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**Sure Start Ormsgill and North Walney,  
Barrow**

**Local Evaluation Report**

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**April 2004**

## Contents

1.	<b>Executive Summary</b>	<b>4</b>
2.	<b>Introduction</b>	<b>5</b>
	2.1 Background and objectives	5
	2.2 Method of evaluation	5
3.	<b>Family Profiles</b>	<b>6</b>
	3.1 Number of children	6
	3.2 Age and gender of children	7
	3.3 Relationship of respondent to child	7
4.	<b>Childcare Services for Children Under 4</b>	<b>8</b>
	4.1 Breastfeeding	8
	4.2 Nursery education	8
	4.2 Parent and child activities	9
	4.3 Borrowing of books and/or toys	10
	4.4 Playing outside	11
	4.5 Suitability of outside play areas	12
	4.6 Comments about the suitability of outside play areas	12
	4.7 Employment and education/training	13
	4.8 Childcare whilst working or in education/training	14
	4.9 Services used now and in the past	15
5.	<b>Satisfaction with services for children under 4</b>	<b>18</b>
	5.1 Location of services	18
	5.2 Cost of services	19
	5.3 Opening times of services	20
	5.4 Opportunities for learning in services	22
	5.5 Opportunities for playing in services	23
	5.6 Friendliness of services	24
6.	<b>Voluntary/Community Work</b>	<b>26</b>
	6.1 Voluntary/Community Work	26
	6.2 Tax Credits	26
7.	<b>Health Services</b>	<b>28</b>
	7.1 Registration with a GP service	28
	7.2 Location of GP service	28

7.3	Toys and books in GP waiting areas	28
7.4	Support and advice sought when child is ill	28
7.5	Support and advice sought when child is not sleeping/eating	29
7.6	Special Tests	30
7.7	Dental Care	31
7.8	Smoking behaviours	31
<b>8.</b>	<b>Satisfaction with Health Services</b>	<b>32</b>
8.1	Satisfaction with location of health services	32
8.2	Satisfaction with state of repair and level of cleanliness of health services	33
8.3	Suitability of opening times of health services	33
8.4	Satisfaction with the waiting times of health services	34
8.5	Ratings of friendliness of health services	35
8.6	Ratings of the quality of advice received from health services	36
<b>9.</b>	<b>Main Support</b>	<b>38</b>
9.1	Sources of support	38
<b>10.</b>	<b>Services Wanted</b>	<b>39</b>
10.1	Services that would be used if available nearby	39
10.2	Three most important services to parents	41
<b>11.</b>	<b>Main Themes in General Comments</b>	<b>43</b>
11.1	General lack of services and service need	43
11.2	Advertising	44
11.3	Health Services	44
11.4	Sure Start	45
11.5	Other Comments	46
<b>12.</b>	<b>Parent Focus Groups</b>	<b>47</b>
<b>13.</b>	<b>Main Conclusions and recommendations</b>	<b>51</b>

## **Appendix 1**

Map of Ormsgill and North Walney showing distribution of respondents

## **1. Executive Summary**

- In adherence to national Sure Start guidance research staff from the Learning and Literacy Research Unit (LLRU) based at the University of Central Lancashire (UCLAN) collected baseline data via a parent survey on behalf of Sure Start Ormsgill and North Walney. This information will be used to inform programme development and future practice.
- A sample of parents (410) with Sure Start aged children were contacted in the Ormsgill and North Walney area by letter informing them of the survey and inviting their participation via a postal questionnaire. Parents were also asked if they would be willing to take part in a face-to-face interview to talk about their views of childcare services in the area.
- Responses were received from 112 parents and a wealth of information about knowledge, attitudes and usage of childcare services, including education, social, health and other childcare services was collected.
- Although responses received from 112 parents were mainly positive, certain issues and concerns were raised by parents. Recommendations are provided suggesting possible changes that could be made by Sure Start Ormsgill and North Walney to add value to existing services.
- The results of this survey also provide detailed baseline information allowing for comparison in the future.

## **2. Introduction**

### **2.1 Background and Objectives**

Sure Start Ormsgill and North Walney is a fifth wave programme. Research staff from the Learning and Literacy Research Unit (LLRU) based at the University of Central Lancashire (UCLAN) collected baseline data via a parent survey on behalf of Sure Start Ormsgill and North Walney. This was in adherence to national Sure Start guidance to find out the views, experiences and needs of parents with regard to service provision and use. The main aims of the survey were as follows:

- To determine the services used by parents in the Ormsgill and North Walney area and find out what they think of current service provision, including education, social, health and other childcare services.
- To determine, in part, whether Sure Start Ormsgill and North Walney is reaching parents, their children and the wider community and providing services that they are interested in using.
- To assess local service needs and highlight possible changes that could be made by Sure Start Ormsgill and North Walney to add value to existing services.
- To provide detailed baseline information allowing for comparison in the future (for example, measurement of progression and improvement of service provision).

### **2.2 Method of evaluation**

A sample of parents and guardians in the local area with children aged under 4 was contacted by letter (410), informing them of the survey and asking if they would like to take part. An incentive was offered to the first 100 to return their questionnaire (a £5 voucher for Morrisons). The questionnaire was designed to gather quantitative and qualitative information, to gain an understanding of parents' experiences of local services, and whether parents and their children have access to the services that they need. It included questions on family details, different service use and views about different aspects of those services, such as the location and cost of different services. Parents were also asked to indicate which services they would use if they were available nearby and were given the opportunity to make any comments about the childcare services in the Ormsgill and North Walney area. 112 parents with children under 4 in the area completed the questionnaire. 64 parents responded from Ormsgill and 47 parents responded from North Walney. The area of residence of one respondent could not be established. The responses received were from parents living all across the two areas (see Appendix 1).

Parents were asked if they would be willing to talk further to a member of the evaluation team about their views of childcare services. A further incentive was offered to those who agreed to talk with a member of the team (entry into a draw for a £25 voucher for Morrisons). 52 respondents who indicated they would like to take part in a further discussion were invited by letter to attend one of three focus groups in their local area. Crèche facilities were to be made available for those who needed them.

Questionnaire data is reported first followed by a summary of the information arising from focus group discussions.

### 3. Family Profiles

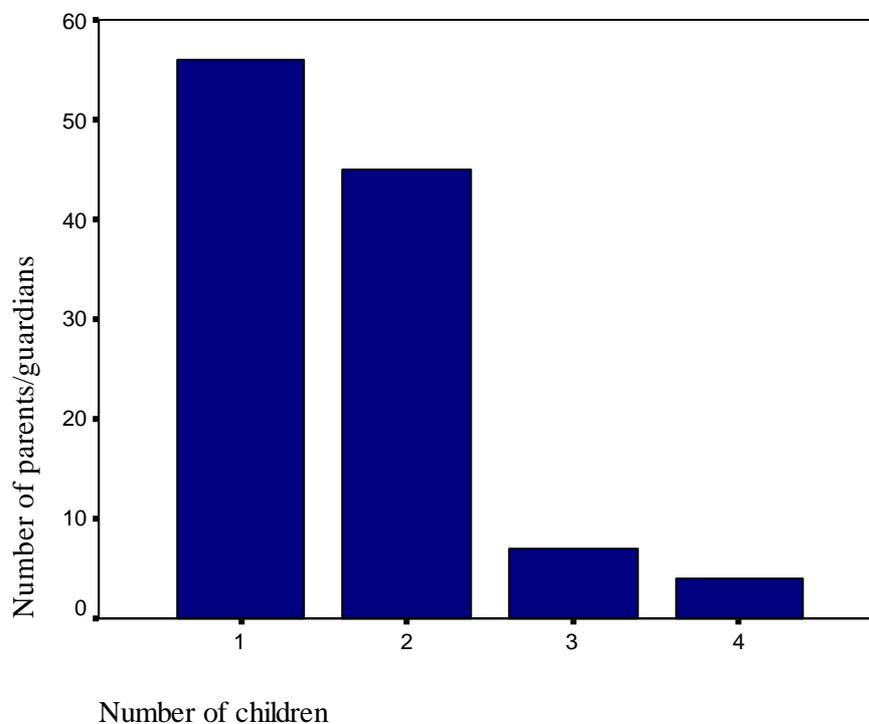
#### 3.1 Number of children

##### *Q1a How many children do you have altogether?*

The 112 parents completing the survey had a total of 183 children. No mothers indicated they were pregnant at the time of data collection, although parents were not directly asked this. 50.0 % had one child, 40.2 % had two children, 6.3 % had three children and 3.6 % had four children. 90.2 % of parents responding had one or two children. The numbers of children per parent/guardian responding averaged at 1.6 children (mean). This information can be seen in Table 1 and Figure 1.

**Table 1. Number and percentage of parents/guardian with 1-4 children**

Number of children	Frequency of parents	Percentage of parents
1	56	50.0
2	45	40.2
3	7	6.3
4	4	3.6
Total	112	100.0



**Figure 1. Number of parents with 1 to 4 children**

### 3.2 Age and gender of children

#### *Q1b How old are your children? Are they boys or girls?*

Parents indicated the ages of their children. 31.1 % of children were over 4 years of age and 68.8 % of children were under 4 years of age. Table 2 illustrates the number and percentage of children in each age category.

**Table 2. Number and percentage of children in each age category**

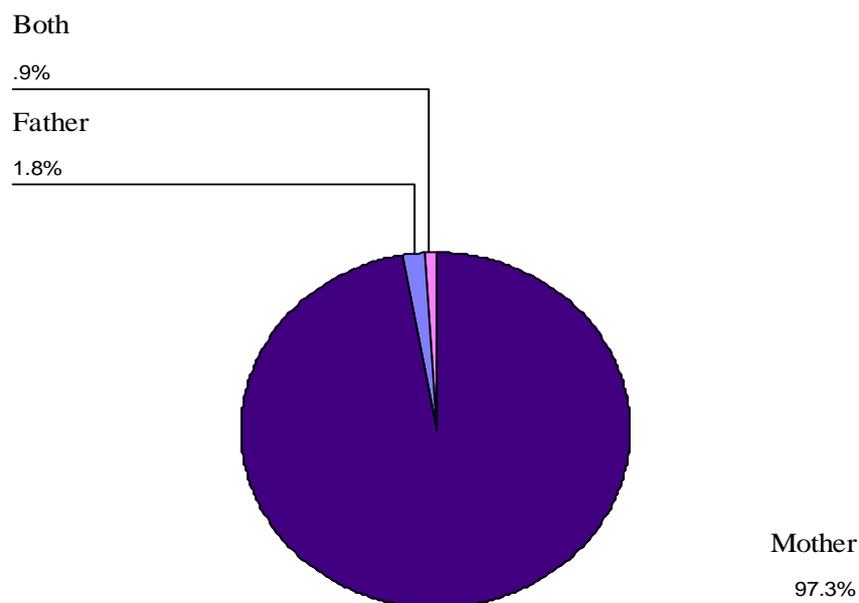
Age of child	Number of children	Percentage of children
Under 1	36	19.7
Over 1 but under 2	31	16.9
Over 2 but under 3	39	21.3
Over 3 but under 4	20	10.9
Over 4	57	31.1
Total	183	100.0

55.6 % of children were male and 44.4 % were female. Three parents who had one child each did not indicate the child's gender.

### 3.3 Relationship of respondent to child

#### *Q1c What is your relationship to the children who are under 4 years?*

All 112 respondents indicated their relationship to the children under 4 years. The majority of responses came from the mothers of the children. In one case, both parents completed the questionnaire together.



**Figure 2. Relationship of respondent to child**

## **4. Childcare services for children under 4**

### **4.1 Breastfeeding**

2 parents did not respond to any of the questions about breastfeeding and support.

#### ***Q1d (a) Did you breastfeed any of your children?***

110 parents answered this question. 57.3 % (63) reported that their children were breastfed, whilst 42.7 % (47) said their children were not breastfed.

#### ***Q1d (b) Did you get support for breastfeeding?***

89 parents answered this question. 3 parents who indicated they had breastfed in the previous question did not answer this question about support. In addition to this, 29 of the 47 parents who indicated in the previous question that they did not breastfeed felt able to answer this question about support. 18 parents did not respond to this question, probably assuming that it was not relevant because they did not breastfeed.

62.9 % of respondents to this question (56) indicated that there was support for breastfeeding, whilst 37.1 % of respondents (33) reported that there was no support.

#### ***Q1d (c) Did you get any weaning advice or support?***

94 parents answered this question. 18 parents did not respond to this question and this may have been because their child/ren was too young at time of questioning. 67.0 % of respondents (63) reported that they did get advice and support for weaning, whilst 29.8 % of parents (28) reported that they received no support or advice. 3.2 % (3) felt that this question was not relevant to them. One parent/guardian commented that although she did receive weaning advice and support it conflicted with advice she had read in books. Another commented that although they did receive weaning advice and support it was in a different county.

### **4.2 Nursery Education**

#### ***Q2a Where do you take your child/ren under 4 and leave them for nursery education?***

81 respondents indicated whether their child/ren under 4 receive nursery education or not. 31 respondents did not provide such information. It is assumed that this is because they do not take their child/ren under 4 anywhere for nursery education. 21.0 % of respondents (17) who did answer this question said that their child/ren under 4 receive no form of nursery education. One mother indicated this is because her child is too young. 6 parents indicated 2 places they take their child/ren under 4 and leave them for nursery education.

**Table 3. Number of children receiving different types of nursery education**

Where child receives nursery education	Number of children
Toddler Groups	8
Nursery Class (in primary school)	11
Playgroup/pre-school	30
Nowhere	17
Other	21
Total	87

Parents who responded ‘other’ were asked to specify the nursery education received by their child. Table 4 illustrates those responses (as indicated by parents). It is important to remember that indicated ‘others’ do not represent accurate use of the services mentioned. Although some respondents used the categories listed in the questionnaire to indicate the use of different types of nursery education and other respondents used the category ‘other’ the actual services used could be the same. For example, although only one parent indicated ‘other’ as the Sure Start crèche, other users of the Sure Start crèche could have used the category ‘playgroup/pre-school’ to indicate their use of the Sure Start crèche.

**Table 4. Other places that parents go and leave their child/ren (as indicated by the respondent)**

Activity	Number of parents attending with their children
Educare in emergency (North Walney School)	1
Day Nursery	1
Local Gym crèche	1
Private Day Nursery	10
Sure Start Crèche	1
Family/relatives	2
Mother	1
Grandparents	2
Friends	2

### 4.3 Parent and child activities

#### *Q2b Where do you go with your child/ren under 4 and stay with them?*

74 respondents answered this question. 38 did not. It is assumed that this is because they do not take their child/ren under 4 anywhere and stay with them. 8 (5.9 %) of those who did respond to this question indicated that they do not go anywhere with their child/ren under 4 and stay with them. 66 (48.8 %) parents responded that they take their child/ren under 4 to at least one activity where they stay with them. 20 parents take their child/ren under 4 to a further activity where they stay with them. Another 4 parents take their child/ren under 4 to a third activity where they stay with them and 2 parents go with their child/ren under 4 to four different places. Table 5 indicates where parents go with their child/ren under 4 and stay with them.

**Table 5. Places that parents go and stay with their children**

Activity	Number of parents attending with their children
Drop in/Toddler Group	52
Family Centre	1
Post-natal Group	2
Mum and Baby Swimming	20
Dads' Club	1
Other	16

10 respondents said that they take their child/ren under 4 and stay with them to activities that were not mentioned in the list provided on the questionnaire (indicated as 'other'). Table 6 shows where else parents take their child/ren under 4 and stay with them (as indicated by parents). Again, it is important to remember that indicated 'others' do not represent accurate use of the services mentioned. For example, although only two people indicated their 'other' as 'Sure Start' the drop-in/toddler groups used by 52 parents (see Table 5) could be Sure Start activities.

**Table 6. Other places that parents go and stay with their children (as indicated by the respondent)**

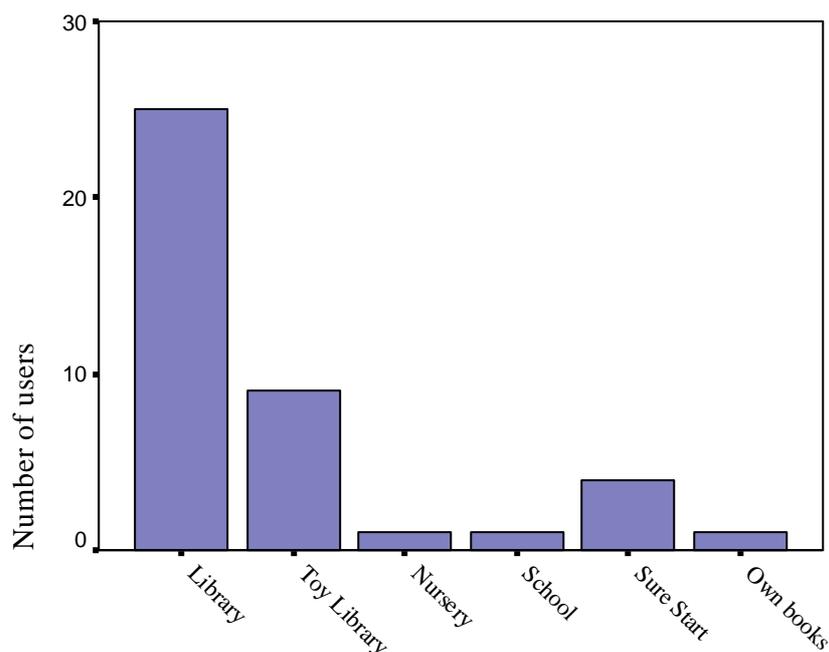
Activity	Number of parents attending with their children
Trinity Church	1
Salvation Army	1
Shared Learning- Bram Longstaffe	1
Baby Massage	2
Art Club	2
Toy Library	1
Messy Play	1
Young Mums	2
Bags of Fun	1
Sure Start	2

#### **4.4 Borrowing of books and/or toys**

***Q2c Do you borrow books and/or toys for your child under 4? If yes, where do you go to borrow the books and/or toys?***

3 parents did not respond to this question. Out of those who did respond, 35 (32.1 %) indicated that they borrow books and/or toys for their children under 4; whilst 74 respondents (67.9 %) said they do not.

Parents who do borrow books and/or toys were asked to indicate where they borrow them from. 5 parents gave 2 sources for borrowing books and/or toys. The majority of parents borrow their books and/or toys from the local library (see Figure 3).



Source for borrowing books and/or toys

**Figure 3. Number of parents using different sources for borrowing books and/or toys**

#### 4.4 Playing Outside

##### *Q2d Do your children under 4 play outside? If yes, where do they play?*

110 parents responded to this question (2 did not). 78.2 % (86) of parents who did reply to this question indicated that their child/ren under 4 play outside and 21.8% (24) indicated that their under 4 year olds do not play outside. Parents were asked to indicate where their under 4 year olds play (see Table 7). Many parents indicated more than one place of play.

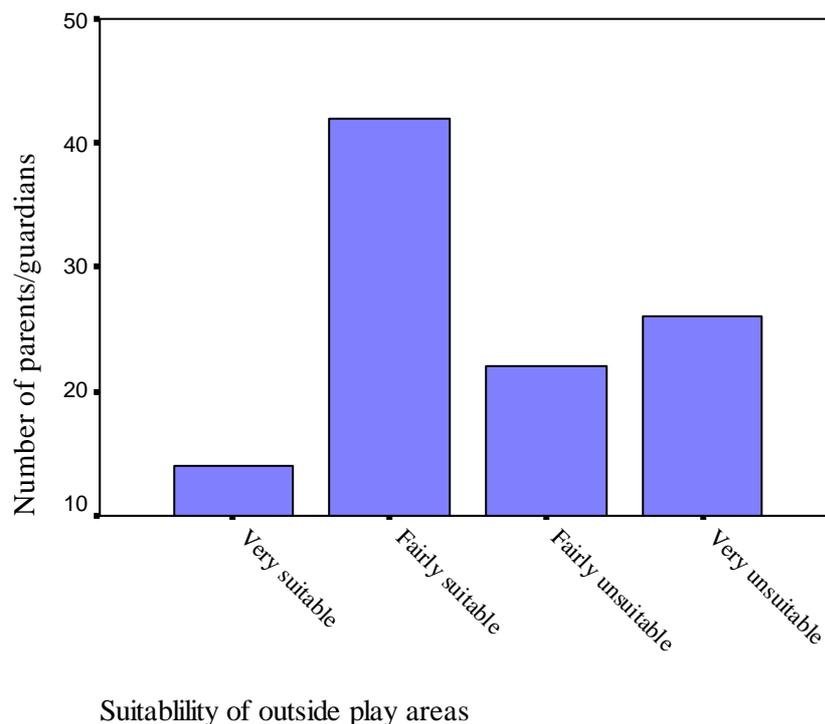
**Table 7. Outside play areas used by children under 4 as indicated by respondents**

Places where child/ren under 4 plays	Number of parents indicating where their child/ren under 4 plays
Garden/Yard	81
Family's gardens	1
Park	63
Playground	35
Street/Estate	4
Beach	2
At nursery	1
Stables	1
Sports Club	1

#### 4.5 Suitability of outside play areas

##### *Q2e How suitable are the outside play areas for your child in the area?*

104 respondents rated the suitability of the outside play areas in the area as shown in Figure 4. The majority of respondents find the outside play areas 'fairly suitable' for their child/ren under 4. 14 respondents (13.5 %) rated the outside play areas as 'very suitable', 42 (40.4 %) rated them as 'fairly suitable', 22 (21.2 %) rated them as 'fairly unsuitable' and 26 respondents (25.0 %) rated them as 'very unsuitable'. A total of 63.9 % of respondents feel that the outside play areas are suitable for children under 4, whilst 46.2 % find them unsuitable.



Suitability of outside play areas  
**Figure 4. Rating of suitability of outside play areas**

#### 4.6 Comments about the suitability of outside play areas

With respect to the general suitability of outside play areas for under 4 year olds, some parents and guardians expressed concerns about the level of cleanliness of the outside play areas. Several parents expressed concern about a lack of play areas for children in the local area and commented upon the condition of existing outside play areas. Some of those comments are as follows:

- There are none.
- There are no play areas.
- Apart from Sure Start on Ormsgill there are no play areas or anything like that.
- There is no playground in the Derbyshire Road area.
- Vickerstown Park has great facilities, but is not kept very clean. There is usually broken glass about.

- I do think we need more outdoor play areas, there is one near me that is a disgrace due to vandals.
- There is a play area nearby, but because of vandals it is ruined. There is always glass everywhere.
- The estate's play areas are scruffy and look neglected. Kids are always loitering around there too.
- In our area I would love to see a safe play area for all age children to play in.
- I would like to see more local play areas with facilities for smaller children.
- There are very poor outdoor play facilities in the area. The local park does not offer safe areas of play, i.e. away from dog mess.
- It would be good to have an outdoor play area attached to the Bridge Centre.

One parent said they would be happy to offer their services to improve the local area for children:

- I would like Ormsgill Community (including myself), Ormsgill Council and Ormsgill PC to make it a safe place for children. I would gladly offer my services if needed.

#### 4.7 Employment and education/training

##### *Q3a Do you or your partner work?*

53.6 % (60) of respondents responded that they do work, whilst 45.5 % (50) indicated that they do not (see Figure 5). Two respondents did not indicate whether they work or not.

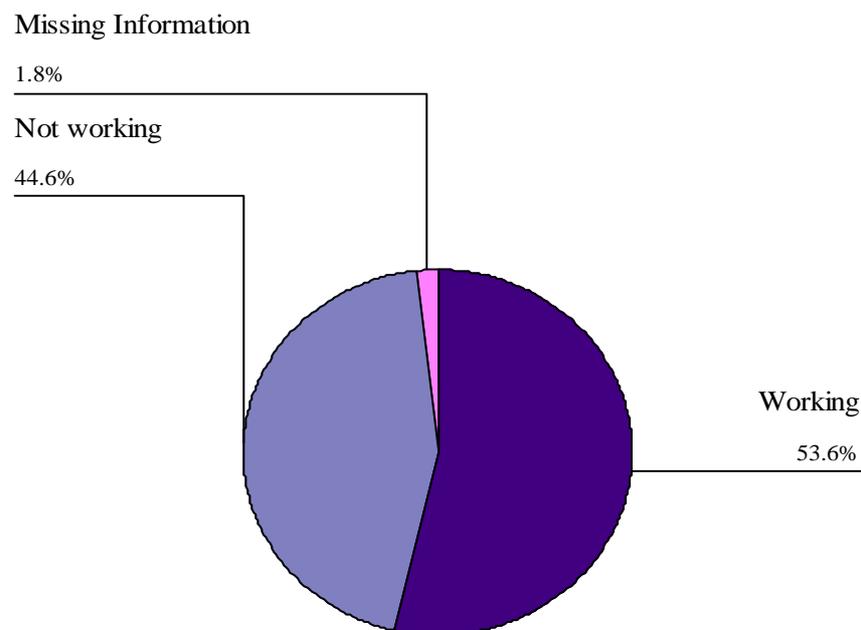
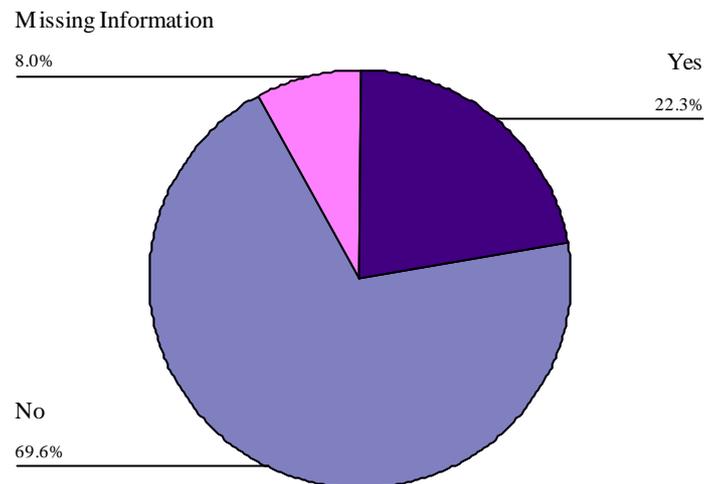


Figure 5. Employment levels of respondents

*Do you go to any kind of education or training?*

Whilst 69.6 % (78) of respondents said that they are not taking part in any training or education, 22.3 % (25) indicated that they are. Nine respondents did not indicate whether they are undertaking any education or training.



**Figure 6. Percentage of respondents undertaking education or training**

#### **4.8 Childcare whilst working or in education/training**

*If YES to either, where do you get childcare in order to do these things?*

65 parents indicated where they get childcare in order to go out to work or undertake education or training. Some of the respondents (33) indicated that they use more than one type of childcare, in order to go out to work or education/training. As shown in Table 8 parents rely most upon relatives and friends or neighbours, indicating good levels of social support. Nurseries are the next most used type of childcare.

**Table 8. Types of childcare used whilst in employment or education**

Type of childcare	Number of respondents using each service
Friends or neighbours	10
Nursery	27
Pre-school playgroup	5
Work crèche	2
Childminder	2
Relatives	45

Other types of childcare used whilst parents are at work or in education/training include the following:

- Private nursery (1)
- School (1)
- A number of parents indicated that they look after their children themselves, by sharing the childcare between them, with one parent looking after the children whilst the other works and vice versa.
- One mother reported that she is a childminder so looks after her child herself, whilst at work.
- Two mothers were on maternity leave at the time of questioning.

#### 4.9 Services used now and in the past

##### *Q3b Which of the following services have you ever used for any of your children now or in the past?*

Table 9 shows the services used by parent/guardians at the time of interview. 65.2 % (73) of parents did not indicate any service they are currently using, whilst 34.8 % (39) indicated that they are using at least one of the listed services or indicated a service not listed. 16 parents are using at least 2 different services, 9 are using at least 3 different services and 4 respondents are using 4 different services altogether. Walney Cottages is used by more parents than any other listed service.

**Table 9. Number of parents using different services at time of interview**

Name of Service	Number of parents using the service
Dad's Group	1
C.O.P.E.	1
Community Support Workers	-
Community Parents	3
You make the difference	-
Cook and Eat	1
Exercise – dry land and aqua natal	5
Breastfeeding supporters	4
Baby massage	6
Counselling	2
Baby Talk	2
Chatterbox	-
Jumping jacks	-
Story sacks	3
Art Club	7
Toy Library	7
Home start	-
Ormsgill CDC	2
Connexions	-
Walney Cottages	13
Ormsgill Alphabet Crèche	1

Some parents offered information about other services they were currently using that were not in the provided list. Table 10 shows these services.

**Table 10. Number of parents using different services not in the provided list**

Name of Service	Number of parents using the service
Educare	1
Happy Tots	1
Kiddy Winkles	1
Messy Play (specified as Sure Start)	1
Ormsgill Mother and Toddler Group	1
Shared Learning- Bram Longstaffe	1
Bram Tots- Bram Longstaffe	1
Sure Start- Mill Lane	1
Young Mums To Be	1
Young Mums	1
Sure Start	1

Table 11 shows the services used by parents in the past. 54 parents indicated they had used at least one of the listed services in the past or indicated a service not listed. 26 parents had used at least 2 services in the past, 7 had used at least 3 different services, 2 indicated at least 4 different services they had used in the past, 1 respondent indicated use of 5 different services in the past and 1 indicated use of 6 altogether. 1 respondent indicated 7 different services used in the past. Breastfeeding Supporters and Baby Massage were services used more by parents than other services in the past.

**Table 11. Number of parents using different services in the past**

Name of Service	Number of parents using the service in the past
Dad's Group	4
C.O.P.E.	1
Community Support Workers	2
Community Parents	1
You make the difference	1
Cook and Eat	2
Exercise – dry land and aqua natal	5
Breastfeeding supporters	10
Baby massage	12
Counselling	2
Baby Talk	2
Chatterbox	8
Jumping jacks	5
Story sacks	3
Art Club	6
Toy Library	7
Home start	3
Ormsgill CDC	1
Connexions	2
Walney Cottages	8
Ormsgill Alphabet Crèche	3

Some parents offered information about other services they had used in the past that were not in the provided list. Table 12 shows these services, as indicated by the respondent.

**Table 12. Number of parents that used other services in the past**

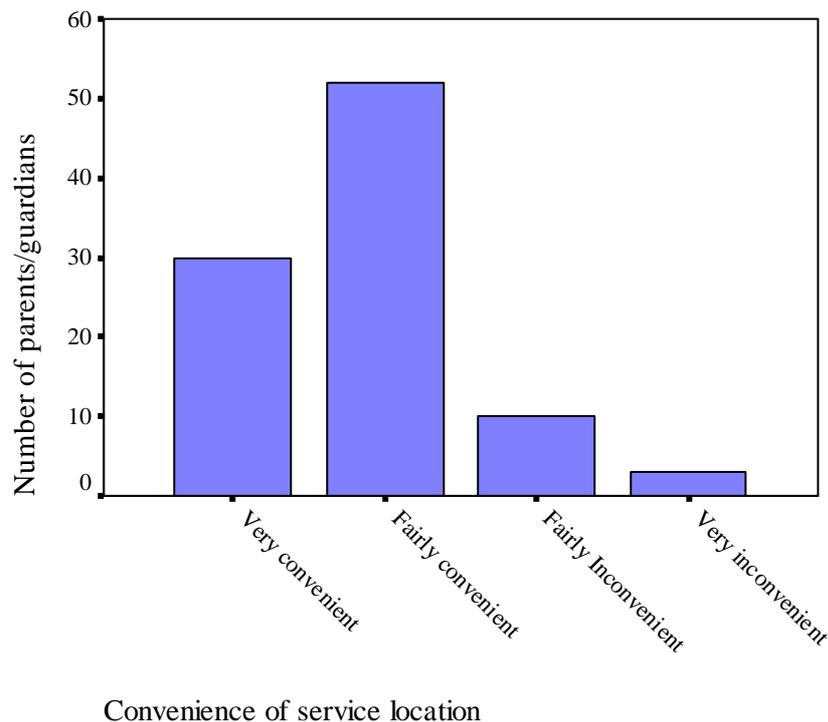
Name of Service	Number of parents using the service
Childminder	1
College Nursery	1
Summer Holiday Play scheme	1
Walney Cottages (for weighing only)	1
First Aid Course (Bram Longstaffe)	1
Sure Start	1

## 5. Satisfaction with services for children under 4

### 5.1 Location of services

#### *Q4a In general, how convenient are the locations of the services you use?*

95 parents rated how convenient they find the locations of services in general. Figure 7 shows that the majority of parents find the locations of services convenient, with 86.3 % (82 respondents) reporting that services are either 'very convenient' or 'fairly convenient', whilst only 13.7 % (13 respondents) reported that they find service location 'fairly inconvenient' or 'very inconvenient'.



**Figure 7. Ratings of service location**

In some cases, parents commented upon the location of services. One parent/guardian reported that her child is picked up from her home to be taken to services, which she finds very convenient. Another commented that most services used were within walking distance. Another parent/guardian reported that, although they find the location of services to be very convenient, 'it was the only nursery I felt was suitable and able to get a place'. Some parents described how the location of services are not convenient. Some of those comments were as follows:

- I live on Walney Island and although there are a couple of areas available to our community we have to travel to town. It would be better if things were nearer.
- Speech Therapy is very inconvenient. We have to get a bus, then walk for 10 minutes or get a taxi.

Some respondents talked of a lack of services in the area, resulting in them travelling to services out of the area. Some of those comments were as follows:

- I would like to take my son to Jumping Jacks, but it isn't on Walney. Story Sacks is only once a week on a day I work.
- Never heard of any services in my immediate area.

Three parents commented upon the location of Sure Start Ormsgill and North Walney:

- Mill Lane is better
- Sure Start Bridge Centre is very close and has very good facilities for my little girl.

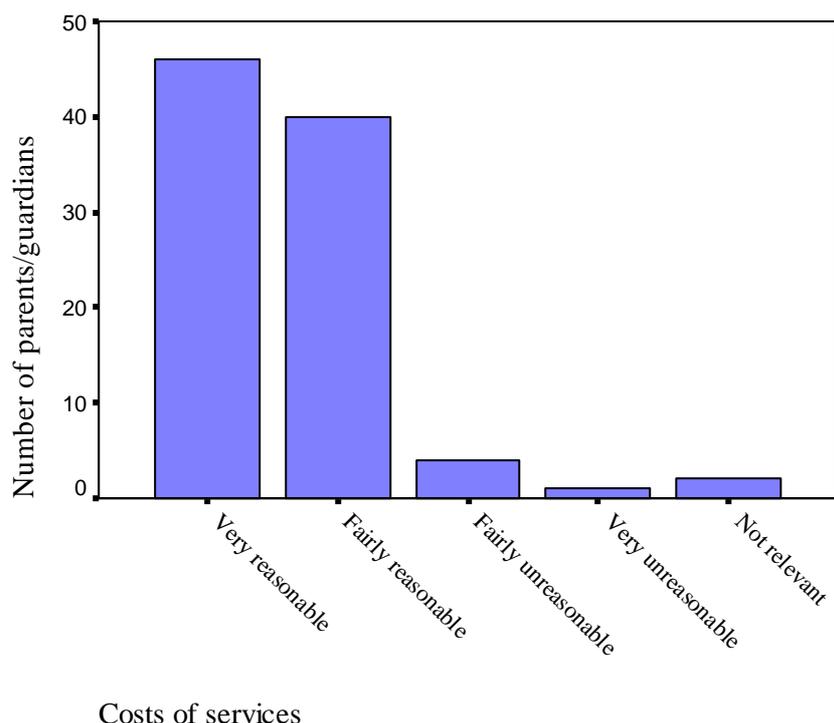
One parent/guardian reported that although they find the location of the services they use very convenient, they are 'run at Ormsgill Community Centre which is not very nice.'

Another parent/guardian said they did not know how convenient the locations of childcare services were, because they were new to the area. They said they would not take their child 'to any round here'.

## **5.2 Cost of services**

### ***Q4b In general, how reasonable is the cost of the services you use?***

93 parents rated how reasonable they find the cost of services in general. Figure 8 shows that the vast majority of parents find the cost of services reasonable, with 92.5% (86 respondents) reporting that services are either 'very reasonable' or 'fairly reasonable' in price, whilst only 5.4 % (5 respondents) reported that they find the cost of services 'fairly unreasonable' or 'very unreasonable'. Two parents felt this question was not relevant to them and one of those commented that this was because they did not know as they hadn't tried any services yet, but that they did plan to use some clubs soon.



**Figure 8. Ratings of cost of services**

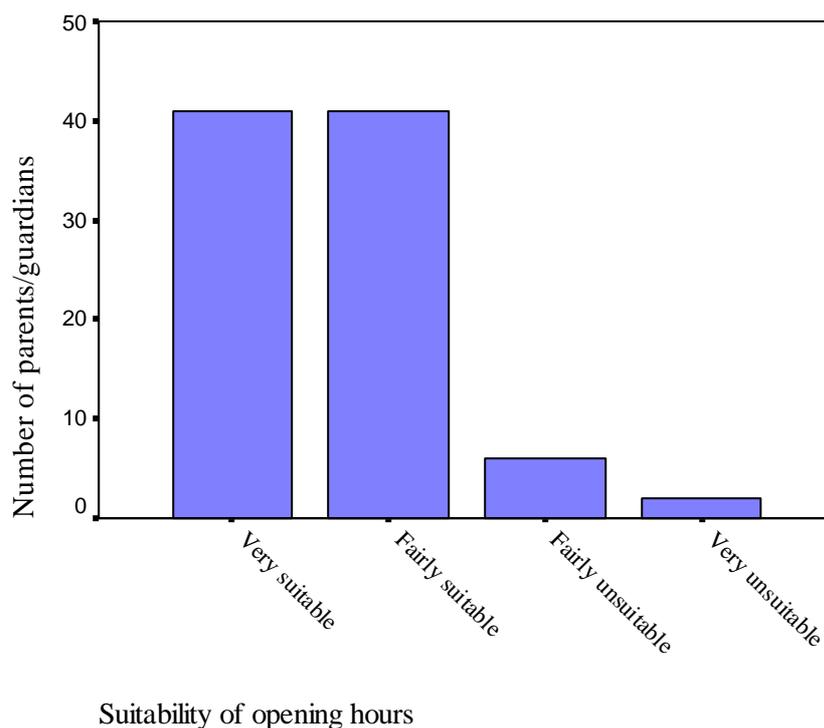
Parents were given the opportunity to comment upon the cost of services and a range of comments were received. Some parents explained that they find the services expensive, whilst others commented that costs of services were reasonable:

- Educare in North Walney School is extremely flexible and I can leave my child different times/days and only pay for the hours that she is there.
- Educare is quite expensive at £3.50 an hour, but you can use it by the hour, which you can't with a lot of private nurseries.
- It is expensive, but I do receive childcare costs.
- I go to a Toddler Group which is excellent value.

### **5.3 Opening times of services**

#### ***Q4c In general, how suitable are the opening times of the services you use?***

90 parents rated how suitable they find the opening times of services in general. Figure 9 shows that the vast majority of parents find the opening times of services suitable, with 91.2 % (82 respondents) reporting that services have either 'very suitable' or 'fairly suitable' opening times, with only 8.9 % (8 respondents) reporting that they find the opening times of services 'fairly unsuitable' or 'very unsuitable'.



**Figure 9. Ratings of opening times of services**

Some parents/guardians explained the problems and barriers they face in accessing different childcare services when they are trying to work and/or undertake education or training. Some parents described clashes between work hours and opening hours of childcare services. Comments were also made about opening times of services/sessions not being long enough. In addition to this, parents expressed varying needs for more services to be available at different times. Some said they required more services to be available during the week, others specified a need for services over the weekend, whilst others described a lack of services during holiday periods. Some of those comments are as follows:

- Many services are available in my area, but as I work I don't get much chance to take advantage of them.
- As I work Monday to Friday, sometimes finishing work at 3, 4, 5 and 7, I can't go to as many groups as I would like and there are no groups over the weekend.
- I would like to take my son to Jumping Jacks but it isn't on Walney. Story Sacks is only once a week on a day I work.
- Some of the activities should offer two sessions at different times due to work commitments I can't always make use of what's on offer.
- I get a little disappointed that I miss out on certain sessions for my son as they are on days which I work.
- Baby Clinic is only on Monday afternoon for 2 hours. I work so find it difficult to take my child.
- Toddler Groups tend to be on Tuesdays and Thursdays or at times when she is asleep.
- When I have days off there are no playgroups.

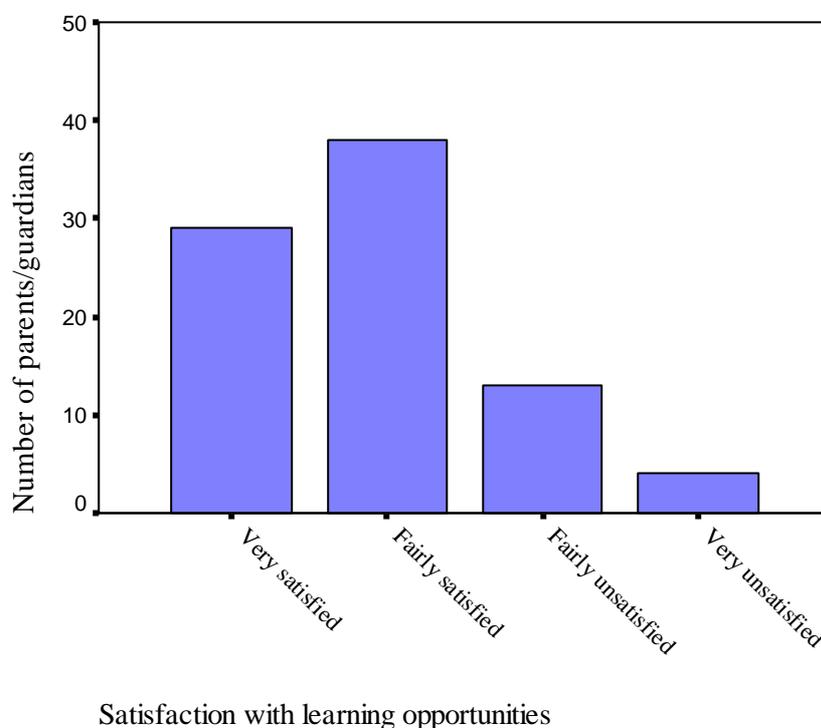
- I would be prepared to pay for a Saturday group.
- Toddler Groups always close during school holidays. It would be nice if some offered groups during school holidays.
- Some tend to close on holidays, so not 100% reliable (in terms of using if returning to work).
- Educare in North Walney School is extremely flexible and I can leave my child different times/days and only pay for the hours that she is there.

#### 5.4 Opportunities for learning in services

*Q4d In general, how satisfied are you with the opportunities for your child to learn in the services you use?*

92 parents rated how satisfied they are with the opportunities for their children to learn in the services that they use. 8 parents felt that this question was not applicable to them. 4 of those who indicated this question not to be applicable had children aged in the category ‘under 1’. 2 respondents had children aged in the category ‘over 1 but under 2’. 2 respondents, whose children were aged in the category ‘over 2 but under 3’ indicated this question as ‘not applicable’ because they do not know of any learning opportunities in services for their children.

Figure 10 shows that the vast majority of parents find the opportunities for their children to learn in the services they use satisfactory, with 79.7 % (67 respondents) reporting that services are either ‘very satisfactory’ or ‘fairly satisfactory’, with only 20.3 % (17 respondents) reporting that they find the opportunities for their child to learn in the services they use ‘fairly unsatisfactory’ or ‘very unsatisfactory’.



**Figure 10. Ratings of learning opportunities in services**

One parent described feeling that the Art Club is slightly advanced for her child and that she ends up doing most of the projects. She expressed a wish for something more simple, like sponge painting, but understands that different ages must be taken into account.

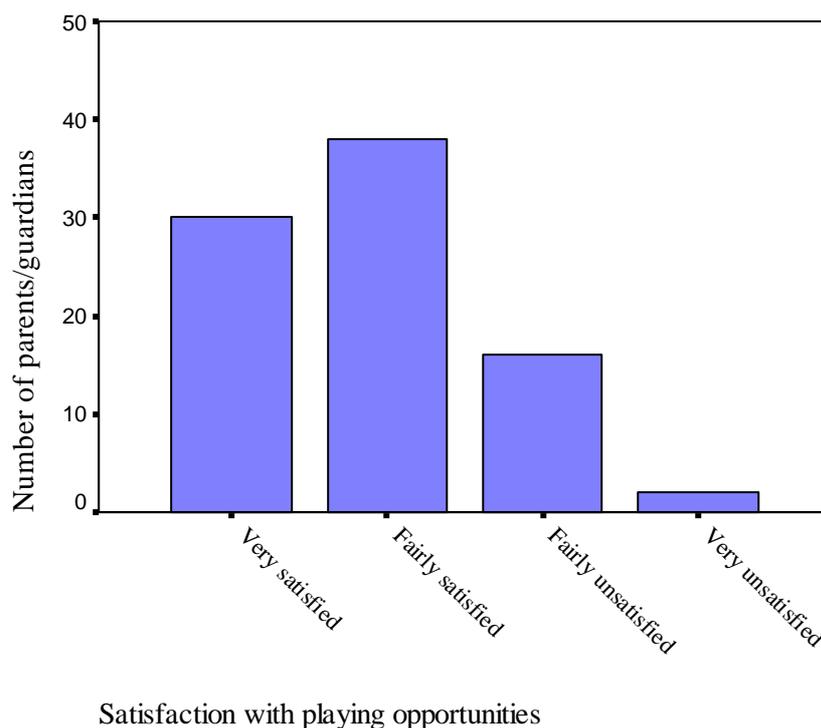
A number of comments reflected a distinct lack of awareness by parents about local services providing learning opportunities for their children. A selection of those comments are as follows:

- I do not know of any learning opportunities for my 2 year old.
- I have not been told of any.
- We haven't been informed of any yet.

## **5.5 Opportunities for playing in services**

***Q4e In general, how satisfied are you with the opportunities for your child to play in the services you use?***

85 parents rated how satisfied they are with the opportunities for their children to play in the services that they use. 6 parents felt that this question was not applicable and 3 of those parents had children aged in the category 'under 1' and 2 respondents had a child each aged in the category 'over 1 but under 2'. 1 respondent, whose child was aged in the category 'over 2 but under 3' indicated this question as 'not applicable' because they do not know of any playing opportunities in services for their children. Figure 11 shows that the vast majority of parents find the opportunities for their children to play in the services they use satisfactory, with 79.1 % (68 respondents) reporting that services are either 'very satisfactory' or 'fairly satisfactory'. 18.6 % (16 respondents) reported that they find the opportunities for their child to play in the services they use 'fairly unsatisfactory' and only 2.3 % (2 respondents) reported that playing opportunities are 'very unsatisfactory'.



**Figure 11. Ratings of play opportunities in services**

Again, a number of comments reflected a lack of awareness by parents about local services providing playing opportunities for their young children. A selection of those comments are as follows:

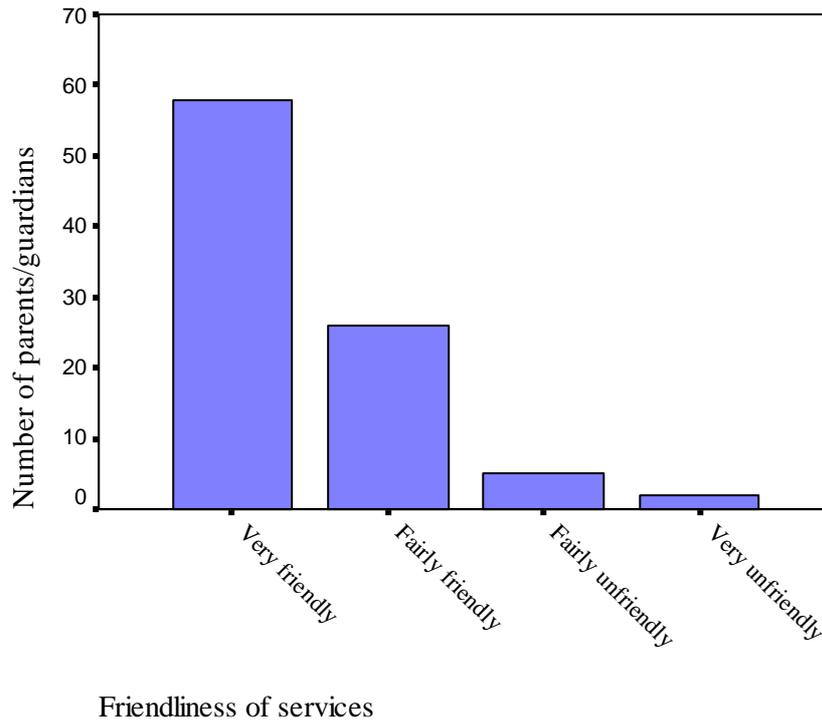
- Not told of any.
- We haven't been informed of any yet.

One parent described a lack of play areas in the Ormsgill area and another described playing opportunities as 'okay' but expressed a need for more organised play during summer holidays.

## 5.6 Friendliness of services

### *Q4f In general, how friendly and welcoming do you find the services you use?*

91 parents rated how friendly and welcoming they find services they use. Figure 12 shows that the vast majority of parents find the services they use friendly, with 92.6 % (84 respondents) reporting that services are either 'very friendly and welcoming' or 'fairly friendly and welcoming', with 5.5 % (5 respondents) reporting that they find services 'fairly unfriendly and unwelcoming' and 2.2 % (2) respondents reported to finding services 'very unfriendly and unwelcoming'.



**Figure 12. Ratings of friendliness in services**

Comments were again generally positive. One parent/guardian commented about Sure Start staff in particular, saying ‘I go to Sure Start on Greengate Street and find them very nice’. Another responded that they found their youngest child’s placement ‘extremely welcoming and friendly, particularly as he is so young and I wasn’t sure about leaving him but felt reassured by the staff.’

## 6. Voluntary/Community Work, Tax Credits, New Deal

### 6.1 Voluntary/Community Work

*Q5a Do you do voluntary work or community work? Does your partner do voluntary work or community work?*

109 parents responded to the first of these questions (3 did not). 87 respondents indicated whether their partner does voluntary work or community work or not. In some cases non-response may be because respondents do not have a partner, but in other cases it could be because respondents chose not to respond to the question.

7.3 % of those respondents (8) answering the first question indicated that they do voluntary work or community work, whilst 92.7 % of respondents (101) indicated that they do not do any voluntary or community work.

5.7 % of respondents (5) indicated that their partners do voluntary or community work, whilst 94.3 % (82) of partners were reported as not doing voluntary or community work.

### 6.2 Tax Credits

*Q5b. What do you know about the Working Families Tax Credit, Disabled Person's Tax Credit and Childcare Tax Credit?*

Table 13 illustrates all this information. It is important to note that some respondents who indicated to 'know nothing about' or 'have heard of' the different tax credits, may not necessarily mean the tax credit is applicable to them, for example 41.9 % of respondents claimed they know nothing about or have heard of the Disabled Person's Tax Credit, but it is unlikely that this tax credit is applicable to all of those people. More than half of respondents have applied for the Working Families Tax Credit (56.6 %) and 45.5 % of respondents have applied for the Childcare Tax Credit. One parent commented that although they have applied for Working Families Tax Credit 'they are not very helpful in explaining it to you'.

**Table 13. Parents' knowledge of different tax credits in percent (and number)**

	Know nothing about	Have heard of	Have applied for	Not applicable	Total number to respond (out of 112)
Working Families Tax Credit	6.6% (7)	19.8% (21)	56.6% (60)	17.0% (18)	94.6% (106)
Disabled Person's tax credit	19.8% (17)	22.1% (19)	-	58.1% (50)	76.8% (86)
Childcare Tax Credit	14.9% (15)	24.8% (25)	45.5% (46)	14.9% (15)	90.2% (101)

***Q5c. Do you know about the New Deal for Lone Parents?***

108 parents responded to this question (4 did not). 11.1 % (12) of those responding reported to knowing about New Deal for Lone Parents, whilst 23.1 % (25) reported to not knowing about it. 65.7 % (71) of respondents indicated the New Deal for Lone Parents to not be applicable to them personally. It is again important to note that those who indicated they know about the New Deal for Lone Parents were not necessarily lone parents.

## **7. Health Services**

### **7.1 Registration with a GP service**

#### ***Q6a Are you registered with a GP/doctor?***

111 parents responded to this question and 100 % said that they are registered with a GP/doctor.

### **7.2 Location of GP service**

#### ***Q6b Is the GP/Doctor/Health Centre within pram-pushing distance?***

Only one person did not respond to this question. 57.7 % of respondents (64) indicated that the GP/Doctor/Health Centre is within pram-pushing distance, whereas 42.3 % (47) said that it is not. Judgments about what distance is a 'walking distance' may vary greatly between parents.

### **7.3 Toys and Books in GP/Doctor's waiting areas**

#### ***Q6c Are there any toys or books for child/ren to use in the GP waiting area?***

6 parents did not respond to this question. 99.1 percent of those who did respond (105) reported that there are books and toys in the waiting areas of GP services, whilst 0.9 % (1) said there are no books or toys for their child/ren to use in the GP waiting area. Some parents commented that although there are toys and books they are either in a poor condition, unsuitable or in short supply.

### **7.4 Support and advice sought when child is ill**

#### ***Q6d Who are you most likely to ask for advice if your child under 4 is ill?***

111 respondents indicated who they would ask for advice if their child under 4 is ill (1 did not). Some parents wanted to specify more than one person for whom they would approach if their child is ill, whereas others indicated who they are *most* likely to ask for advice. Two parents indicated that the severity of the illness would influence who they would ask for advice. Table 14 illustrates parent's responses. 70 respondents indicated a second source of advice for when their child is ill, 30 specified three people they would seek advice from when their child is ill, 10 indicated four sources of advice. 3 parents indicated five sources of advice for when their child is unwell and only 1 individual indicated six sources of advice. Overall, 83.8 % of parents indicated their GP/Doctor as someone they would ask for advice if their child under 4 is ill, with 45.9 % indicating their health visitor as a source of advice.

**Table 14. Number of parents reporting use of each source of advice when their child under 4 is ill**

Source of advice	Number of parents indicating who they would approach for advice
GP/Doctor	93
Health Visitor	51
Hospital	13
NHS Direct	14
Family	37
Friends or Neighbours	10
Helpline	5
Chemist	1
Colleagues	1

### **7.5 Support and advice sought when child is not sleeping/eating.**

***Q6e Who are you most likely to ask for advice if you child under 4 is not sleeping or eating or has other behavioural difficulties?***

110 respondents indicated who they would ask for advice if their child under 4 is not sleeping or eating (2 did not). Again, some parents wanted to specify more than one person for whom they would approach if their child is not sleeping, whereas others indicated who they are *most* likely to ask for advice. 52 respondents indicated a second source of advice for when their child is not sleeping or eating, 18 specified three people they would seek advice from when their child is not sleeping or eating and 5 parents indicated a fifth source of advice. Table 15 illustrates parent's responses. It can be seen that 71.8 % of parents indicated their health visitor to be a source of advice if their child under 4 has behavioural difficulties.

**Table 15. Number of parents reporting use of each source of advice when their child under 4 is not sleeping or eating**

Source of advice	Number of parents indicating who they would approach for advice
Community Support Worker	3
GP/Doctor	42
Family	41
Health Visitor	79
Friends	14
Hospital Out Patients	2
Helpline	1
Colleague	1
Community Parents	1
Sure Start	1

## 7.6 Special Tests

*Q6f Do you have to take your child under 4 anywhere for special tests or treatment?*

*Q6g If Yes, what kind of special health service do you use for you child under 4?*

*Q6h Where do you get this special health service for your child under 4?*

111 parents responded to this question (1 did not). 15.3 % of respondents (17) indicated that their child/ren under 4 have special tests of some kind. Table 16 shows the kind of special health service used by parents. Some parents use more than one special health service for their child under 4. 3 parents use two different special health services for their child under 4. The majority of children aged under 4 undergoing special tests or treatments are seen by hospital consultants.

**Table 16. Type of special health services used by parents**

Type of special health service	Number of parents using each service
Speech and Language Therapy	3
Psychotherapy	-
Hospital Consultant	10
Child Psychology	-
Dietician	-
Physiotherapist	1
Occupational Therapist	-
Eye Specialist	2
Audiologist (hearing tests)	1
Specialist (Lactose Intolerance)	1
Orthodontist	1

No parents indicated that their child/ren under 4 use Psychotherapy, Child Psychology, Occupational Therapy or Dietician services.

Parents were also asked to specify where they received the special health service. Table 17 illustrates their responses. The majority of parents receive the special health service at the hospital.

**Table 17. Where parents receive the special health service**

Place where special health service received	Number of parents receiving special health service
GP practice	2
Hospital	14
Sure Start centre	1
Fairfield Clinic	1
Alder Hey Hospital	1

## 7.7 Dental Care

### *Q6j Where do you get your child under 4's teeth seen to?*

103 parents responded to this question (9 did not). Of these responding parents 69.9 % (72 respondents) said they take their child/ren under 4 to the dentist. Only 1.0 % (1 respondent) said their child/ren under 4 sees the school dentist and 1.0 % (1 respondent) take their child/ren under 4 to the health centre for dental care. 20.4 % (21) said they do not take their child/ren under 4 anywhere for dental care. 7.8 % (8) reported not taking their child/ren under 4 anywhere to get their teeth seen to because they are too young. It may be that other parents, who indicated 'nowhere', do not take their child/ren under 4 anywhere for dental care because they are too young, but did not specify this. Table 18 shows this information.

**Table 18. Number and percentage of parents taking their child/ren under 4 to different places for dental care**

Place where dental care received	Frequency of parents	Percentage of parents
Dentist	72	69.9
School Dentist	1	1.0
Health Centre	1	1.0
Nowhere	21	20.4
Nowhere- child too young	8	7.8

One parent/guardian, whose child is aged 'over 1 but under 2', reported that her dentist told her 'not to take him until he is four years old'.

## 7.8 Smoking Behaviours

### *Q6k Do you smoke? Does your partner smoke?*

110 parents responded to the first of these questions (2 did not). 88 respondents indicated whether their partner smokes or not. In some cases non-response could be because respondents do not have a partner, but in other cases it could be that they simply chose not to respond to the question.

21.8 % of those respondents (24) answering the first question indicated that they do smoke, whilst 78.2 % of respondents (86) indicated they do not smoke.

27.3 % of respondents (24) indicated that their partners smoke, whilst 72.7 % (64) of partners were reported as being non-smokers.

## 8. Satisfaction with Health Services

Parents were asked to rate different aspects of GP and hospital services. In some cases respondent's GP practices are also their Health Centres and one rating was recorded under the GP heading, whereas other respondents gave two independent ratings for GP and Health Centre. Not all respondents gave ratings for their GP service, health centre, hospital and Greengate Centre. This may be because they are not familiar with some of the services, having not used them enough to give a rating.

### 8.1 Satisfaction with location of health services

#### *Q7a How convenient do you find the location of the health services you use?*

Parents were asked to rate how convenient they find the locations of different health services. Table 19 shows the percentage (and number) of parents who gave different ratings of convenience of different health services. The majority of parents find the location of their GP service, Health Centre, hospital and specialist services either 'very convenient' or 'fairly convenient'. With respect to ratings of convenience of the location of the Greengate Centre, the majority of respondents rated its location as 'fairly convenient', followed by 'fairly inconvenient' and 23.7 % rated its location as 'very inconvenient'.

**Table 19. Percentage (and number) of parents giving different ratings of convenience**

Level of convenience	GP	Health Centre	Hospital	Specialist Services	Greengate Centre
Very convenient	35.7% (40)	41.3% (31)	30.2% (32)	18.2% (2)	6.6% (5)
Fairly convenient	50.9% (57)	49.3% (37)	48.1% (51)	45.5% (5)	40.8% (31)
Fairly inconvenient	7.1% (8)	6.7% (5)	11.3% (12)	9.1% (1)	28.9% (22)
Very inconvenient	6.3% (7)	2.7% (2)	10.4% (11)	27.3% (3)	23.7% (18)
Total to respond (out of 112)	112	75	106	11	76

## 8.2 Satisfaction with state of repair and level of cleanliness of health services

### *Q7b How satisfied are you with the state of repair and level of cleanliness of the health services you use?*

Parents were asked to rate how satisfied they are with the condition of different health services. Table 20 shows the percentage (and number) of parents who gave different ratings of satisfaction of cleanliness and state of repair of different health services. Overall, ratings of state of repair and level of cleanliness in health services were very positive, with the majority of respondents rating services as either ‘very satisfactory’ or ‘fairly satisfactory’. A few individuals rated the state of repair and level of cleanliness of their GP, health centre and hospital as ‘fairly unsatisfactory’. One parent rated the state of repair and level of cleanliness of the Greengate centre as ‘very unsatisfactory’, whilst three parents said they did not know.

**Table 20. Percentage (and number) of parents giving different ratings of satisfaction**

Level of satisfaction	GP	Health Centre	Hospital	Specialist Services	Greengate Centre
Very satisfied	64.3% (72)	60.0% (45)	61.5% (64)	55.6% (5)	52.2% (24)
Fairly satisfied	34.8% (39)	38.7% (29)	36.5% (38)	44.4% (4)	39.1% (18)
Fairly unsatisfied	0.9% (1)	1.3% (1)	1.9% (2)	-	-
Very unsatisfied	-	-	-	-	2.2% (1)
Don't Know					6.5% (3)
Total to respond (out of 112)	112	75	104	9	46

## 8.3 Suitability of opening times of health services

### *Q7c How suitable are the opening times of the health services you use?*

Parents were asked to rate how suitable they find the opening times of different health services. Table 21 shows the percentage (and number) of parents who gave different ratings of suitability of the opening times of different health services. The majority of parents rated the opening times of their GP service (94.7 %) and Health Centre (95.8

%) as either 'very suitable' or 'fairly suitable'. In addition to this, the majority of parents rated the hospitals as having either 'very suitable' or 'fairly suitable' opening times (99 %). All users of specialist services rated the opening hours as either 'very suitable' or 'fairly suitable'. Ratings of suitability of opening times of the Greengate centre shows a greater variation in responses, with 80.9 % rating the opening hours as either 'very suitable' or 'fairly suitable' and 11.9 % rating them as either 'fairly unsuitable' or 'very unsuitable'. 7.1 % of respondents indicated they did not know the opening times of the Greengate centre and thus did not feel able to provide a rating of suitability.

**Table 21. Percentage (and number) of parents giving different ratings of convenience**

Level of suitability	GP	Health Centre	Hospital	Specialist Services	Greengate Centre
Very Suitable	56.3% (63)	37.5% (27)	83.2% (84)	45.5% (5)	47.6% (20)
Fairly suitable	38.4% (43)	58.3% (42)	15.8% (16)	54.5% (6)	33.3% (14)
Fairly unsuitable	5.4% (6)	4.2% (3)	-	-	2.4% (1)
Very unsuitable	-	-	1.0% (1)	-	9.5% (4)
Don't Know	-	-	-	-	7.1% (3)
Total to respond (out of 112)	112	72	101	11	42

#### **8.4 Satisfaction with the waiting times of health services**

##### ***Q7d How satisfied are you with the waiting times of the health services you use?***

Parents were asked to rate how satisfied they are with the waiting times of different health services. Table 22 shows the percentage (and number) of parents who gave different ratings of satisfaction with waiting times of different health services.

Although the majority of parents rated the waiting times of their health centre (95.4%) as either 'very satisfactory' or 'fairly satisfactory', a wider spread of ratings can be seen with respect to satisfaction with waiting times of GP services, with 19.8 % of parents indicating that they are either 'fairly unsatisfied' or 'very unsatisfied' with the waiting times at their GP service.

In addition to this, although the majority of parents (63.2 %) rated that they are either ‘very satisfied’ or ‘fairly satisfied’ with the waiting times at hospital, 36.7 % indicated that they are ‘fairly unsatisfied’ with hospital waiting times. Although the majority of parents rated the waiting times of their specialist services as either ‘very satisfactory’ or ‘fairly satisfactory’ (77.7 %), a total of 22.2 % reported that they are ‘fairly unsatisfied’ with the waiting times of their specialist service. Only 2.7 % of parents rated the waiting times at the Greengate Centre as ‘fairly unsatisfactory’ whilst 89.1 % felt ‘very satisfied’ or ‘fairly satisfied’ with the waiting times. 8.1 % of respondents indicated to not knowing enough about the waiting times at the Greengate Centre to be able to give a satisfaction rating.

**Table 22. Percentage (and number) of parents giving different ratings of satisfaction**

Level of satisfaction	GP	Health Centre	Hospital	Specialist Services	Greengate Centre
Very satisfied	39.6% (44)	43.8% (28)	22.4% (22)	33.3% (3)	43.2% (16)
Fairly satisfied	40.5% (45)	51.6% (33)	40.8% (40)	44.4% (4)	45.9% (17)
Fairly unsatisfied	14.4% (16)	4.7% (3)	20.4% (20)	22.2% (2)	2.7% (1)
Very unsatisfied	5.4% (6)	-	16.3% (16)	-	-
Don't Know	-	-	-	-	8.1% (3)
Total to respond (out of 112)	111	64	98	9	37

## 8.5 Ratings of friendliness of health services

### *Q7e How friendly and welcoming do you find the health services you use?*

Parents were asked to rate how friendly and welcoming they find different health services. Table 23 shows the number and percentage of parents who gave different ratings to different health services. Whilst the majority of respondents rated GP services (95.6 %) and the hospital (94.2 %) as either ‘very friendly and welcoming’ or ‘fairly friendly and welcoming’, 4.5 % and 5.9 % rated them as ‘fairly unfriendly and unwelcoming’ or ‘very unfriendly and unwelcoming’ respectively. All respondents rated the Health Centres and Specialist Services as either ‘very friendly and welcoming’ or ‘fairly friendly and welcoming’. In addition to this, whilst the majority of respondents rated the Greengate Centre staff (88.4 %) as either ‘very

friendly and welcoming’ or ‘fairly friendly and welcoming’, 4.6 % of parents rated them as ‘fairly unfriendly and unwelcoming’ or ‘very unfriendly and unwelcoming’. 7.0 % of respondents indicated to not knowing enough about the Greengate Centre to be able to give a friendliness rating.

**Table 23. Percentage (and number) of parents reporting different levels of friendliness**

Level of friendliness	GP	Health Centre	Hospital	Specialist Services	Greengate Centre
Very Friendly	55.4% (62)	58.2% (39)	42.2% (43)	55.6% (5)	55.8% (24)
Fairly friendly	40.2% (45)	41.8% (28)	52.0% (53)	44.4% (4)	32.6% (14)
Fairly unfriendly	2.7% (3)	-	4.9% (5)	-	2.3% (1)
Very unfriendly	1.8% (2)	-	1.0% (1)	-	2.3% (1)
Don't Know	-	-	-	-	7.0% (3)
Total to respond (out of 112)	112	67	102	9	43

## 8.6 Ratings of the quality of advice received from health services

### *Q7f How good is the quality of advice that you get from the health services you use?*

Parents were asked to rate the quality of advice received from different health services. Table 24 shows the percentage (and number) of parents who gave different ratings of quality of advice of different health services. The majority of parents in general rated the quality of advice received from services as either ‘very good’ or ‘fairly good’. A small number of parents felt that the quality of advice received from the different health services was ‘fairly poor’ or ‘very poor’, with marginally more parents rating the quality of advice of GP services as ‘fairly poor’ or ‘very poor’ than any other health service.

**Table 24. Percentage (and number) of parents reporting different ratings of the quality of advice received**

Quality of Advice	GP	Health Centre	Hospital	Specialist Services	Greengate Centre
Very Good	50.9% (56)	55.1% (38)	51.6% (49)	55.6% (5)	41.0% (16)
Fairly Good	45.5% (50)	43.5% (30)	44.2% (42)	44.4% (4)	48.7% (19)
Fairly Poor	1.8% (2)	1.4% (1)	2.1% (2)	-	-
Very Poor	1.8% (2)	-	1.1% (1)	-	2.6% (1)
Don't Know	-	-	1.1% (1)	-	7.7% (3)
Total to respond (out of 112)	110	69	95	9	39

The same two people appeared to have had a generally poor experience of the Greengate Centre, giving unfavourable responses between them for the state of repair and level of cleanliness, the opening times and levels of friendliness.

## 9. Main Support

### 9.1 Sources of support

#### *Q8a Could you say who gives you most support (both practical and emotional) with your children?*

All 112 parents indicated who gives them most support with their children. As with other questions, some parents wanted to specify more than one person who provides them with both practical and emotional support with their children, whereas others indicated who gives them the *most* support. Table 25 illustrates parents' responses. 67 respondents indicated a second source of support, 35 specified three people who provide them with the most support and 14 respondents specified four people who provide them with the most support. 3 respondents indicated five sources of support. A large number of respondents indicated the child's mother/father (77) and their own mother (68) as the person who gives them most support with their children.

**Table 25. Number of parents reporting different sources of support**

Source of support	Number of parents indicating who they receive the most support from
Child's Mother/Father	77
Partner who is not child's parent	2
Own Mother	68
Own Father	19
Partner's Mother	10
Partner's Father	7
Friends	24
Neighbours	4
No-one	5
Community Support Worker	3
Other	11

Parents who responded 'other' were asked to specify the support received most with their children. Their responses were as follows:

- Aunty (2).
- Child's Godparents (1).
- Sister (2).
- Grandparents (1).
- Other family members and relatives (2).
- Teacher at pre-nursery (1).
- Health Visitor at Young Mums (1)
- Sure Start Ormsgill (1).
- Sure Start (1).

## 10. Services Wanted

### 10.1 Services that would be used if available nearby

*Q9a Which of the following services, that you do not use already, do you think you would use, if it were available nearby?*

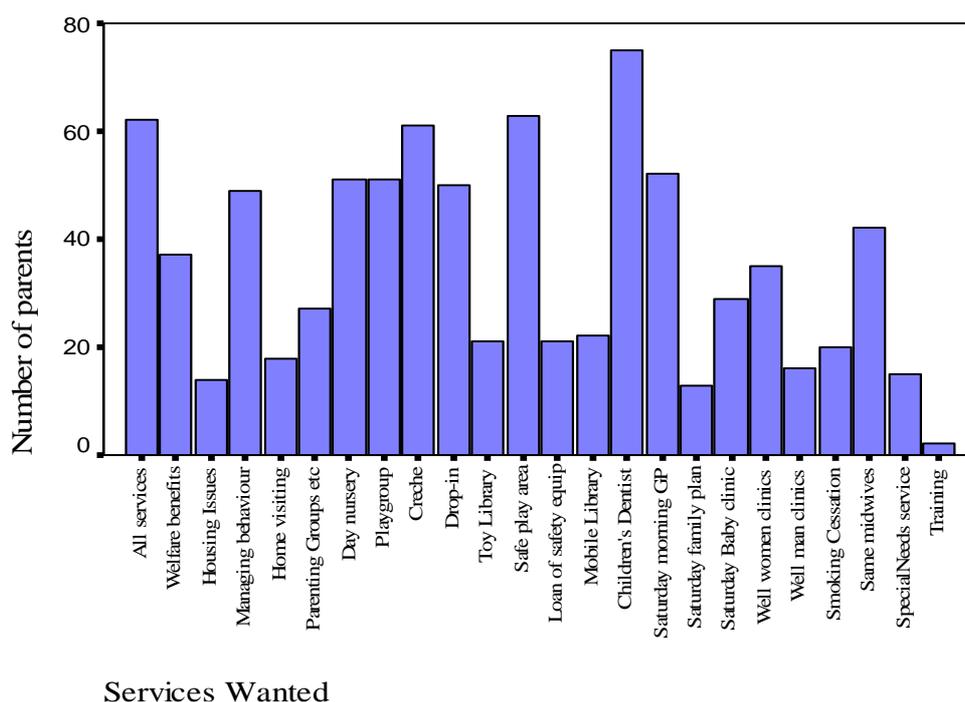
A total of 109 respondents indicated a range of services they would use if available nearby (3 did not). Table 26 illustrates parents' responses.

**Table 26. Percentage (and number) of parents indicating different services they would use if available nearby**

Type of service	Percentage (and number) of parents indicating which services they would use
<b><u>Advice and Information (in your own language)</u></b>	
An information service to tell you about all the services available in your area	56.9% (62)
An information service to tell you about welfare benefits	33.9% (37)
Advice on housing issues	12.8% (14)
An advice service to give you help with difficulties in bringing up children such as not sleeping or eating	45.0% (49)
Outreach and visiting to bring information and advice to you in your own home	16.5% (18)
Groups on parenting or child development	24.8% (27)
<b><u>Childcare &amp; Services for Children</u></b>	
A day nursery for children under five, open from 8am to 6pm.	46.8% (51)
A playgroup, where you could regularly leave your children aged two and a half to four for 2 ½ hours in the morning or afternoon.	46.8% (51)
A crèche where you could leave your child for up to 3 hours when you wanted.	56.0% (61)
A drop-in where you would stay with your child, there would be play equipment and staff to organise activities for children and you would both meet other parents and children	45.9% (50)
Toy library	19.3% (21)
A safe clean play area on your estate	57.8% (63)
Loan of safety equipment	19.3% (21)
Mobile library	20.2% (22)
<b><u>Health</u></b>	
A dentist who specialises in children	68.8% (75)
Saturday morning GP services	47.7% (52)
Saturday morning family planning clinics	11.9% (13)
Saturday morning baby/immunisation clinics	26.6% (29)
Well women clinics run by women	32.1% (35)
Well man clinics	14.7% (16)
Clinics to help give up smoking	18.3% (20)
The same midwives to see you before and after the baby is born	38.5% (42)
More local services for children with special needs	13.8% (15)
<b><u>Training? Please write in.</u></b>	
First Aid	1.8% (2)
<b><i>Any other service?</i></b>	8.3% (9)

This information can also be seen in Figure 13. Two parents said they would attend First Aid training if available nearby. Some services appear to be needed by parents in the Ormsgill and North Walney area more than others:

1. 68.8 % of responding parents indicated they would use a dentist who specialises in children, if available nearby.
2. 57.8 % of responding parents indicated a need for a safe clean play area on their estates.
3. 56.9 % of respondents indicated they would like an information service to tell them about all the services available in their area.
4. 56.0 % of responding parents indicated they would like a crèche, where they can leave their child for up to 3 hours when they wanted to.



**Figure 13. Number of parents indicating different services they would use if available**

Parents who responded ‘any other service’ were asked to specify the services they would use if available nearby. Their responses were as follows:

- A drop-in group for babies aged from birth to 8 months (where you can stay with them) (1).
- Mother and Toddler swimming in the mornings with transport (1).
- A parents’ playgroup at the weekends (1).
- Play sessions and organised events for slightly older children, i.e. infant school age (especially during school holidays) (1).
- A ‘library’ type of facility- just for children and parents/carers. I always worry about the children spoiling the displays etc. in the county library (1).
- Outdoor play area attached to the Bridge Centre.
- Indoor play area, with soft play equipment, slides, ball pit etc. I wouldn’t mind a small charge (1).
- Emotional support by phone (1).
- Emergency, low cost, childcare, night time etc.

## 10.2 Three most important services to parents

*Q9b Of the services you've mentioned, which three would be most important to you?*

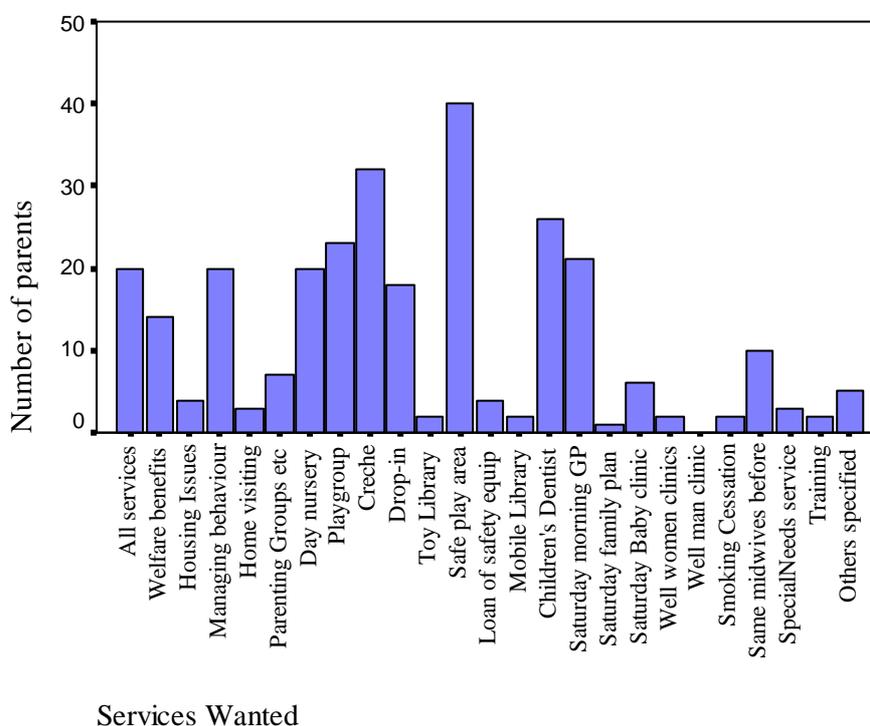
A total of 97 respondents chose three of the services they had indicated in the last question as the most important to them. Table 27 illustrates parents' responses.

**Table 27. Percentage (and number) of parents indicating different services they would use if available nearby**

Type of service	Percentage (and number) of parents indicating which services they would use
<b>Advice and Information (in your own language)</b>	
An information service to tell you about all the services available in your area	20.6% (20)
An information service to tell you about welfare benefits	14.4% (14)
Advice on housing issues	4.1% (4)
An advice service to give you help with difficulties in bringing up children such as not sleeping or eating	20.6% (20)
Outreach and visiting to bring information and advice to you in your own home	3.1% (3)
Groups on parenting or child development	7.2% (7)
<b>Childcare &amp; Services for Children</b>	
A day nursery for children under five, open from 8am to 6pm.	20.6% (20)
A playgroup, where you could regularly leave your children aged two and a half to four for 2 ½ hours in the morning or afternoon.	23.7% (23)
A crèche where you could leave your child for up to 3 hours when you wanted.	33.0% (32)
A drop-in where you would stay with your child, there would be play equipment and staff to organise activities for children and you would both meet other parents and children	18.6% (18)
Toy library	2.1% (2)
A safe clean play area on your estate	41.2% (40)
Loan of safety equipment	4.1% (4)
Mobile library	2.1% (2)
<b>Health</b>	
A dentist who specialises in children	26.8% (26)
Saturday morning GP services	21.6% (21)
Saturday morning family planning clinics	1.0% (1)
Saturday morning baby/immunisation clinics	6.2% (6)
Well women clinics run by women	2.1% (2)
Well man clinics	0.0% (0)
Clinics to help give up smoking	2.1% (2)
The same midwives to see you before and after the baby is born	10.3% (10)
More local services for children with special needs	3.1% (3)
<b>Training? Please write in.</b>	
First Aid	(2)
<i>'Any other service' as specified above</i>	6

This information can also be seen in Figure 14. When respondents indicated the three services that are most important to them the same services still appear to be needed the most:

1. 41.2 % of responding parents indicated a safe clean play area on their estates, as one of their three most important services.
2. 33.0 % of responding parents indicated that a crèche, where they can leave their child for up to 3 hours when they wanted to, is in the top three most important services to them.
3. The third most popular service, indicated by 26.8 % of parents as one of the three most important services that would be used if available nearby, is that of a dentist who specialises in children.



**Figure 14. Number of parents indicating different services they would use if available**

5 parents indicated the ‘other services’ they specified in the previous question as most important to them, when reducing their options to three services. Those responses are follows:

- A drop-in group for babies aged from birth to 8 months (where you can stay with them) (1).
- Mother and Toddler swimming in the mornings with transport (1).
- A parents’ playgroup at the weekends (1).
- Play sessions and organised events for slightly older children, i.e. infant school age (especially during school holidays) (1).
- Emotional support by phone (1).
- Emergency, low cost, childcare, night time etc.

## **11. Main Themes in General Comments**

Parents were given the opportunity to make any comments about child care services in the Ormsgill and North Walney area. Some main themes have been drawn from their comments.

### **11.1 General lack of services and service needs**

When given the opportunity to add any general comments many parents described a general lack of services and expressed different childcare needs. Some parents described specific services they feel are lacking in the area, whilst other parents commented on the exclusivity of certain services. The following comments reflect some of the main points made by parents:

- I am sure there are plenty of activities to attend in the Barrow area, but Walney is very limited. Walking distance activities should be available on every estate as well as doctors (which we have) nearby. I think it is lack of communication by authorities.
- There are not many toddler groups in my area. Been to Abbey Road, Baptist Church Hall once. They try their best (two older ladies) at running the group but the toys are quite shabby. Old bits on the carpet and brick and toys that smelt fusty, floor very dusty- don't think I'll be going again (need somewhere close in my area but updated).
- Wouldn't it be nice if, when I take my almost 1 year old swimming, there were a qualified swimming teacher!
- I would like to see more 'fun pubs', e.g. 'Wackey Warehouse'. We go out to lunch at weekends and always end up going to 'The Wackey Warehouse' as that is the only place that caters for children. It would be great to see some more 'family pubs'.
- There are no toddler groups etc. during school holidays. There is nothing aimed towards children that are of infant school age especially during school holidays. Many places (such as events at Dock Museum etc.) are for children aged 7 and above. I would find it extremely useful and would use any kind of organised events for young families and children, i.e. toddlers - 8 years.
- My baby is very sociable and likes to be with small and bigger children, but I feel a little left out as most services accept two or two and a half year olds and above only.
- A crèche and a playgroup in my area would be extremely handy as I could leave my son as I need to for a couple of hours, rather than leaving him at nursery all day and at set times.
- I would really like there to be a place where you could leave your child for a few hours. As an older mother at 42 I don't have anyone other than my husband to have my little boy and give me a break. My husband works long hours, so I get very stressed.
- I'm finding it difficult to get my child into a nursery in January. There are no places available, being a single parent with no transport or help to look after a child, to get out of being a lone parent at home, no help anywhere.

- I live on Walney and I work having two children and no means of childcare other than grandparents or a friend who is a child minder. I think it would be great if there was a nursery on the island with possible drop off and pick up service to local schools.
- It is difficult to find low cost, good childcare or babysitting. As a single parent, and a student, sometimes I need to escape for a few hours, or get extra study time, or just go for a quick drink on my own.
- In general, Ormsgill estate is okay- the things that need changing are new play areas more support groups for young mums and dads.
- It can be very stressful, I would like to see a voluntary phone service that would give someone just to talk to, when needed (maybe a network to other single parents?) sometimes just a friendly voice is enough to prevent a child from being shouted at or smacked. It would also prevent a lot of tears from frustrated parents.
- My partner thinks that there is no support for new fathers as they go through the same emotions as the mother.

## **11.2 Advertising**

Another current theme in comments made by parents was that of a lack of advertising of childcare services. Several respondents said they would use more services if they knew about them. Some of those comments are as follows:

- I have never heard of many of the services stated overleaf- what a shame about the lack of advertising they do.
- It would be so nice to know if there are any services in the Barrow area, i.e. singing, dancing or rhythm, anything for one year olds!
- My child is only 6 months old, but we haven't been informed about any groups etc.
- Never heard of any services in my immediate area
- All of the services listed are not well advertised and parents like myself do not know of these until we get information forms like these to fill in.
- I only attend toddlers group 20-30 minutes from where I live. I have not had any information on any of these activities in my area, so have not attended any of them.
- I have never really seen any information about local activities for my babies, and as I am often without the car I am limited in what I can do.

## **11.3 Health Services**

A number of parents expressed a wish for health visitors to visit children and their parents in the home more regularly and on a longer term basis than they currently do. A selection of those comments is as follows:

- When I was having real problems with my daughter's bed time and behaviour problems there was no-one there to really help me- even though I contacted a health visitor and other services. I sorted it out myself, but at the time I felt very desperate.

- Also I had a very long and difficult birth with my son and think that affected the initial relationship I had with him. I think post-natal counselling would have helped if it had been available.
- When I was pregnant I saw approx six different midwives, which was unsettling, as I was not receiving continuity of care.

#### 11.4 Sure Start

Some general comments were also made about Sure Start. Some of the positive comments are as follows:

- I am very happy with the aqua-natal group (Sure Start) held at Dalton. It is free entry, great fun and snacks afterwards!!!
- I think Sure Start is very good. I have been in hospital very ill, and my husband had to cope with the children on his own. Sure Start helped us taking the children in the van to nursery. They brought the children home safe. My husband is back at work now. I am getting better every day. It is good to know there are organisations like Sure Start.
- Sure Start Bridge centre is very close and has very good facilities for my little girl.
- I go to Sure Start on Greengate Street and find them very nice.
- I think that Sure Start is an excellent initiative and all the members of staff that I have been in contact with have been very helpful and welcoming.

Some parents expressed dissatisfaction with aspects of Sure Start or had suggestions for improvements. Some of those comments are as follows:

- I don't like the area that the Sure Start Centre is in; lots of my friends say the same.
- I would welcome a lot of services mentioned but because me and my husband work, we're not entitled to anything. I put my daughter's name down for Sure Start, but I'm not a worthy case as we work.
- Sure Start Greengate is too hard to get to.
- I think the centre on Walney will be much more beneficial, when it is properly developed.
- The local Bridge Centre is where I tend to take my child to Art Club etc. The room is not ideal- carpets and upholstered chairs- but recently we have been able to use child size plastic chairs and tables. It would be super if this could be expanded- more room for the children to play and perhaps an outdoor area- enclosed- to let off energy, with some simple play equipment purely for Sure Start Sessions.
- The only negative comment I have is that on occasion, when I have popped into the centre to chat to a Sure Start team member about facilities on offer etc. if there has not been a toddler group on at that time, I have been rather brusquely informed by an elderly lady putting on a coffee morning that toddlers are not welcome! I think if the venue is being shared by different groups which makes it a superb community facility- all groups need to respect each other. Perhaps there could be separate rooms for say children's groups and other groups- then it would make for a more permanent situation and

parents/carers would know that whenever they came to the Centre they would be welcomed.

### **11.5 Other comments**

One parent said they had trained as a breast feeding supporter but had never used the training. Another parent expressed concern about the area in general and the children that her children would mix with, saying that she would not like her children to swear at any age.

One parent explained why they do not use local childcare services, indicating that they do not work much and do not require any support with a very supportive husband and family.

## **12. Parent Focus Groups**

Parents who completed the baseline questionnaire were asked if they would be willing to talk further to a member of the evaluation team about their views of childcare services. A further incentive was offered to those who agreed to talk with a member of the team (entry into a draw for £25 for Morrisons). 52 respondents who indicated they would like to take part in a further discussion were invited by letter to attend one of three focus groups.

Two focus groups were arranged to be held at the Ormsgill Community Centre to accommodate the 32 respondents who lived in Ormsgill and one focus group was organised at North Walney Primary School to accommodate the 20 parents who lived in Walney. Parents were asked to respond to the invitation if they were able to attend and childcare was offered. Due to a very low response rate parents who had left a contact telephone number were contacted to ask if they would like to attend. A total of 5 parents and 1 grandparent agreed to attend one of the focus groups at Ormsgill, but the other was cancelled due to poor uptake. No parents attended the focus group for the full session although two parents who were coming into the Community Centre for a Sure Start Chatterbox session spent 30 minutes discussing their views of childcare services in the Ormsgill area and service needs with a member of the team. One of those parents had previously completed a baseline survey, whilst the other had not. Both were Sure Start users. A total of 3 parents said they would like to attend the focus group in Walney.

Notes were taken during these discussions.

The purpose of the evaluation was explained to the parents, that of finding out which services are used by parents in the Ormsgill and North Walney area, what parents think of the services that are currently provided and what services parents feel they need in their immediate area.

**What are the important issues/problems for you in the area, what needs to be made better?**

### **Ormsgill**

#### *Nursery Education and Childcare whilst working*

The two parents described the problems in accessing childcare. One parent, who works bank hours, described relying on friends to look after her children whilst she works because there is no available childcare where parents can leave their child/ren when they need to. A concern was also raised about the cost of childcare whilst working, with the majority of wages being spent on childcare.

The two parents described the possibility of a new local crèche being opened (not Sure Start), which they thought was due to have a Breakfast Club and an after school Club, both of which the parents agreed would be very useful.

### *Parent and Child Activities*

The two parents described a lack of parent and child activities in Ormsgill. Apart from a non-Sure Start Parent and Toddler Group, which runs on a Friday from 12pm-2pm, parents expressed a need for more Parent and Toddler groups. It was acknowledged by parents that Sure Start runs a number of groups but the following points were made about the groups:

- Chatterbox, as well as many other Sure Start groups, only runs for a few weeks and then finishes for a while.
- The session times of Toddler Splash are not convenient, in that they clash with times that children need picking up from school.
- Parents also felt their children are too young for Art Club and Cook and Eat.

The attending parents talked about plans to form a Mum's Club, which would initially start at the Greengate Centre.

### *Playing and Learning opportunities for children*

Parents described a lack of playing and learning opportunities for children in Ormsgill. A need for a Youth Club and after-school activities was identified, especially in wet weather when children cannot play outside.

### *Outside Play Areas*

Parents described the only local play area as rusty and in bad repair. A concern was raised about glass, rubbish and needles.

### *Education/Training*

The two parents felt excluded from certain training opportunities because of their marital status. One parent described expressing interest in a course, but was turned down as it was a course for single mothers only. The other parent described receiving training opportunities through Sure Start.

One parent expressed a wish for courses in Psychology, whilst the other parent felt a need for Aerobics and Step classes, but thought this need had been identified and was being addressed.

### *Health Services*

The Health Visitors based at the Community Centre in Ormsgill were praised by parents for their responsiveness and accessibility. The two parents expressed a need for a local chemist to be based on the estate. A need was also identified for a local GP service. The parents described the difficulties of taking children to their current practices, including the problems they have getting the pram/buggy on and off the bus without any help from bus drivers.

The need for a local dentist was also identified. One parent explained the difficulties in finding an NHS dentist who would accept their whole family and said that individual family members had only ever been seen through emergency appointments.

### *Services in the holidays*

The two parents described the free trips provided by Sure Start in the summer holidays, but described a severe lack of any other services in the holidays. Parents explained the expense of taking children swimming, which is the only other activity

available. Parents felt the lack of activities in the local area results in a large amount of vandalism and damage in the area during the holidays.

#### *Health and Safety*

Parents also expressed a concern about the possibility of people living on the estate who are on the paedophile register and felt that although they have to live somewhere it should not be on such a children-dominated estate.

### **Walney**

#### *Nursery Education and Childcare whilst working*

The attending parent said she was currently not working but explained she would not know where to start looking for childcare if she did decide to go back to work because her employers did not provide crèche facilities. The expense of childcare was described as a deterrent to returning to work: 'you might as well stay at home'.

#### *Parent and Child Activities*

A need was identified for activities suited for younger children.

#### *Playing and Learning opportunities for children*

Again a lack of learning opportunities for children in Walney was described. A need was identified for Kid's Clubs in the immediate area to provide older children with entertainment during the evening, particularly between 7 and 9 pm.

#### *Outside Play Areas*

The local play areas were thought to have good facilities (such as small swings), which are not maintained. Broken bottles are a concern.

#### *Education/Training*

Education and training provided by Sure Start was felt to be good.

#### *Health Services*

The attending parent did not rate the local health services very highly and did not feel supported with a new baby. She described the Health Visitor as not filling her with much confidence. A wish for an increase in support from Health Visitors was expressed, but GP service and midwives were described as good.

#### *Services in the holidays*

Holiday services were felt to be fine.

### **Three main services as identified in the baseline questionnaires**

The three most important services to parents, as recognised in the baseline questionnaire, were shared with the three parents. It was strongly agreed that the services identified in the postal questionnaire were the services they felt were most needed. Those were:

- a safe clean play area
- a crèche, where can leave child for up to 3 hours
- a children's dentist

### **What do you think Sure Start is for?**

All three parents felt they had a clear understanding of what Sure Start is for. One parent described Sure Start as 'working with families with children under 4 to promote better living'. One parent described how Sure Start makes parents feel they are not alone and that no matter what the problems they can accommodate them.

### **Do you have any ideas about what you would like to see in your Sure Start?**

#### **Ormsgill**

One parent expressed a wish for better communication about available activities and events in the local area, reporting she does not receive information at present. The other parent described receiving regular updated information at home about activities and events being run by Sure Start. Both parents said that services should be advertised more because if parents do not go into the Community Centre they do not actually know what is going on.

One parent explained that the Ormsgill Community Centre is due to be knocked down and re-built but it was also noted that the plans have been delayed a number of times and there was uncertainty about the changes ahead.

#### **Walney**

A wish was expressed for more activities for children aged between ten and fifteen months. Chatterbox was felt to be more suited to children aged one and a half years.

More peer group support was deemed to be important as well.

Access to information was described as difficult and the issue of not knowing where to look for information was discussed. It was felt that more leaflets should be available in public places, such as local supermarkets.

#### **Other Comments**

One parent living in Walney said there is always something going on, as long as you are prepared to travel. She did indicate that more could be done in the immediate area because it can be difficult to get prams on buses. In addition to this, it was felt that groups can be cliquey and difficult to get involved in.

### **13. Main conclusions and recommendations**

The large number of respondents allows for confidence that the sample is representative of the true population of parents with Sure Start aged children in the Ormsgill and North Walney area. The wealth of information obtained generally indicates a high level of satisfaction, but also indicates local service needs and highlights possible changes that could be made by Sure Start Ormsgill and North Walney to add value to existing services and improve the service provision for families.

A number of conclusions have been drawn from the information received and recommendations provided in relation to the four Sure Start target themes.

#### **1. Improving social and emotional development**

- Although only 7.1 % of respondents indicated they do not go anywhere with their child/ren under 4 and stay with them a further 33.9 % did not respond to this question and it is assumed that they do not take their child/ren under 4 anywhere and stay with them. The issue of a lack of parent and child activities suitable for younger children was raised during focus group discussions, in addition to some parents responding that their child/ren are too young in the postal survey. It is recommended that Sure Start work to encourage parents to use parent and child activities by promoting the benefits of peer and professional support. Activities suitable for younger children should also be considered.
- Parents do not generally feel well informed about childcare services and think services are not advertised well enough. 56.9 % of respondents said they would like an advice and information service to tell them about different childcare services available to them in the local area. Sure Start should consider actively advertising more often and working to raise awareness of who can benefit from the programme, resulting in families feeling well-informed about service provision.

#### **2. Strengthening families and communities**

- A number of parents described clashes between work hours and opening hours of childcare services, expressing wishes for services to be open longer and at different times. Sure Start should consider the possibilities for providing/supporting more services after school, over the weekend period and during vacations. In addition to this requests were made for activities to be held more than once a week, so that more parents can make use of the services. This will particularly benefit working parents and those wishing to return to work.
- There was evidence of strong levels of social support, with parents relying on friends, neighbours and relatives most for childcare support

whilst working or training and as main sources of support in general. A lack of suitable childcare during work hours emerged through one of the focus group discussions, with one parent feeling there was no alternative to relying on friends and family. The need to improve and increase child care provision is evident. 33.0% of parents indicated a crèche where they can leave their child for up to 3 hours when they wanted as one of the three most important services needed.

- Parents expressed a need in the postal questionnaire for affordable activities, particularly in the school holidays, to be provided to entertain older children and the problems caused by a lack of services were discussed by parents at the focus group meetings. The options for running youth clubs and other activities for older children should be considered by Sure Start in an attempt to reduce juvenile nuisance in the two areas.

### **3. Improving the ability to learn**

- A large percentage of parents (42.9 %) indicated that either their child/ren under 4 do not receive nursery education or they did not respond to the question, which is taken to indicate their children do not receive nursery education. A number of parents reflected a lack of awareness of any services providing learning opportunities for their children aged under 4. Consideration needs to be given to how Sure Start can promote the benefits of early education and increase the provision of nursery education.
- With 19.6% of respondents rating opportunities for children to play in services used as either 'fairly unsatisfactory' or 'very unsatisfactory' Sure Start should consider increasing services that provide playing opportunities. Again a number of parents commented upon not knowing of any playing opportunities for their child. The possible benefits of learning through play could be promoted and playing opportunities could be advertised more.
- With 67.9% of parents indicating they do not borrow books and/or toys for their children, Sure Start may want to consider how they can increase the use of libraries by parents and children in the two areas. The possibilities of using a mobile library (where books and toys can be accessed) should be considered.
- A large percentage of parents reported they were not taking part in any training or education and during a focus group discussion in Ormsgill parents expressed a wish for more training opportunities open to all parents with young children. The possibilities of providing more training opportunities should be considered, with an aim to encourage more parents to undertake training of interest to them.

#### 4. Improving health

- A number of parents raised a concern about a lack of suitable outside play areas, with parents expressing a need for a safe and secure space for young children to play. When parents were asked to choose three services as most important to them 41.2 % indicated a need for a safe, clean play area on their estates. The possibilities of providing a safe and secure outdoor play area for young children should be considered. It may be that Sure Start and local parents could work together to clean and maintain current play areas, which would help to strengthen the local communities and lead to an increase in local pride.
- With 37.1% of respondents indicating no support was received for breastfeeding and 29.8% indicating a lack of weaning advice and support, it is recommended that Sure Start Ormsgill and North Walney increase levels of support in the two areas.
- 20% of respondents reported they smoked and 27.3% reported their partner smoked. Thought should be given as to how Sure Start can work to reduce the number of parents smoking.
- A number of parents expressed a wish for more regular home visiting from Health Visitors on a more long-term basis. Sure Start could consider the possibilities of building on and expanding current health visitor provision.
- A large proportion of parents indicated that their GP/Doctor/Health Centre is not within walking distance (68.8% in Ormsgill and 42.6% in North Walney). This was an issue raised by parents in the focus group discussion in Ormsgill. Consideration should be given to how Sure Start can improve access to GP/Doctor/Health Centre services, particularly in the Ormsgill area.
- A good proportion of parents indicated they do not take their children anywhere to get their teeth seen to (20.4 %). This may be because their children are too young, but when asked to choose three services as most important to them 26.8% indicated a need for a dentist who specialises in children. Although in some cases the reason may be the child's age, the lack of dentist services was highlighted by two parents at one of the focus groups in Ormsgill. Consideration should be given to how Sure Start can meet its target of reducing tooth decay in under 4 year olds. A need for an increase in the provision of dentist services is evident.