alternatively other services in the area.

When families come to groups there attendance is monitored using registers and this data is then inputted into the Sure Start database. The database is used to record all contacts with families including outreach work. It is worth noting that for the sake of this report, only data on children will be used as this was a more accurate reflection of attendance (see Methodology).

A simple flow diagram in Fig 2.2 highlights this process.

Figure 2.2: Flow Diagram – Working Process
Sure Start catchment area – Key characteristics

Sure Start covers an area that is regarded by local people and the Local Authority as being three distinct communities. These areas are Dewsbury Moor in the North; Pilgrim in the Midlands; and Scout Hill in the South. A large percentage of the Sure Start population is White British, however Scout Hill has a significant representation of residents from Pakistani origin.2

Evidence of ethnicity of population in Scout Hill can be seen in the community groups that have developed in response to the needs of the area. The Salfia Centre was set up in response to the deprivation faced by Dewsbury’s Asian Community of Scout Hill. It provides social services, information and training for all age groups, with a strong emphasis on educating local people in culture. This was the base for Sure Start during the first 2 years of operation and parent and toddler groups continue to run from this venue.3

Fig 2.3 is taken from the Dewsbury West Ward Profile and highlights the three distinct communities described above. Within these communities there are varying levels of deprivation. In the North and South there is a mix of the lowest 10 percent, lowest 20 percent and lowest 40 percent deprived postcodes. In the Midlands there is a larger proportion of postcodes in the lowest 10 percent deprived.4

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Figure 2.3: Sure Start Catchment Area

The map shows the Sure Start Catchment Area with different color codes indicating the rank of Super Output Areas (SOAs):

- Worst 10% (33)
- Worst 20% (41)
- Worst 40% (72)

The North - Dewsbury Moor

The Midlands - Pilgrim

The South - Scout Hill

Ordnance Survey mapping has been used in this publication to show the boundaries of ONS Super Output Areas Level 1.

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The Combined Index produced by the Office of the Deputy Prime Minister is created using seven domains with the following weightings: Income (22.5%), Education Skills and Training (13.5%), Employment (22.5%), Health Deprivation and Disability (13.5%), Barriers to Services (9.3%), Living Environment (9.3%), Crime (9.3%). The above map shows those Level 1 Super Output Areas (SOAs) which rank within the worst 10%, 20% and 40% deprived SOAs in England. There are 32,482 Level 1 SOAs in England. The map above is based on the data re-issued by DPM in June 2004.
Numbers of children in area

Data from Child Health Surveillance shows that in January 2004 there were a total of 602 children under 4 living in the Sure Start catchment area. In the same month, the Sure Start database had a total of 464 children under 4 registered on the database. This represents a total of 77% of all children in the area that have been contacted by Sure Start.

A breakdown of this data can be seen in Table 2.2 below. It shows that Sure Start are now registering a higher percentage of children in the first years of their lives than it was in the early years of the project.

Table 2.2: Children in catchment area and Sure Start registered children

<table>
<thead>
<tr>
<th>Age of child</th>
<th>Population of children in area</th>
<th>Sure Start registered children (in area)</th>
<th>% Children registered in area</th>
<th>Sure Start registered children (out of area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>170</td>
<td>123</td>
<td>72</td>
<td>21</td>
</tr>
<tr>
<td>1</td>
<td>130</td>
<td>120</td>
<td>92</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>129</td>
<td>79</td>
<td>61</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>131</td>
<td>61</td>
<td>47</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>152</td>
<td>67</td>
<td>44</td>
<td>11</td>
</tr>
</tbody>
</table>

Note: % of children registered in area has not been taken from an identical match of children due to the method used.

Source: Child Health Data 2004 – Mid Yorks PCT, Sure Start Database January 2004

Ethnicity of Children Registered

Fig 2.4 shows ethnicity of the children registered against the general population. Due to geographical distribution of the population from varying ethnic groups, residents from a Pakistani origin are proportionally more represented than those of White British origin. A reason for this could be because the two main Sure Start venues are in the South of the catchment area which, as explained previously, has a significant representation of residents from Pakistani origin.

With regard to other minorities, for example Indian etc, the populations in the sample are well represented.

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5 Corporate Development Unit, Kirklees MBC, 2001 Census Profile – Sure Start Dewsbury Moor & Scout Hill.
Figure 2.4: Ethnicity of Sure Start Children 2004

Ethnicity of Sure Start Children 2004 and General Population

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
<th>General Population</th>
<th>Sure Start Children Registered in 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td>Census 2001</td>
<td>Total 7467</td>
</tr>
<tr>
<td>White/Black Caribbean</td>
<td></td>
<td>Unknown</td>
<td>White-Other</td>
</tr>
<tr>
<td>Other Asian</td>
<td></td>
<td>Other Mixed</td>
<td></td>
</tr>
<tr>
<td>African</td>
<td></td>
<td>Unknown</td>
<td></td>
</tr>
</tbody>
</table>

Total 212
Children Registered in 2004

In 2004 a total of 212 Children under 4 were registered with Sure Start.

As described previously, the first activity when registering a child is the 2 Month Visit. In 2004, 163 children were born in the area, of which 121 children were visited before they were 2 months. This equates to 56% of all children born in the area receiving a 2 Month Visit. A breakdown of this can be seen below in Table 2.3.

Table 2.3: Number of Births and Sure Start 2 Month Visits

<table>
<thead>
<tr>
<th></th>
<th>Number of Births in area</th>
<th>2 month visits completed in area</th>
<th>% of 2 month visits in area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Mar</td>
<td>33</td>
<td>24</td>
<td>73</td>
</tr>
<tr>
<td>Apr-June</td>
<td>34</td>
<td>25</td>
<td>74</td>
</tr>
<tr>
<td>July-Sept</td>
<td>52</td>
<td>30</td>
<td>58</td>
</tr>
<tr>
<td>Oct-Dec</td>
<td>44</td>
<td>12</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>163</td>
<td>91</td>
<td>56</td>
</tr>
</tbody>
</table>

Note: % of 2 month visits in area has not been taken from an identical match of children due to the method used.

This table indicates that in the first half of 2004, 2 Month Visits were being effective in registering over 70% of all children born in the Sure Start area. This percentage drops to 58% for July to September and then to 27% for the months October to December. An explanation for this could be that the Agency Health Visitor finished working with Sure Start in September and so the Midwife was the only member of staff completing these visits.

To overcome this problem, the Sure Start Programme Manager worked together with the Health Visiting Service to work towards an area based service rather than a GP based. An explanation of this change can be seen below:

“Another notable success is the change that has been achieved in the Health Visiting Service. With strong encouragement and the example set by NCH Sure Start and Pathfinder, it was decided to change the Health Visiting Service from being GP based, with a large number covering the area, to being area based. This change was effective from January 2005 and now enables Health Visitors to concentrate in one area and become an effective part of the broader Sure Start team.”

Amanda Taylor, Programme Manager

This new way of working enables Sure Start workers to complete follow up visits to all families to promote Sure Start, and more families will now be supported with antenatal visits by the Midwife.
3. Main Findings

Outreach Family Support

Numbers supported in 2004

Table 3.1: Outreach Work

<table>
<thead>
<tr>
<th>Activity</th>
<th>Children Supported</th>
<th>Number of visits</th>
<th>Average per Child</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 month visit</td>
<td>87</td>
<td>91</td>
<td>1.05</td>
</tr>
<tr>
<td>Family support home visit</td>
<td>49</td>
<td>133</td>
<td>2.71</td>
</tr>
</tbody>
</table>

Table 3.1 indicates that Sure Start are supporting families in the home at least once through the 2 Month Visit. Families requiring additional support are receiving on average 2.71 visits from Sure Start.

Ethnicity

Figure 3.1: Ethnicity of Children receiving family support through home visits
The ethnicity of children receiving family support shows similar trends to those displayed in fig 2.4 (Ethnicity of Sure Start Children 2004), where residents from a Pakistani origin are proportionally more represented than those of White British origin.
**Linked to Index of Multiple Deprivation 2004**

**Table 3.2: Outreach Work - All**

<table>
<thead>
<tr>
<th>Rank Description</th>
<th>Children Supported</th>
<th>%</th>
<th>Number of visits</th>
<th>%</th>
<th>Average per child</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst 10 Percent</td>
<td>68</td>
<td>51</td>
<td>101</td>
<td>45</td>
<td>1.49</td>
</tr>
<tr>
<td>Worst 10 to 20 Percent</td>
<td>29</td>
<td>21</td>
<td>44</td>
<td>20</td>
<td>1.52</td>
</tr>
<tr>
<td>Worst 20 to 30 percent</td>
<td>37</td>
<td>28</td>
<td>85</td>
<td>38</td>
<td>2.30</td>
</tr>
<tr>
<td>Total</td>
<td>134</td>
<td>100</td>
<td>224</td>
<td>100</td>
<td>1.67</td>
</tr>
</tbody>
</table>

**Figure 3.2: IMD 2004 linked to Outreach**

![IMD 2004 linked to Outreach Children Supported](image)
This information indicates that 49% of all outreach work takes place with families who live in the worst 10 percent of postcodes according to the ID2004. However, the average number of visits per family to these postcodes is slightly lower than those in the worst 10 to 30 percent of postcodes. The difference is less than 1 visit per family on average.
Fig 3.4 shows that outreach work takes place throughout the community with no particular focus on a specific area.
Group Work

Numbers attending in 2004

Table 3.3: Group Work

<table>
<thead>
<tr>
<th>Venue</th>
<th>Total children attending</th>
<th>Total attendance</th>
<th>Average attendance per child</th>
<th>No. of groups delivered at venue</th>
<th>Ratio of children / group</th>
</tr>
</thead>
<tbody>
<tr>
<td>St Matthews</td>
<td>112</td>
<td>617</td>
<td>5.5</td>
<td>5</td>
<td>22:1</td>
</tr>
<tr>
<td>Salfia Centre</td>
<td>78</td>
<td>190</td>
<td>2.4</td>
<td>2</td>
<td>39:1</td>
</tr>
<tr>
<td>Knowles Hill</td>
<td>13</td>
<td>17</td>
<td>1.3</td>
<td>1</td>
<td>13:1</td>
</tr>
</tbody>
</table>

Figure 3.5: Groups - Average attendance

![Average attendance per child at each Sure Start venue](image)

This information indicates that 34 more children in total use St Matthews Centre and the average attendance is over 50% higher than the next most attended venue, the Salfia Centre. There are however more groups running at St Matthews Centre than other venues and this is reflected in the ratio of children to groups. The ratio highlights that although the Salfia Centre has less average visits per child, the ratio of children to groups is nearly twice that of St Matthews Centre.
The ethnicity of children attending groups again shows similar trends to those displayed in Fig 2.4 (Ethnicity of Sure Start Children 2004), where residents from a Pakistani origin are proportionally more represented than those of White British origin.
Linked to Index of Multiple Deprivation 2004

Group Work - All

<table>
<thead>
<tr>
<th>Rank Description</th>
<th>Total children</th>
<th>%</th>
<th>Total attendance</th>
<th>%</th>
<th>Average per child</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst 10 Percent</td>
<td>54</td>
<td>31</td>
<td>249</td>
<td>28</td>
<td>4.61</td>
</tr>
<tr>
<td>Worst 10 to 20 Percent</td>
<td>27</td>
<td>16</td>
<td>192</td>
<td>21</td>
<td>7.11</td>
</tr>
<tr>
<td>Worst 20 to 30 percent</td>
<td>77</td>
<td>45</td>
<td>457</td>
<td>51</td>
<td>5.93</td>
</tr>
<tr>
<td>Total</td>
<td>172</td>
<td>100</td>
<td>898</td>
<td>100</td>
<td>5.1</td>
</tr>
</tbody>
</table>

Figure 3.7:  IMD 2004 linked to Group Work

IMD 2004 linked to Group Work
Total Children

- Worst 10 Percent: 76
- Worst 10 to 20 Percent: 29
- Worst 20 to 30 percent: 61
This information indicates that 45% of all group work is attended by children who live in the worst 20 to 30 percent of postcodes according to the ID2004. Also, the average attendance per child is higher for children living in the worst 10 to 30 percent of postcodes than it is in the worst 10 percent. The difference is over 1 attendance per family on average.
Fig 3.9 shows that there is a mix of children from around the community that have attended Sure Start groups. There is no evidence to show that children who attend most frequently, come from a particular area in the community.
Fig 3.10 and Fig 3.11 show the attendance for the two most popular venues used by Sure Start. Both venues have children attending from all areas of the community, but St Matthews Centre has a larger number of children attending from the North, while Salfia centre attracts a larger number of children from the South. Also, St Matthews centre has 23 children who have used the venue more than 10 times.
Sustained and One Off Users Compared

User Figures

Table 3.5: Sustained & ‘One Off’ Users on database in 2004 - Children

<table>
<thead>
<tr>
<th></th>
<th>Children</th>
<th>% of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>One off users</td>
<td>110</td>
<td>52</td>
</tr>
<tr>
<td>Families with sustained participation &gt;1</td>
<td>102</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>212</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Note:** Of the 212 children registered in 2004, 62 did not have an activity logged and have been includes as one off users. This is because they will have had contact with a Sure Start member of staff in order to be registered.

Table 3.5 indicates that 52% of all children contacted drop out after the initial contact with Sure Start.

Ethnicity

Table 3.6: Ethnicity - Sustained & ‘One Off’ Users

<table>
<thead>
<tr>
<th></th>
<th>One off users</th>
<th>%</th>
<th>Families with sustained participation &gt;1</th>
<th>%</th>
<th>Total children registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Other Asian</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Other Ethnic Group</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Other Mixed</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Pakistani</td>
<td>41</td>
<td>37</td>
<td>26</td>
<td>25</td>
<td>67</td>
</tr>
<tr>
<td>Unknown</td>
<td>9</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>White Asian</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>White British</td>
<td>53</td>
<td>48</td>
<td>65</td>
<td>64</td>
<td>118</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>100</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
<td><strong>212</strong></td>
</tr>
</tbody>
</table>
Figure 3.12: Ethnicity - Sustained and ‘one off’ contact

Ethnicity of sustained and 'one off' users from the total number of registered children in 2004

- **Indian**
- **Other Asian**
- **Other Ethnic Group**
- **Other Mixed**
- **Pakistani**
- **Unknown**
- **White/Asian**
- **White British**

**Sustained participants**
- Total 102

**One Off participants**
- Total 110
The information in Table 3.6 and Fig 3.13 indicates that over 60% of children from Pakistani origin drop out after the initial contact. This compares to just under 50% of children from White British origin.

**Linked to Index of Multiple Deprivation 2004**

**Table 3.7: Index of Multiple Deprivation - Sustained & ‘One Off’ Users**

<table>
<thead>
<tr>
<th>Rank Description</th>
<th>One off users</th>
<th>%</th>
<th>Families with sustained participation &gt;1</th>
<th>%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst 10 Percent</td>
<td>49</td>
<td>45</td>
<td>34</td>
<td>33</td>
<td>83</td>
</tr>
<tr>
<td>Worst 10 to 20 Percent</td>
<td>25</td>
<td>22</td>
<td>20</td>
<td>20</td>
<td>45</td>
</tr>
<tr>
<td>Worst 20 to 30 percent</td>
<td>24</td>
<td>21</td>
<td>37</td>
<td>36</td>
<td>61</td>
</tr>
<tr>
<td>Unknown Postcode</td>
<td>12</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110</strong></td>
<td><strong>52</strong></td>
<td><strong>102</strong></td>
<td><strong>48</strong></td>
<td><strong>212</strong></td>
</tr>
</tbody>
</table>

**Note:** Of the 212 children registered in 2004, 62 did not have an activity logged and have been includes as one off users. This is because they will have had contact with a Sure Start member of staff in order to be registered, but then no other activities have been logged.
Table 3.7 and Fig 3.14 indicate that 45% of children who have a ‘one off’ contact with Sure Start are from the worst 10 percent of postcodes in the area according to the ID2004. Children with sustained participation seem to come from a mix of postcodes.
Table 3.7 and Fig 3.15 indicate that children in the worst 20 to 30 percent postcodes are most likely to have sustained contact with Sure Start. Children in the worst 10 percent and the worst 10 to 20 percent are more likely to have only a ‘one off’ contact.
4. Conclusions

The synthesis of findings demonstrated characteristics of Sure Start users who have had support from Sure Start both through outreach work and group work. The findings also demonstrate characteristics of sustained participants and those that have only a ‘one off’ contact.

Sure Start Dewsbury Moor and Scout Hill are currently contacting over 70% of new born babies over the last 2 years in the catchment area. However, 52% of children contacted have only a ‘one off’ contact with Sure Start.

Characteristics

Ethnicity

- The ethnicity of children who have participated in both outreach and group work, reflects all children that are registered with Sure Start. There are no trends that show specific activities are targeted to particular ethnic groups.

- However, when analysing drop out rates, 59% of children from Pakistani origin have only a ‘one off’ contact with Sure Start compared with 45% of White British who have a ‘one off’ contact. To put this in context, 52% of all the children contacted by Sure Start in 2004 have only a ‘one off’ contact.

Index of Multiple Deprivation 2004

- Comparing characteristics according to the IMD 2004, there are significant differences.

- Children living in the lowest 10 percent deprived postcodes receive the least contact in both outreach and group work.

- This group of children make up nearly half of all children contacted through outreach work but receive the lowest number of visits on average. They make up over a third of children that attend groups but the average number of visits is the lowest.

- Just under half of all children attending group work are from the lowest 20 to 30 percent deprived postcodes. These children have the highest average number of visits.

- Of all children that were registered in 2004, 45% had only a ‘one off’ contact with Sure Start. Just under half of these children were from the lowest 10 percent deprived families.

- Children in the lowest 10 percent deprived postcodes account for 45% of all children who have only a ‘one off’ contact with Sure Start and are
more likely drop out of involvement in Sure Start. Children in the lowest 20 to 30 percent of postcodes account for 21% of children who have only a ‘one off’ contact but are more likely to have sustained participation.

Analysis of characteristics of children that Sure Start are currently working with, it is evident that the most deprived children in the catchment area are receiving the least support and these families are currently the most hard to reach for Sure Start. Considerations must be made to reach these families and meet their needs. Further research must also be done to explore why families are dropping out of Sure Start in order to develop services that are more appropriate to the needs of families in the area.
5. Next Steps

In completing this research there have been many lessons that can be learnt for future work in both evaluation and program management.

Evaluation

Collection and input of monitoring data
To improve the accuracy of reach analysis it is important to capture complete data sets of Sure Start activity. Steps have been taken to improve this process both with current information and for future inputting by training staff.

Accuracy of postcodes
To improve mapping of reach, reference numbers are now being used to avoid any incorrect postcodes being inputted. Reference numbers are being used across Kirklees and are a more accurate house reference than postcodes and house number. If reference numbers are used it will be possible to accurately match children in the area to children on the Sure Start database.

Use of postcode profiling – IMD 2004
Due to the limitations of the IMD 2004, other postcode profiling is being looked at.

Customer satisfaction survey
Following this research Sure Start are currently completing a customer satisfaction survey to explore why families drop out of the project.

Reach Analysis 2005
This report will be completed in 2005 to establish if progress has been made, including an analysis of the effect of prioritising the most deprived parts in the catchment area. The increase of participation in groups and additional outreach support will be monitored.

Home visiting
Analysis of the extent of home visiting and the type of intervention e.g. behavioural support, smoking cessation etc.

Program Management

Working with ward based Health Visitors
Ward based Health Visitors are now working with Sure Start to undertake the initial 2 month visit which provides the Sure Start team with a professional needs assessment. This enables Sure Start to prioritise follow up visits to families in the catchment area.
Relocating resources
In 2005 Sure Start have relocated resources to try to engage the ‘Hard to reach’ community. This has included running groups in the home, such as Baby Massage and Handling Children’s Behaviour; taking outdoor play equipment to the most deprived areas; and actively promoting all services in these areas.

Developing a more comprehensive outreach program
Sure Start is in the process of developing a new outreach service that will compliment the already established groups. This will include employing a new family support coordinator; preparing workers for a change in practice, through training and supervision; and more targeted services.
6. Bibliography


5 Corporate Development Unit, Kirklees MBC., 2001 Census Profile – Sure Start Dewsbury Moor & Scout Hill.