

Youlden and Harrison Associates  
May 2004

# **Wakefield District**

## **Sure Start Wakefield West**

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### **Community Satisfaction Survey**

**May 2004**

**Youlden & Harrison Associates**

**Survey undertaken  
by Parents from  
the Sure Start  
Community**

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## **1. Introduction**

As a result of national guidance from the Sure Start Unit, the Sure Start local programme in West Wakefield have undertaken a Baseline User Satisfaction Survey as a means of establishing how satisfied families, with children under the age of 5 years, are with the support services that exist in the Sure Start community. These services include all those that families access ranging from Midwifery, General Practitioners to specific Sure Start activities.

The results of the Baseline User Satisfaction Survey will provide baseline data against which the impact of the programme locally can be measured in the future. In other words how has the work of Sure Start assisted in improving the level of take up of services and satisfaction with those services.

The Baseline User Satisfaction Survey when it is revisited in three years time, will provide evidence of the extent to which the programme is meeting the Service Delivery Target which is part of the contract between each local Sure Start local programme and the Sure Start Unit which states:

***"75% of families reporting personal evidence of an improvement in the quality of services providing family support"***

In order to carry out the Survey, Sure Start Wakefield West appointed a consultancy service, Youlden and Harrison Associates. Youlden and Harrison have co-ordinated the Survey and processed the data collected by parents in the Sure Start Community. The culmination of the survey work is presented in the report that follows, which covers:

- How the survey was undertaken
- Survey results
- Commentary on the BUSS

We would like to take this opportunity to thank all the parents who attended Survey Workshops, actually went out into the community and did the hard work of actually conducting the survey within a demanding timescale.

Thanks also to the Project Development, Evaluation and Monitoring Officer for providing all the information that was necessary to undertake the Survey.

## **2. How was the Survey Conducted?**

There are a number of ways in which Baseline User Satisfaction Surveys can be conducted, some Sure Start local programmes have undertaken widespread postal surveys, some programmes have surveyed communities by sending questionnaires out through schools. However, in Wakefield West a rather more innovative approach has been taken in the recruitment of a group of parents from the Sure Start community to make key decisions about how the survey should be conducted.

Eight parents – all mothers - attended two workshops facilitated by the consultants to establish how the survey would be conducted and what part they would play in the survey. An additional element to the workshops was to ensure that the eight parents, known as the Survey Team, acquired some skills to assist them in the survey work.

The Survey Team made the decision that the survey would be best carried out using face to face interviews guided by a questionnaire to ensure that all the data required could be collected in a consistent format.

It was collectively decided that it would be ideal if as near to 20% of the Sure Start community families could be interviewed as part of the survey to provide sound baseline information. The Survey Team agreed that they would undertake interviews in a number of community activity settings, ranging from specific Sure Start activity sessions to outside the school gates.

The Survey Team recognised the importance of ensuring that the survey sample reflected the ethnic make up of the community and the geographical spread. To ensure that this was achieved, all the Survey Team used a postcode list to identify that the interviewees lived in the Sure Start area and that they were canvassing a geographic spread of opinion.

The Survey Team also acknowledged that their sample should incorporate a proportionately representative group of existing Sure Start service users and non-users.

The Survey Team collectively designed an appropriate questionnaire through piloting the survey form within the workshops and identified a definitive list of all those services that are currently available within the Sure Start community.

A sample questionnaire is provided in the Appendix.

The questionnaire was approved by the Monitoring and Evaluation Sub-Group. A survey period of 18<sup>th</sup> March-2<sup>nd</sup> April was agreed by the Survey Team.

### **3. Survey Results**

A total of 121 families are represented in the survey results all of whom are caring for children under the age of 5 years. The survey generated comments from people in the four distinct areas that make up Sure Start Wakefield West.

The survey sample consisted of 91 mothers, and the balance a combination of grandparents, fathers and paid childcarers.

83 representatives of families (67%) have attended Sure Start activities in the last 12 months with the balance never having attended a Sure Start activity.

83% of the sample described themselves as White British with the remaining 17% predominantly describing themselves as Pakistani.

### **4. About the services in the Sure Start Wakefield West Area**

The Survey Team identified what they perceived as the full range of support services offered to families in the Sure Start community.

A full statistical analysis is available from Sure Start Wakefield West under separate service headings. This data is presented in a manner that illustrates any differences between satisfaction levels of Sure Start Service Users and Non Users.

In order to give a general flavour of the survey findings key messages are presented under appropriate headings below.

#### **GP Practices**

- 120 family representatives in the survey sample report using their local Doctor.
- Only 18 (22%) of these report that they are not satisfied with that service.

Comments relating to satisfaction include:

***“Very helpful with my family”***

Comments relating to dissatisfaction include:

***“Getting appointments becoming increasingly hard”***

## **Midwifery Services**

- Ten respondents report using midwifery services in the last 2 years.
- 100% of this respondent group are either satisfied or very satisfied with the midwifery service in West Wakefield.

## **Ante-Natal Support Services**

- 16 respondents to the survey report having used ante-natal support services and all are satisfied with those services.

## **Post-Natal Services**

- A total of 11 respondents reported using post-natal services.
- 2 of this respondent group are not satisfied with those services.

Satisfied survey respondents state:

***“The help I received was okay”***

Whilst dissatisfied ones say:

***“Need more support and advice on depression”***

## **Health Visiting Services**

- A total 61 respondents (73%) report using Health Visiting services.
- 40 of these respondents are satisfied or very satisfied with the service they receive. Comments heard from this group include:

***“Always there to listen and give help when needed”***

Comments from the 21 respondents who are not satisfied focus on the frequency of contact with Health Visitors:

***“She has only been twice – should come more often”***

## **Baby Clinic**

- 30 respondents report attending Baby Clinic.
- 28 respondents are satisfied with the services they receive.

***“It’s OK and advice is good”***

- Only 2 of these are not satisfied with the service and suggest:

***“Not satisfied with the system of booking and having to wait without knowing how long for”***

## **Speech Therapist**

- 9 respondents have accessed the services of a speech therapist over the last 2 years.

No comments have been heard from satisfied service users.

- 2 respondents state that they are not satisfied with the service and report that this is largely to do with limited service provision:

***“Not working enough time”***

## **Healthy Living Centre**

- Only 2 respondents, both of whom access Sure Start Services, report accessing services from the Healthy Living Centre.
- Both of these respondents are satisfied with those services.

## **Asthma Clinic**

- 10 respondents report attending the asthma clinic.
- All are satisfied or very satisfied with the service provided there.

## **Support services for identification of special needs**

- 7 respondents report accessing support services for the identification of Special Needs.

No positive comments have been recorded during the survey relating to this area of service provision.

- 5 families report that they are not satisfied with those services:

***“Early intervention is crucial yet only the more obvious needs are addressed”***

## **Dentist**

- 91 of the respondents report having visited a dentist over the last 2 years.
- 73 of this group report being satisfied or very satisfied with the service.

***“They are OK and helpful”***

- Dissatisfaction focuses on the lack of available dentists in the area.

***“Dentist is miles away”***

## **Optician**

- 51 respondents report family members accessing services from a local optician.
- All of the respondents are satisfied or very satisfied with those services.

## **Smoking Cessation**

- A total of 8 respondents have accessed smoking cessation services.
- 50% of those who have accessed the service are satisfied or very satisfied with it.
- The remaining 50% who are not satisfied state that the service did not work for them or that they needed more support.

Many comments relating to smoking cessation focus on a lack of easily available information:

***"Could use it if I knew where it was"***

### **Home Start**

- 27 respondents report using Home Start.
- Positive comments include:

***"Enjoy it and it is friendly and caring"***

- 4 members of this group are not satisfied with the service, but few negative comments are reported:

***"Don't give you enough help"***

### **Family Centre**

- 29 respondents have attended the Family Centre in the last 12 months.
- 18 members of this service user group are satisfied or very satisfied with the Family Centre. Positive comments are largely around the atmosphere and welcome provided by the Centre:

***"Nice, warm, friendly and caring"***

- 6 of the respondents are not satisfied with the Family Centre:

***"Used to go, don't now as too noisy"***

### **Special Abilities**

- 8 respondents report accessing Special Abilities.
- All the respondents are satisfied or very satisfied with the service.

## Citizens' Advice Bureau

- 20 respondents report visiting the CAB.
- 18 of whom are satisfied or very satisfied with the service provided.
- 2 of the respondents who are dissatisfied report that the Bureau is too busy and it is difficult to get an appointment.

## Nursery Class in School

- 46 respondents report that they have children who have attended a nursery class in school over the last 12 months.

The majority of these were satisfied with their experience of nursery school:

***"My child thinks it is a brill school so that is ok for me"***

- 3 respondents report dissatisfaction:

***"The standards vary and locally it is not up to standard"***

## Pre-School/Playgroup

- 38 respondents report having a child or children who have accessed a pre-school/playgroup over the last 12 months.
- 31 of the respondents report that they are satisfied or very satisfied with the service they have received.

***"OK kids enjoy it"***

Negative comments from the 7 dissatisfied respondents focus largely on a lack of locally available choice in respect of pre-school/playgroups:

***"Not enough and not enough choice"***

## **Childminders**

- 13 respondents have used a childminder over the last 12 months.
- 12 of them are satisfied or very satisfied with that service.

However, some negative comments are offered concerning childminding in general:

***“Not enough choice and standards vary”***

## **Daycare**

- 13 respondents have accessed daycare for their children over the last 12 months.
- All of whom are satisfied or very satisfied with that service.

## **Crèches**

- 25 respondents report using crèche facilities over the last 12 months.
- 18 of this respondent group are either satisfied or very satisfied with those facilities.

## **Parent/Toddler Groups**

- 72 respondents have used a parent/toddler group over the last 2 years.
- 48 of this group are satisfied or very satisfied with the group that they attend.

***“Playgroup is friendly and caring”***

Comments from those who are dissatisfied mention a lack of information regarding location of groups:

***“Don’t know where they are but would like to attend”***

## **Play space – Parks/Playgrounds**

- 99 respondents have used some form of outdoor play space over the last 2 years.
- 23 of them are not satisfied with the service provided.
- Reports relating to dissatisfaction focus on:
  - Safety in general
  - Rubbish/vandalism
  - Lack of facilities
  - Lack of equipment
  - Older children and young people

## **Library**

- 74 respondents report using the local library.
- Only 2 of this respondent group report that they are not satisfied with the service.
- Positive comments from those who are satisfied or very satisfied focus on:
  - Friendly staff
  - Friendly atmosphere

## **Hospital Services for Children**

- 49 respondents report that they have attended hospital with their children or child over the last 2 years.
- 40 of those who have attended hospital report that they are satisfied or very satisfied with the service they have received.
- From the 9 who express dissatisfaction with hospital comments are made relating to:
  - Interpretation services
  - Waiting list time
  - Child friendly services
  - Waiting time on site

## **Psychological Services for Children**

- 11 respondents have accessed psychological services for their children over the last 2 years.

No positive comments have been reported.

- 6 of these respondents state that they are not satisfied with those services and comments include:

***“Frozen waiting list no consistency, a joke for early intervention”***

## **Wakefield MDC Housing**

- 52 respondents have been in receipt of services from Wakefield MDC Housing over the last 2 years.
- 30 of these respondents are not satisfied with that service.
- Reasons for dissatisfaction include:

Repairs  
Staff  
Housing benefits  
Rubbish

## **Wakefield MDC Social Services**

- 15 respondents have accessed services from Wakefield MDC Social Services over the last 2 years.

Positive comments are not forthcoming from those who are satisfied with Social Services but,

- 7 of these respondents are not satisfied with those services because:

***“They don’t communicate with each other”***

## **Schools**

- 82 respondents report that they have children attending schools locally.
- 66 are satisfied or very satisfied with those school services.

***“My children like school and think it is great”***

Those who are dissatisfied are concerned about general standards and funding, they say:

***“Some are not good enough”***

## **Transport**

- 36 respondents have used transport services over the last 2 years.
- 18 of this respondent group are not satisfied with transport services.
- Comments focus on:

Lack of child friendly services  
Time keeping  
Poor vehicles  
Drivers' attitudes

## **Benefits**

- 56 respondents have had contact with the Benefits system over the last 2 years.
- 22 of these respondents are not satisfied with the services they have received.
- Dissatisfaction focuses on:

Staff attitudes  
Inadequate payments

## About Sure Start Wakefield West

Of the 83 families represented in the survey sample the most popularly attended Sure Start activities are Parent Toddler Groups (20% of the User Group) and the Sunshine Library (25% of the User Group).

77% of Sure Start Service Users are satisfied with those activities. Comments made include:

***“They are great!”***

***“It’s been helpful”***

***“They are good and friendly”***

Not surprisingly more comments are offered by those who are not satisfied with Sure Start activities and focus on the range and duration of activities and include:

***“Not enough activities for babies. Sunbeams too small”***

***“Need more for older children”***

***“Need more to do in the holidays and longer hours”***

***“It’s very noisy too many older children running around”***

A full range of comments from Sure Start Users is available from Sure Start Wakefield West.

Those who do not currently attend Sure Start activities suggest that they would like to attend in the future or that they are new to the area.

The survey provided an ideal opportunity to canvass the community's opinion of the new Sure Start Children's Centre on Lupset Crescent that opened in December 2003. 70 comments have been elicited during the survey about the new centre. More than 50% of the comments are positive and include:

***“We like it and so does my grandchild”***

***“It’s a good place to bring children”***

***“Brilliant colours”***

***“It’s nice and lovely for the children”***

Some families suggest that the centre is a positive addition to the community but that it is too far away from home to access easily.

***“It’s nice and warm and friendly, but too far for me to visit. I would love to come down with my child but we need transport down”***

A number of families refer to a perceived under use of the centre.

***“Could do with more activities through the week, the centre is not used enough”***

***“Very good needs more use though”***

Negative comments frequently concern the atmosphere in the centre and include:

***“Too clinical not welcoming enough”***

***“Too clinical, not friendly enough would use it more if it was drop in with toast etc.”***

***“Nice building but not family friendly”***

***“Staff not friendly or approachable at reception”***

***“The new centre has lovely colours but is very intimidating, there never seems to be anyone around”***

The Survey invited Sure Start users to make comments relating to Sure Start in general. Again, and not surprisingly, more negative than positive comments were recorded. Themes that emerge from the survey findings include:

- The Ashiana Centre is too small
- Lack of friendly and supportive staff
- The under use of the new centre
- A limited range of Sure Start activities
- Lack of effective information and communication from Sure Start

## **6. Concluding Comments on the Baseline User Satisfaction Survey**

West Wakefield Sure Start has been highly successful in achieving an excellent response rate to the survey – a tentative target was set of 150 respondents and 121 was achieved.

West Wakefield Sure Start has engaged parents in the design and delivery of the survey that has allowed a significant level of meaningful community participation in the project.

An initial analysis of survey results revealed a marked tendency for Sure Start non-users to express higher % levels of satisfaction with services across the community. Does this begin to suggest that Sure Start Service Users have a higher level of expectation in respect of services?

Qualitative data derived throughout the survey provides useful data that could be utilised to shape future service delivery, and could be shared with other service providers in the community.

An additional element to the Satisfaction Survey has been the inclusion of a brief opportunity for survey respondents to state what further services are needed in the community. This information is held at Appendix 2.

The Survey format will provide a sturdy template for collection of future comparative data.

Sure Start Wakefield West  
Community Satisfaction Survey – Spring 2004  
GUIDANCE NOTES FOR INTERVIEWERS

***Do not put yourself in any personal danger when interviewing, in other words, do not call at strangers' houses, do not go out alone at night and try and ensure that you conduct the interview in a public place of safety i.e. at the school gates or at an existing toddler group or similar.***

Remember that:

- we need to talk to as many people as possible (150 in total)
- these people should be a mixture of people using Sure Start and not using Sure Start
- **all** people interviewed must live in the Sure Start area and be caring for children under 5 years of age.

Introduce yourself and then explain what the Survey is and reassure the person that you are interviewing that all information given will be kept as confidential.

***Sure Start provides services for families with small children - GIVE OUT A SURE START LEAFLET NOW – the Government wants to know if Sure Start is having a positive affect on services for families with small children, so we are now asking families how satisfied they are with services for families now, and in 3 years time we will ask again to see if Sure Start has affected the levels of satisfaction with those services.***

- Thank the interviewee and say that the interview should not take longer than 15 minutes – if they are happy with that then proceed with the interview.

## **Sure Start Wakefield West – Community Satisfaction Survey – Spring 2004**

### **Section One – About You**

1. What is your postcode? \_\_\_\_\_ OR street name \_\_\_\_\_ (**USE YOUR CHECKLIST IF YOU ARE UNSURE**)

2. Do you look after a child or children aged under 5 years? **YES/NO**

3. Are you a Mum/Dad/Grandparent/paid childcarer/other? (**PLEASE CIRCLE WHICH APPLIES**)

4. How many children are you caring for and how old are they?

<b>Age Range</b>	<b>Number of Children</b>
0 – 3 yrs	
4 – 5 yrs.	
6 – 8 yrs.	
8 plus	

5. Do you now or have you in the last 12 months attended any Sure Start activities?

**YES/NO**

6. If you have attended any Sure Start activities over the last 12 months could you tell us what they have been (tick all that apply):

Parent toddler groups  Training  Crèche  Ante natal Support

Post natal Support  Sunshine Library  Home Visits

Trips/holiday activities  Parties/Events

Parenting Support  Other

6a. Are you satisfied with Sure Start activities? **YES/NO**

6b. Please make any comments about Sure Start activities here:

6c. If you have visited the New Sure Start Centre on Lupset Crescent please tell us what you think about it:

Note any comments here:

## **Section Two – About the Services you Currently Use**

7. Which of the following services are you using now or have used over the last two years and how satisfied are you/were you with them?

<b>Service</b>	<b>Use it? YES/NO</b>	<b>Not Satisfied</b>	<b>Satisfied</b>	<b>V.Satisfied</b>	<b>Comments.....</b>
Doctor's Surgery					
Ante natal Support					
Midwife					
Post natal Support					
Health Visitor					
Baby Clinic					
Speech Therapist					
Healthy Living Centre					
Asthma Clinic					
Support services for identification of special needs					
Dentist					
Optician					
Smoking Cessation					
Home Start					
Family Centre					
Ashiana Centre					
Special Abilities					
Citizens Advice Bureau					
Nursery Class in School					
Pre-School/Playgroup					

<b>Service</b>	<b>Use it? YES/NO</b>	<b>Not Satisfied</b>	<b>Satisfied</b>	<b>V. Satisfied</b>	<b>Comments.....</b>
Childminder					
Day Care (eg over 3 hours a day)					
Crèche (under 3 hours a session)					
Parent/Toddler Groups					
Playspace, (eg parks/playgrounds/back gardens)					
Library					
Hospital Services for Children					
Psychological services for children eg, support with behaviour					
Wakefield MDC Housing					
Wakefield MDC Social Services					
Schools					
Transport					
Benefits					

8. Please tell us about any other services you are using and whether you are satisfied with them:

<b>Service Name</b>	<b>Not Satisfied</b>	<b>Satisfied</b>	<b>Very Satisfied</b>	<b>Comments</b>
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### **Section Three – Services you would like to have in Wakefield West**

9. We would like to know what other services would be useful for you and your family – this is only for future planning purposes.

List these services below:

<u>Type of Service</u>	<u>Comments</u>
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**Finally, and for monitoring purposes only could you please describe your ethnic heritage – tick that which applies:**

White-British	<input type="checkbox"/>	Indian	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
White-Irish	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>	Other Ethnic Group	<input type="checkbox"/>
White Other	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>	Traditional Traveller	<input type="checkbox"/>
White/Black Caribbean	<input type="checkbox"/>	Other Asian	<input type="checkbox"/>	Unknown	<input type="checkbox"/>
White/Black African	<input type="checkbox"/>	Caribbean	<input type="checkbox"/>	White Asian	<input type="checkbox"/>
African	<input type="checkbox"/>	Other Mixed	<input type="checkbox"/>	Other Black	<input type="checkbox"/>

**CLOSE INTERVIEW BY: thank you so much for your time – the information you have given us will be very useful. Remember all this information is confidential.**

**Check that you have given out a Sure Start leaflet.**

## Appendix 2

Question 8 Please tell us about any other service you are using and whether you are satisfied with them.

*Thornes Park – not satisfied does not feel safe enough.*

*Athletics Stadium – lack of provision for younger children when older ones are doing activities and sometimes attitude of staff.*

*Gym Joey and Friday Soft play sessions are good.*

Question 9 We would like to know what other services would be useful for you and your family – this is for future planning purposes.

### **People who use Sure Start said ...**

*More parks (x3)*

*Playgrounds*

*Summer activities*

*School holiday clubs (x4)*

*Youth club (x2)*

*Respite. (x2)*

*Psychological services x3*

*(Put groundwork in before behaviour problematic)*

*Sessional care that is affordable*

*After school club*

*Babies' activities*

*More things for dads to do with kids*

*Activities and events information (x2)*

*Help with childcare costs (x2)*

*Local dentists*

*Parent and toddler groups. Not enough in the Centre.*

*More behaviour courses or services*

*More help with the services*

*Children's behaviour groups*

*Groups for older boys*

*Help*

*Children's theatre*

*Regular plays for children at Wakefield Theatre*

*Pre-school*

*Sports – cricket, football, rugby*

*Café*

*Swimming for under 5's nearer the area*

**Those who don't use Sure Start said ...**

*Children with behaviour problems will play up*

*Local accessible transport*

*Access to local services*

*More special services*

*Free massage or facials for stressed parents*

*Skate parks*

*Slam walls*

*Ramps for BMX to go over*