

**Leamington Sure
Start User
Satisfaction
Consultation**

Leamington Sure Start User Satisfaction Consultation

Final report



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Acknowledgments

We would like to thank all those parents and carers who gave up their time to contribute and share their views with us through the survey. Thank you as well to those parents and carers who helped M·E·L to complete the interviewing.

Lastly, we would like to thank all of the Sure Start Leamington team for their continued support throughout the course of this project.

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Report: PR04172
(June 2005)

First Published (June 2005)
Printed in Great Britain by M.E.L Research Limited 8 Holt Court
Aston Science Park Birmingham B7 4AX

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1. Purpose, method and format

1.1 Purpose and Objectives

M-E-L Research, an independent research and service delivery consultancy, was commissioned by Leamington Sure Start (a sixth wave Sure Start local programme) in December 2004 to undertake a user satisfaction survey with parents and carers of children aged under 5 years, living in the Leamington Sure Start Programme area.

The purpose of the consultation was two-fold:

- To establish baseline levels of satisfaction with services in the Leamington Sure Start programme area
- To inform the future planning and delivery of Sure Start services

A key feature in the consultation was that it would provide baseline information and be replicable over time, to enable future comparisons to be made.

More specifically the objectives were:

- To identify patterns of uptake of services by parents and carers of children aged under 5 years in the programme area
- To measure levels of satisfaction with services, and the extent to which these meet the needs of local parents
- To identify services where improvements in provision are required, and assess the demand for new services.
- To examine the perceptions of support provided to families by services at different stages a child's life.
- To review satisfaction with, and uptake of Leamington Sure Start services.
- To identify parents interested in registering as Sure Start parents or receiving a visit from a Sure Start worker
- To ensure that all parents and carers in the programme area were represented in the consultation, including groups which could be defined as '*hard to reach*'.

1.2 Methodology

1.2.1 Survey with local parents/guardians

A total of 202 face-to-face interviews were completed in January and February 2005 with local parents and carers of children under the age of 5. There were two conditions for eligibility to take part in the survey. Respondents had to:

- Live in the Leamington Sure Start catchment area
- And**
- Be a parent or guardian of at least one child aged 5 or under
- Or**
- Be expecting to become a parent within the following 6 months.

Interviewers were provided with a copy of the Leamington Sure Start boundary map so they could ensure respondents lived within the Sure Start patch.

1.2.2 Questionnaire design

A questionnaire was designed in consultation with Leamington Sure Start. This was designed to measure:

- Awareness of Leamington Sure Start and use of Sure Start services
- Use of general services and facilities for young children and their families
- Satisfaction with these services and facilities
- Barriers to uptake of services
- Potential improvements to services for families with young children

The questionnaire also included demographic questions such as age, gender and ethnicity. At the end of the survey, a telephone number was requested, so a quality control call-back could be made to at least 10% of respondents. No issues arose out of the quality control calls. Finally, the questionnaire included provision for parents to sign up as a Leamington Sure Start parent, be visited by a Leamington Sure Start worker and enter a raffle with a chance of winning £50 worth of vouchers.

1.2.3 Piloting

In order to test the workability of the questionnaire in the field, the final version of the survey was piloted in the Leamington Sure Start area on 3 February 2005 at the interviewer briefing session. Some minor amendments were made to the survey in light of the exercise. These piloted surveys are not included in the 202 analysed in Chapter 3.

1.2.4 Recruiting local interviewers

We were keen to work with local people as information gatherers, as well as information providers. To this end, we sought to involve local people as interviewers. Interviewers were recruited in the following ways:

- Publicity materials advertising the interviewing position (and raising awareness of the consultation in general) were sent to a range of local organisations.
- Local people responded to posters directly to the Fieldwork Manager at M.E.L.
- Contact was made with the Volunteer Coordinator at Leamington Sure Start, who made contact with local parents regarding the interviewing opportunities.

Briefing of local interviewers

An interviewer briefing session was held on 3 February 2005, at Lillington Youth Centre. A total of 6 potential interviewers attended. During the session, interviewers were introduced to the project and taken through the specifics of the consultation. They were briefed on Market Research Society Codes of Conduct and provided with background information to surveys, research and good interviewing technique and interviewer safety.

Letters of authorisation were provided for interviewers to give to respondents, as well as interviewer ID badges. The police were notified of the presence of interviewers in the area. Two local drop-off points for collection of questionnaires was arranged at the Lillington Community Centre and the Sure Start shop.

Three local interviewers began the interviewing, alongside 2 of M-E-L's own interviewers. Local interviewers completed 65 of the 202 surveys with the remainder completed by M-E-L interviewers.

1.2.5 Sampling

To ensure that M-E-L consulted a representative sample of local families; guideline quotas were set by Leamington Sure Start. These sampling quotas were based on the known proportion of registered and non-registered families living in Crown and Brunswick wards in Leamington, as well as the proportion of ethnic minority residents living in these wards.

In order to access a representative sample of parents and carers to take part in the consultation, M-E-L adopted a range of different sampling techniques. Interviewers were given an address list of registered parents living within the programme area. Interviewing also took place on-street, and using a venue based approach. Interviewers attended specific Sure Start groups such as the Just 4U group, as well as the Sure Start shop.

Additionally, interviewers carried out some surveys with parents and carers living in temporary accommodation in Tachbrook Street. The District Council Supported Housing Worker was contacted prior to interviewing to gain approval for consulting this specific group of 'hard to reach' families.

1.2.6 Questionnaire response

Table 1 displays the number of completed interviews in each area compared to the target.

Table 1: Target and actual interviews

	Brunswick Ward	Crown Ward	Brunswick Ward	Crown Ward
	M-E-L quota	M-E-L quota	Achieved	Achieved
Registered families	75	41	75	45
Unregistered families:	35	49	35	47
Ethnic minority families	17	5	14	5
Total	110	90	110	92

1.3 Analysis and reporting

Questionnaire data was entered onto a database using the statistical package SPSS. After the data had been entered, a random 10% check on the entered questionnaires was carried out, to ensure the data had been entered accurately.

Using SPSS data builder, baseline frequency counts and percentages were generated. Some cross-tabulations by key demographic determinants were also produced (counts and percentages broken down by key questions such as gender and employment status). Finally, open ended comments were themed using a Grounded Theory framework. This involves a process of theming the data. Baseline frequency counts, percentages and cross-tabulations are presented in the Appendix, along with open ended comments from respondents.

1.4 Format of the report

Chapter 2 presents the results of the consultation with local parents and carers. The report concludes with a summary of key findings.

2. Results of User Satisfaction Consultation

2.1 Introduction

This chapter presents the findings from the 202 completed surveys. The data are analysed overall, and by the Brunswick and Crown Ward areas within the patch. Percentages are expressed as valid percentages, that is as a percentage of respondents who answered each particular question.

2.2 Profile of respondents

The profile of respondents taking part in the survey is as follows:

- The majority of respondents interviewed were female (83%).
- In terms of ethnicity, 88% of respondents were British, 5% (n=9) Indian, 2% (n=4) Irish and 2% (n=4) are Black Caribbean¹.
- Approximately 49% of respondents are in the 25-34 age group, another 33% are in the 16-24 age group and 17% (n=35) in the 35-44 age range (see Figure 1).
- 15% (n=29) of respondents were expecting to become a parent in the next six months, at the time of the survey.
- The majority of respondents had one child living in their household (40%), followed by two children (26%), then three children (15%). Another 7% of the sample had 4 children in their household (n=15), 6% had 5 children (n=13) and 2% had 6 children (n=3). Just 4% of the sample were first time expectant mothers (no children- 4%, n=8).
- The overall age break down of children under the age of 16 was as follows, 24% of children were under the age of 2 years at the time of interview, 35% were aged 2 – 4 years, 30% were aged 5 – 10 years and 12% were aged 11 – 16 years (see Figure 2).

2.2.1 Employment status

Figure 3 displays the current employment status of respondents in the Leamington Sure Start area. The results reveal that 43% of respondents are currently '*at home, looking after their child/ren*', 22% of respondents are working '*full time*', with another 21% (n=19) working in '*part time jobs*'. Five percent (n=11) of the sample were '*not seeking work for other reasons*' and 5% (n=10) of respondents were '*unemployed, seeking work*'.

Respondents were then asked '*Is there anyone in your household currently in paid work?*' Sixty four percent of parents and carers reported that there was someone in their household who was currently in paid work, a further 36% of respondents were not currently in paid work (see Figure 4). The percentage of respondents in paid employment was higher in the Brunswick area than in Crown Ward (66% compared to 63%). The proportion of parents and carers not in paid work compares to the national average of 22% and an average for Sure Start Local Programmes of 43% (NESS, 2004).

¹ This compares to the national statistics for the Brunswick area (87% = white, 8% = Indian, 4% = Irish, 1% = Black Caribbean) and Crown Ward (93% = white, 3% Indian, 3% Irish 1% = Black Caribbean). Source: Census 2001.

2.2.2 Smoking

Over half of respondents (52%) live in a household in which at least one member of the household is a smoker. The rate of smoking was notably higher amongst those living in the Crown Ward where 60% of households contain at least one smoker (the figure fell to 45% in Brunswick). National data from the General Household Survey reveals that 42% of children in Great Britain live in a household with at least one smoker². This indicates that rates of exposure to passive smoking are higher in Leamington Sure Start than nationally, with rates considerably higher in the Crown Ward. This is clearly a key priority for action.

Of these smoking households, approximately three quarters of respondents added that someone smokes inside their home on most days (75%). This indicates that a high proportion of the children under 5 years living in the programme area are exposed to second hand smoke within their home. It is worth adding that the true figure may be even higher as the statistics do not account for households where smoking takes place but with no resident smoker.

A high proportion of children under 5 years of age live in households in which they are exposed to second hand smoke. This is a particular issue in Crown Ward where exposure to smoke is considerably higher than the national average. Sure Start need to ensure effective promotion of and referral to existing smoking cessation initiatives, as part of their remit to improve the health of children and families.

2.3 Leamington Sure Start

2.3.1 Awareness of Leamington Sure Start

Awareness of Leamington Sure Start was found to be very high amongst the parents and carers questioned. When respondents were asked; 'Had you heard of Leamington Sure Start before today?' 86% of respondents agreed that they had (see Figure 5). Just 14% of the sample were unaware of the programme - this is an excellent achievement for a Round Six programme.

In a Round 6 Sure Start programme in the North West of England, a recent User Satisfaction Consultation revealed that under two thirds (60%) of respondents were aware of the programme (M.E.L Research) .

When the results are broken down, some patterns do emerge. Awareness of Sure Start in Brunswick was clearly higher than that in Crown Word (95% compared to 76%). There was also variation in awareness by profile of respondent. As may be expected, females were more likely to be aware of Sure Start than males (90% compared to 68%, n=23), however, awareness amongst male respondents was still high. Awareness also varied by the employment status of respondent. Those parents/carers in full time employment were least likely to be aware of Sure Start (75% were aware at the time of interview), with the figure rising to over 95% of those in part-time employment, or 'staying at home looking after family'. Finally, awareness of Leamington Sure Start was lower than average amongst those respondents who were an expectant parent at the time of the interview.

Awareness of Leamington Sure Start is high, with 86% of parents and carers reporting that they had heard of Leamington Sure Start. This awareness does, however, vary by area of residence and profile of respondents and highlights the need for more targeted promotion of Sure Start amongst different groups. It is particularly important to target promotions on the Crown Ward where awareness is far lower than average.

² General Household Survey 1998, Source: ONS, 1999

2.3.2 How did you first hear about Leamington Sure Start?

Respondents had heard about Leamington Sure Start from a variety of sources. Overall, the four most cited sources are as follows (respondents could give more than one answer):

- Through my Health Visitor (41%)
- Another way (24%)
- Through a friend (15%)
- Saw a leaflet/poster (13%, n=22)

This shows that both formal and informal networks are important in raising awareness about the programme. The emphasis on word of mouth is encouraging as it indicates that Sure Start is a valued service if users are willing to recommend it to friends.

Respondents are least likely to hear about Sure Start through their Midwife 3% (n=6), 'the Sure Start shop' 3% (n=6) and reading a newsletter (5%, n=8). The full results are displayed by area in Figure 6. Midwives are vital in making contact with new parents, and therefore Sure Start need to ensure that partnerships with Midwives are strengthened if necessary.

There was some variation in sources of information about Sure Start by area of the Programme. Respondents living in Crown Ward were most likely to hear about Sure Start through posters (17%, n=12 compared to 10%, n=10 in Brunswick) and friends (18%, n=13 compared to 13%, n=13 in Brunswick). Parents and carers consulted in Brunswick Ward were more likely to have found out about the programme through the Sure Start shop (6%, n=6, compared to 0%) and schools/nurseries (10%, n=10 compared to 4%, n=3 in Crown).

Those respondents who had heard of Leamington Sure Start through 'another way' provided a range of responses. These included hearing information through 'word of mouth' (n=8), through a 'Sure Start worker' (n=5) and from the 'BRAG group' (n=3).

Parents and carers have been made aware of Sure Start in a number of ways; with local professionals such as Health Visitors playing a key role. Informal methods are also vital in terms of raising awareness, with word of mouth effective in spreading information.

2.3.3. Registration with Leamington Sure Start

Almost 60% of the parents and carers consulted confirmed that they were registered with Leamington Sure Start. A further 37% of respondents were not registered parents, with 4% (n=8) of respondents unsure. This is a relatively high figure for a young programme; however, there is clearly room for improvement. There is obviously a real demand for registration with Sure Start, illustrated by the fact that 23% of the sample consulted signed up to become a member of Sure Start through the survey. This suggests that future awareness raising initiatives may be fruitful in attracting new members to the programme.

Once again, the results show that involvement with Leamington Sure Start is higher in the Brunswick area. Whilst in Brunswick over two thirds of respondents were registered with Sure Start (68%), this fell to under half of Crown residents consulted (49%). Female respondents were also more likely to be registered than males (65% compared to 31%, n=11). Finally, whilst there was no variation in awareness of Leamington Sure Start by age there were disparities in terms of registration. Younger parents and carers (aged 16-24) were least likely to be registered with the programme- this applied to just 54% of this group. Sure Start Leamington is pleased with current levels of involvement by this group, however, rates are lower than the average.

It was also found that respondents living in waged households were more likely to be registered with Leamington Sure Start compared to those living in unwaged households (62%, compared to 56%).

Approximately 60% of respondents were registered with Leamington Sure Start; a high figure for a Round 6 programme. There is scope to improve this, however, with almost 90% aware of Sure Start. There is clearly demand for registration with Sure Start as 23% of the sample signed up to become a Sure Start parent via the survey.

Involvement in Leamington Sure Start in terms of awareness and registration is notably higher in the Brunswick area of the programme. This suggests that Leamington Sure Start need to focus attention on raising its profile in the Crown Ward, and investigate more closely any possible reasons for lower uptake in this area. This may also indicate a need to schedule more activities and groups within the Crown Ward. Other priority target groups should include young parents who also show lower levels of involvement

2.3.4 Leamington Sure Start services and activities

After establishing awareness and registration with Leamington Sure Start as a whole, we then focused on awareness and use of specific services provided by the programme.

Awareness of specific Sure Start services and activities

In terms of awareness of individual Leamington Sure Start services, considerable variations were identified. The results have been ranked below; the full results are displayed in Figure 7.

- Sure Start shop (66% of respondents were aware of this service)
- Toy Library (51%)
- Book Start (46%)
- Welfare Benefits Check/Tax Credit Check (41%)
- Starters coffee bar group (41%)
- Little Busy Bodies (40%)
- Play Together Time (35%)
- Just 4U group (27%)

Overall, we can see that awareness of specific Sure Start services amongst respondents was generally very high. Again, this is very encouraging for a relatively new programme and reflects well on the promotional methods used by Leamington Sure Start. Over 50% of respondents were aware of the Toy Library, with two thirds aware of the Sure Start shop. It should be noted, however, that a number of interviews were completed in the Sure Start shop; this may have had a positive effect on awareness of the shop itself.

Uptake of specific Sure Start services

Respondents who were aware of each specific Leamington Sure Start service were then asked if they had used the service within the 12 months prior to interview. The services have been ranked below (see Figure 8):

- Book Start (74% of respondents who were aware of Book Start had used the service)
- Little Busy Bodies (65%)
- Sure Start shop (53%)
- Toy Library (51%)
- Welfare Benefits Check/Tax Credit Check (50%, n=29)

- Starters coffee bar group (35%, n=19)
- Play Together Time (28%, n=14)
- Just 4U (24%, n=8)

Again, this is a positive result for Sure Start; as we can see that a high proportion of those parents and carers who are aware of a service have then gone on to use it. This suggests that there is a need for the services, and that they are being delivered in the most effective way. There are some exceptions to this however, notably Just 4U and Play Together Time. In the case of Just 4U, this can be explained by the fact that the groups is only being marketed and delivered to parents under 21 so will not be well known to the majority of parents. Play Together Time also only serves Crown Ward but nevertheless the uptake has generally being poor. The need for or promotion of this latter service should be reassessed.

Satisfaction with Sure Start services

Finally, respondents who had used a Sure Start service in the last 12 months were asked to rate their level of satisfaction with the service. Overall, the services that respondents are most likely to be satisfied with are as follows (caution should be taken regarding small numbers):

- Just 4U group (75%, n=6 of respondents who had used the service were very satisfied with it)
- Book Start (67%)
- Sure Start shop (65%)
- Starters coffee bar group (61%, n=11)

The services that respondents were least satisfied with are as follows (caution regarding small numbers):

- Little Busy Bodies (27% of respondents were not satisfied with provision)
- Play Together Time (8% of respondents were not satisfied with provision)

Again, the results do provide a positive reflection on provision, with overall levels of satisfaction very high amongst service users. This does suggest that services are being delivered in an effective and appropriate way.

Awareness, uptake and satisfaction with specific Leamington Sure Start services is extremely high, particularly for a late programme. This represents a real achievement by Sure Start and its service providers.

2.3.5 Overall satisfaction with Sure Start services

Respondents who had used any Leamington Sure Start service were asked to express how satisfied they were overall; with Sure Start services (see Figure 9).

The responses provide an extremely positive reflection on Sure Start services. Out of the 104 (51% of the total sample) respondents who had used Sure Start services, 50% are 'very satisfied' and 50% 'satisfied'. Thus 100% of respondents who had used Sure Start services are satisfied with them.

Respondents living in unwaged households were more likely to be very satisfied with Sure Start services that they had used (52% (n=16), compared to 49% for waged households). However, a higher percentage of respondents living in waged households were satisfied with the services (51%, compared to 48%, n=15 for unwaged households).

2.3.6 Future involvement in Leamington Sure Start

Community involvement is one of the key aims of Leamington Sure Start. In order to assess scope for this, respondents were asked if, and in what ways, they would consider being involved with Leamington Sure Start in the future. Respondents could indicate multiple ways in which they would like to get involved. The results are encouraging for Sure Start, revealing that over three quarters of those parents/consulted would consider getting involved with the programme in the future. The remaining 22% of the sample indicated that they would not wish to get involved in Sure Start.

The ways in which parts and carers consulted would like to be involved in future, have been ranked below. The full results are displayed in Figure 10.

1. Recommend Sure Start to a friend (57%)
2. Use a group/service (45%)
3. Take part in a piece of research (33%)
4. Volunteer to help out at a group/trip (22%)
5. Volunteer to join a parent's forum (17%)
6. Volunteer to join the Sure Start Management Board (8%, n=16)

The results show that well over half of the sample would recommend Sure Start to a friend – an encouraging statistic reflecting well on standards of service. There is also clearly a considerable amount of interest in taking part in future research, volunteering and getting involved in the management of Sure Start via a Parents' Forum or Board.

In terms of the profile of respondents who are interested in becoming involved with the programme, we can see that respondents who were aware of Leamington Sure Start were more likely to consider being involved than respondents who were not aware. This pattern was also reflected amongst registered and non-registered parents, with 22% of registered parents potentially interested in joining a Parents' Forum. It was also notable that a higher proportion of males did not wish to become involved in Leamington Sure Start compared to females (29%, n=10 compared to 20%, n=34). Age also impacted on future involvement with Sure Start, with a clear trend of increasing interest with increasing age. There was negligible difference in interest between those in waged and unwaged households.

Lastly, despite the existing higher levels of involvement amongst parents in the Brunswick Ward, we can see that potential involvement is, in fact, higher in the Crown Ward. In Brunswick, 27% of respondents stated that they would not wish to become involved in the future, this compares to 15% (n=14) in Crown Ward. There is also clearly a demand for increased service use in Crown; here 55% of respondents would be interested in using a Sure Start service, compared to 36% in Brunswick.

Leamington Sure Start can be encouraged by the high proportion of respondents who would consider becoming involved with Sure Start in the future. There is clear demand for service use and in becoming involved in Sure Start at a high level, with high levels of interest expressed in a Parents' Forum and the Board. It is essential that Sure Start tap into this pool of interested parents and carers.

Despite low current involvement, future involvement could be particularly high in Crown Ward, with a clear demand for Sure Start services. This suggests that there is scope for focusing community development on this area, as well as awareness raising activities. Specific groups of the community may also need to be targeted to raise interest in Sure Start amongst these groups; notably younger parents and carers and fathers.

2.3.7 What would encourage use?

Lastly, in this section of the consultation, respondents were asked if there is anything else that Leamington Sure Start can do which would encourage them to use its services. The majority (n=125) could not think of anything which would encourage use. The remaining respondents mentioned a wide variety of things these have been analysed by key themes.

More information

Overall, 35 respondents agreed that having '*more Sure Start information*' would encourage them to use Sure Start services. Many respondents felt that they currently need '*more information on what is going on with Sure Start*'. Parents also suggested that Sure Start should advertise more on '*flyers and posters*' and provide '*a letter to all Sure Start parents saying what's on*'. Providing more information is therefore crucial. This lack of information was found to be a particular issue in Crown Ward.

Timing of activities

Seven respondents mentioned that Leamington Sure Start should run more groups and activities in the evenings and at weekends. One respondent highlighted that if there were more evening and weekend activities that this would encourage more fathers specifically to be involved.

Access

A number of parents/carers, particularly in the Crown Ward, highlighted issues with access to Sure Start activities, calling for '*free buses*' to be provided to events and groups.

Trips

Overall, 4 respondents mentioned that they would like Sure Start to run more trips and events during the summer. One parent mentioned that the trip to Hatton Country World was especially good and that she would like to see more trips like this.

Sure Start shop

Three respondents highlighted that if the Sure Start shop was improved then this would encourage them to use the services. One respondent mentioned that the Sure Start shop is too small and needs to be relocated to a larger venue. It was also suggested that the Sure Start shop should hold '*more specific activities*'.

Other comments included '*have more for dads*', '*more crèches*' and mentioned improvements to specific services. The remaining responses referred to the fact that parents and carers currently lack the time to make use of Sure Start.

Respondents suggested that Leamington Sure Start should provide more information about its services, vary timing of activities and put on more trips/events, to encourage use of Sure Start services. Information and access are key issues in the Crown Ward.

2.4 Use of general services for young children

As well as focusing on Sure Start, the survey explored use and satisfaction with all local services and support for families with young children in the Leamington Sure Start area.

2.4.1 Use of general local services

In terms of general services used in the Leamington area, a great variation of take-up is observable. The services have been ranked starting with the services with the highest uptake. These results are overall, Figure 11 shows the results analysed by area.

1. GP services (83% of parents/carers had used this service in the 12 months prior to interview)
2. Health Visitors (70%)
3. Inland Revenue/Working Families Tax Credit (63%)
4. Local parks and play areas (61%)
5. Libraries (55%)
6. Public transport (54%)

The services with the lowest uptake are as follows:

1. Warwickshire Childcare Information Service (12%, n=25, of respondents had used this service in the 12 months prior to interview)
2. Private childcare (15%)
3. Benefit and Debt Advice (20%)
4. Job Centre Plus (30%)
5. Nursery classes (32%)

There was little variation in use of services by profile of respondent or area of residence.

2.4.2 Satisfaction with specific local services

Respondents who indicated that they had used each service were asked to rate their satisfaction with this. The services that respondents are most satisfied with are as follows (see Figure 12):

1. Playgroups and preschools (100% who had used these services were satisfied or very satisfied with them)
2. Nursery classes (100%)
3. Parent and Toddler groups (99%)
4. Inland Revenue (96%)

The services that respondents were found to be least satisfied with are as follows:

1. Local parks and play areas (75% who had used these services were satisfied or very satisfied with them)
2. Private childcare (81%)
3. Public transport (82%)
4. Job Centre Plus (86%)

The results indicate that satisfaction with local services is generally very high, and present a positive picture of local provision. Satisfaction with local parks and play areas and public transport was, however, found to be comparatively low. These are clearly very heavily used services so may be key areas for improvement to local provision.

2.4.3 Improvements to local services

Those respondents who were not satisfied or very dissatisfied with a specific service were then asked to describe how the service could be improved. Table 2 highlights the improvements suggested by respondents.

Table 2: Improvements to services

Services	Improvements
Parent and Toddler Group	<i>'It's cold there, not child orientated'</i> (n=1)
Private childcare	Currently too expensive (n=2) Staff neglected children (n=3) <i>'they didn't change their nappies'</i>
Health Visitors	Lack of time with Health Visitors (n=8) <i>'she doesn't have the time for me'</i> Information (n=1) <i>'information needs to be more comprehensive'</i>
Midwives	Access to a midwife (n=2) <i>'couldn't get in touch with her'</i> Midwives should follow up after miscarriage (n=1)
GP services	Appointments (n=3) <i>'difficult to get appointments'</i> Diagnosis (n=3) <i>'often wrong advice and diagnosis'</i> Unhelpful staff (n=3) <i>'they don't listen', 'they are unhelpful'</i> <i>'Would like a female'</i> (n=1)
Local parks and play areas	Park needs cleaning (n=9) <i>'they are dirty and full of rubbish'; 'baby changing facilities are unclean.'</i> Vandalised by older children (n=11) <i>'youths are damaging parks.'</i> Inappropriate for young children <i>'they aren't suitable for young children', 'not enough for babies.'</i>
Libraries	Library fines (n=2) <i>'fines are too high'</i> Open plan (n=2) <i>'there needs to be a separate area for children.'</i>
Public transport	Poor access (n=5) <i>'pushchairs aren't able to use buses', 'no. 12 has no pram ramp', 'need more low loader buses.'</i> Late (n=9) <i>'the drivers talk to each other which causes delays', 'they're always late.'</i> Need more buses (n=2) <i>'not enough buses'</i>
Warwickshire Childcare Information Service	<i>'The list of child minders is not adequate'</i> (n=1)
Inland Revenue	Unhelpful (n=4) <i>'they confuse me'; they need to be more user friendly.'</i> Mistakes (n=9) <i>'errors were made in processing', 'they never calculate it right', they messed up our claims.'</i>
Job Centre Plus	Lack of information (n=1) <i>'they weren't able to give me the information I needed.'</i>
Benefit and debt advice	<i>'They took months to sort things out and made more mistakes, they don't listen to you'</i> (n=1).

Satisfaction with general local services for families with young children is extremely high, reflecting positively on wider service provision in the Sure Start area. Despite this, there are some areas for action which need to be addressed by local providers. The poor quality of parks and play areas was one issue identified by respondents during the consultation.

2.4.4 Overall satisfaction with local services

As well as exploring perceptions of specific services, the survey also asked about overall levels of satisfaction with local services for families with children aged under 5 years.

- Overall, 37% of respondents are *'very satisfied'* with services for children under 5 years in the area. A further 54% are *'satisfied'* with local services, giving an overall satisfaction score of 91%.

- Eight percent of respondents (n=17) are '*dissatisfied*' and 1% (n=1) are '*very dissatisfied*' with local services (see Figure 13).

When the results are broken down by the profile of respondent and patterns of use, we can see some patterns emerging:

- Respondents living in Crown Ward were twice as likely to be dissatisfied with local services compared to those living in Brunswick (12%, n=11 compared to 6%, n=6).
- Non-registered parents were more likely to be dissatisfied with services compared to registered parents (12%, n=9 compared to 7%, n=8). It is difficult to draw inferences from this due to the small sample size; however, it may indicate that involvement with Sure Start does improve general perceptions of service provision in the local area.
- Those respondents who are '*at home looking after family*' were notably more likely to be dissatisfied with provision than average. Overall 17% (n=14) of this group were dissatisfied with provision, compared to 2% (n=1) and 4% (n=2) of those in part time and full time employment respectively.

2.4.5 Barriers to use of local services

In order to establish whether local parents and carers face any significant barriers to service use, respondents were asked if there were any local services or facilities for families with children under five that they would like to use, but are unable to do so. The vast majority (86%) of respondents reported no barriers to service use. However, the remaining 14% of respondents did face difficulties accessing services; lack of information was again a key theme that emerged. Table 3 presents the barriers to service use experienced by these respondents.

Table 3: Barriers to service use

Service	What stops use?
Play areas	' <i>Vandalism, dog fouling, play area floods</i> ' (n=1)
Toddler groups, playgroups	' <i>Not aware of the groups</i> ', ' <i>need to vary the times of groups</i> ', ' <i>dads need weekend activities</i> ' (n=8)
Nurseries	' <i>Places are too far away</i> ', ' <i>daughter is too young</i> ', ' <i>don't know what is available in the area</i> '. (n=8)
More services	' <i>We need for more services for children under the age of 5</i> ' (n=1)
Courses and training	' <i>Not enough information about courses in Lillington</i> ' (n=2) ' <i>Need courses with crèches</i> ' (n=1)
Transport	' <i>Need more routes</i> ' (n=1)
Library	' <i>Problems accessing toilets</i> ' (n=1)
' <i>Little Busy Bodies</i> '	' <i>No seats for parents</i> ' (n=2)
Healthy Living Centre	' <i>I have new baby but will go their soon</i> ' (n=1).
Sure Start groups	' <i>Timings clash</i> ' (n=2)
Swimming pool	' <i>Only one child allowed per adult</i> ' (n=1)
Community Café	' <i>There isn't one yet</i> '.

Barriers to healthy eating

As well as asking about general barriers to service use, Leamington Sure Start were interested in finding out about barriers to healthy eating and access to good quality food. Once again, the majority of respondents could not identify any barriers to uptake of good quality, affordable food, including fresh fruit and vegetables at local shops, this applied to 87% of those consulted. Another 4% (n=8) of respondents added that they did not use their local shops, with the remaining 10% (n=19) of respondents stating that they are currently unable to access affordable, good quality food at local shops.

There was some variation in access to good quality affordable food by area. Access appeared to be poorer for respondents in the Crown Ward, where 82% could access affordable good quality food, compared to 90% in Brunswick. In the Crown area, 11% (n=10) of parents and carers were unable to access good quality affordable food in local shops, compared to 8% (n=9) in Brunswick.

2.4.6 Improvements to the local area

Parents and carers consulted were asked to discuss improvements that could be made to the Leamington area which would make life better for families with children under the age of 5 years. Respondents were given the option to identify their three top improvements. The results are analysed by key themes.

Parks and play areas

Overall, 34 respondents mentioned that the local parks and play areas need to be improved. A number of parents agreed that there needs to be *'more parks'* and *'more swings in the parks'*. Some parents mentioned the Eagle Rec *'they need to improve the Rec play area'* and *'need to improve safety on the Rec'*. More respondents in the Brunswick area mentioned that the parks and play areas need to be improved than respondents living in the Crown Ward area (n=15, compared to n=19 in Crown Ward).

Groups and activities

Respondents suggested there should be more activities for children in the area. Overall, 25 respondents mentioned that there needs to be *'more places to take the kids'* and *'more facilities for children'*. Other suggestions included *'more weekend Sure Start activities'*, *'more toddler groups'* and *'more arts and craft facilities'*. A further 14 respondents highlighted that there should be more activities for older children, including; *'more groups for teenagers to keep them off the streets'*, *'there should be a youth club'*. Respondents living in the Brunswick area mentioned that the area generally needs more facilities. One respondent living in Brunswick stated that *'more toddler groups are needed in Whitnash'*, this is however out of the Sure Start area.

Transport

Four parents in Brunswick and four parents in Crown Ward said that transport needs to be improved in the local area. Of these parents, two mentioned that the busy roads need to be made safer. One respondent living in Crown Ward suggested *'traffic calming'*.

Awareness of services

Five parents suggested that there should be more information on services in the local area. One parent mentioned that there should be *'more adverts for what's going on'* and *'more information about the groups'*. Another respondent mentioned that there should be *'better advertising of events and what is on'*. These improvements were suggested by parents

living in the Brunswick area, only one respondent living in Crown Ward suggested that there needs to be *'more information available in the area of what's happening'*.

Local Café

Overall, 8 parents mentioned that they would like to see a local café in the area, *'there needs to be a family, friendly café, 'somewhere to meet other people'*. Parents would like to have more opportunities to meet people in the local area and thought that a community café would be an ideal place. More parents in Crown Ward suggested a local café than parents living in Brunswick (n=5, compared to n=3 in Brunswick).

Activities during the holidays

Approximately, 6 respondents thought that there should be more groups and activities for children in the school holidays. Two respondents from the Brunswick area suggested that there should be more *'day trips like the ones to the safari park'*.

No improvements

Approximately 45 respondents couldn't think of any improvements that need to be made to the local area. One respondent in Brunswick explained; *'I can't think of anything, there are already lots of activities.'*

Improvements to the area, identified by parents consulted were consistent with many issues already emerging from the consultation. Families would like to see improvements to parks and play areas and public transport. Gaps in information about local services were also identified. This suggests the need for improved referral and promotion of the Warwickshire CIS which should be able to provide much of this information. Other key improvements identified by local parents included more general activities and groups for

2.4.7 Improvements for fathers

Finally, respondents were asked if there are any improvements to current provision which could be made to improve life for fathers with young children. Parents and carers consulted were asked; *'Are there any improvements that could help fathers get more involved in the care of their children?'*

The majority of respondents were unable to suggest any specific improvements to be made. Some respondents did identify areas for action, however. Parents and carers consulted were most likely to suggest that local providers should arrange more groups for fathers; *'a fathers group would be good'* (n=39). Other improvements included increasing paternity leave *'men should have more time off when their baby is born'* (n=15) and improving advertising, targeting it towards men (n=5).

2.5 Support for families with young children

As well as local services, we were also interested in exploring experiences of and perceptions of support for families in the Leamington Sure Start area (see Figure 14).

2.5.1 Support during pregnancy

Respondents were firstly asked about the help and support received from local services during their/ their partner's pregnancy. Just over 80% (83%) of respondents did believe that had received enough support from local services at this stage, with another 6% unsure. The remaining 10% of respondents did identify a lack of support during pregnancy.

Those respondents who felt that they had not received sufficient support explained that this was due either to lack of visits by the midwife (n=5) or lack of information on ante natal classes and counselling sessions (n=2).

In terms of variation by profile of respondent, the results indicate that levels of support appear to be lower for parents and carers in Brunswick (12%, n=10 of parents in Brunswick felt unsupported, compared to 8% of those in Crown Ward). Younger parents and carers were also slightly more likely to report a lack of support during pregnancy (13%, n=9 for 16-24 year olds, compared to 3%, n=1 for 35-44 year olds). Finally, the results reveal that females are twice as likely to feel unsupported by local services during pregnancy than males- 11% (n=19) identified a lack of support compared to 6% (n=2) of males.

2.5.2 Breastfeeding support

Approximately, 50% of respondents thought that there was enough support in the Leamington area for women who want to breast feed their baby. The 17% who mentioned that there wasn't enough support highlighted several reasons for this including '*general lack of support*' (n=10), '*lack of information*' (n=5), '*inappropriate places to breastfeed*' (n=7) and '*lack of advice*'.

Respondents living in Crown Ward were more likely to believe that there is enough breastfeeding support in the Leamington Sure Start areas, compared to those living in Brunswick (64%, compared to 46%). Females were more likely to identify a lack of support than male respondents (19% compared to 11%, n=4), with males more likely to be unsure (40% compared to 26%). Finally, registered members of Leamington Sure Start were actually more likely to identify a lack of support locally for women who wish to breastfeed; 19% (n=23) compared to 15% (n=11).

2.5.3 Support '*now that you have children*'

Overall, 86% of the sample reported that they do receive enough support from local services now that they have children. Seven percent of respondents, however, highlighted that they would like more support '*there is generally a lack of support*' (n=7) another 2 respondents mentioned that '*they (professionals) don't keep in touch once the child is over three*'.

It was interesting to note that registered Sure Start respondents were more likely to say that there is not enough support for local parents and carers compared to those who aren't registered (8%, n=10, compared to 5% (n=4).

Whilst the majority of respondents agreed that they receive sufficient support from local services, roughly 10% felt unsupported by services during pregnancy and 7% now they have children. This figure was particularly high amongst females. 17% of respondents also mentioned that they didn't receive enough breastfeeding support and would like more information and advice. Leamington Sure Start could examine ways to meet this perceived shortfall in support.

2.6 Community Networks

2.6.1 Leamington Sure Start area

In addition to obtaining information about local services, support and Leamington Sure Start, we also wished to access the perceptions of parents and carers in relation to their local area. The opening section of the survey asked a set of questions about the Sure Start area. Figure 15 illustrates the data by area.

- Overall, 36% of respondents strongly agreed with the question *'would you say that this is an area that you enjoy living in?'* with a further 51% stating that they agreed.
- Only 14% (n=28) of respondents do not enjoy living in the area.
- Respondents living in Brunswick were more likely to enjoy living in the area. Over 50% strongly agreed with the question in this area, compared to 17% of those in Crown Ward (n=16). Another 21% (n=19) of those in the Crown area do not enjoy living locally, compared to 8% (n=9) in Brunswick.
- Attitudes toward the area do vary by profile of respondent. Young parents were most likely to have poorer attitudes towards the locality, with 21% (n=14) of those aged 16-24 years disagreeing with the question, compared to 0% of those in the 35-44 age group.
- Membership with Sure Start appeared to have little influence on attitudes towards the area, indeed, 16% (n=19) of registered parents and carers consulted do not enjoy living in the area compared to 13% (n=8) of non-registered parents and carers.

2.6.2 Community networks

Respondents were next asked about their community networks, specifically links with members of their community. The results show that the majority of respondents do know at least some of the people in their neighbourhood. Fifty five percent of those consulted agreed that they know *'many'* or *'some of the people in their local area'*. This was followed by 38% of respondents who reported that they know *'a few'* people in their neighbourhood (38%). Only 4% (n=8) of parents and carer consulted *'did not know anyone'* in their neighbourhood and 3% (n=6) stated that they had just moved here (Figure 16 illustrates the data by area).

There was little variation by profile of respondent; however, those parents and carers in the 16-24 year age group appeared to have the most links with other local people.

Parents who were registered with Leamington Sure Start were slightly more likely to know *'many of the people in their neighbourhood'* than those who weren't registered (28% (n=33) compared to 26% (n=19)).

Formal community networks

The majority of respondents have not been involved in any local community or voluntary organisations, clubs or societies over the past 3 years in Leamington- this applied to 82% of the sample. The remaining 18% had been involved in such organisations.

Again, there was little variation in this statistic by profile of population; however, membership with Sure Start did appear to influence formal community involvement. Whilst just 11% (n=8) of non-registered parents and carers had been involved with local

community of voluntary organisations, this applied to 23% (n=28) of those who are registered with Leamington Sure Start. This suggests that either Sure Start helps to facilitate community involvement or that involvement in local organisations increases the chance of becoming a Sure Start member.

The majority of parents and carers consulted are satisfied with the Leamington Sure Start area, particularly in Brunswick. Respondents have both formal and informal links within the community; however, both aspects of community involvement could be far higher.

2.7 Training

2.7.1 Current uptake of training

Fifteen percent (n=30) of respondents reported that they were studying or training at the time of the interview (see Figure 17).

Respondents who were accessing training at the time of interview were asked to name their training course. There was a variety of responses including, Aromatherapy (n=1), GCSE Maths (n=2), Computing (n=1), Midwifery (n=1), Teaching (n=1) and Nursing (n=1). Respondents also mentioned specific university courses that they were accessing these included, Accountancy (n=1) PhD Economics (n=1), engineering (n=1), Degree in Social Science (n=1) and Business Administration (n=3).

2.7.2 Future uptake of training

Fifty six percent of respondents would be interested in attending a/another training course in the future. Demand for training opportunities was found to be slightly higher in Crown Ward, where 59% of respondents wished to access training in future. This compares to 53% in Brunswick Ward (see Figure 18).

Respondents who are interested in attending training were most interested in accessing training relating to computer or IT skills (this accounted for 33% of respondents who wished to access training) (see Figure 19). The training courses that respondents were interested in have been ranked starting with the most popular responses:

1. Computer/IT skills (33%)
2. First Aid (23%, n=26)
3. Childcare (17%, n=19)
4. Parenting Skills (11%, n=13)
5. DIY skills (11%, n=12)
6. Further education (11%, n=12)
7. Hair and Beauty (9%, n=10)
8. Business Skills (7%, n=8)
9. Higher education (7%, n=8)
10. Childminder training (6%, n=7)
11. Art and Craft (6%, n=7)
12. Maths skills (5%, n=6)
13. English for adults (4%, n=4)
14. English as an additional language (1%, n=1)

A further 32% of respondents indicated that they would be interested in accessing 'other' training courses. These included catering (n=1), sign language (n=1), photography (n=1) and languages (n=1).

2.7.3 Barriers preventing access to training

Respondents who expressed an interest in accessing training were asked if there were any barriers which prevent them from taking up training. Whilst 31% of respondents were unable to cite any barriers, others referred to a variety of potential barriers. A high number of respondents (24%) reported that there was a lack of childcare which made training difficult. A further 23% said that family commitments prevented them from accessing training (see Figure 20). Respondents also provided other reasons these included, 'time' (n=4), 'money' (n=1), 'pregnancy' (n=4) and because the 'course was full' (n=1).

It was also found that respondents who were interested in attending any training courses were most likely to state that not knowing enough about the training courses (100%, n=5), not having the right qualifications to get on the course (100%, n=3), training courses not held in a convenient location or place (100%, n=2) and because they were worried about losing their benefit (100%, n=2) that prevented them from taking up any training.

Demand for training opportunities was high, with 56% of respondents reporting that they are interested in attending a/another training course. This was particularly the case with regard to IT/computer training (33%) and childcare training (17%, n=19). Barriers to training included lack of childcare (24%) and family commitments (23%).

2.8 Other comments

Finally, respondents were asked if they had any other comments to make about any of the issues raised in the survey. Overall, comments were very positive, *'I really like Sure Start I hope they carry on', 'I am satisfied with Sure Start they have good toys and encourage you to eat fruit'*.

Other comments and suggestions that were made were as follows:

The local area should be tidied up; *'the parks need sorting out'* (n=4)

Sure Start should provide more information for local parents and carers (n=4) *'I love Sure Start want to know more back to work things'*.

Little Busy Bodies Group (n=4) *'the group needs to be more structured', 'the staff are patronising'*. Parents also suggested that there should be more seating for parents attending the groups. Sure Start Leamington have informed us that this service has now ended despite the demand for soft play activities, as parents were not happy about the way in which the group was run.

Three respondents living in the Crown Ward area mentioned that the housing is poor; *'all the kids and parents seem to be dumped in these flats, which are full of damp not good conditions at all'*.

3. Conclusions

This final Chapter presents some overall key findings of the user satisfaction baseline.

3.1 Key findings

3.1.1 Leamington Sure Start

- At 86%, awareness of Leamington Sure Start is excellent for a Local Programme, particularly a sixth wave one. Parents and carers have been made aware of Leamington Sure Start in a number of ways; both formal and informal, however, it is clear that local Health Visitors have had a vital part to play in this information dissemination. Word of mouth is also very effective in raising the profile of Sure Start; this is encouraging in the sense that parents wish to share positive experiences of Sure Start with others. This awareness does, however, vary by area of residence and profile of respondents and highlights the need for more targeted promotion of Sure Start amongst different groups, notably residents of the Crown Ward and male respondents.
- Registration with Sure Start was also found to be high, although there is clearly room for improvement, with a number of parents and carers wishing to sign up as members via the consultation. Once again, registration was lower in the Crown Ward and amongst fathers and younger parents.
- Awareness, uptake and satisfaction with specific Leamington Sure Start services are extremely high, particularly for such a late programme. This represents a real achievement by Leamington Sure Start and reflects well on Leamington Sure Start's publicity and communications. It suggests that groups and services provided by Sure Start are really meeting the needs of local families.
- Reflecting high levels of involvement with individual Sure Start services, parents and carers consulted very satisfied with Leamington Sure Start's service provision overall. Indeed, 100% of respondents were satisfied with their experiences of Sure Start service use. This factor is obviously instrumental in promoting such high levels of service use, and is an excellent reflection on standards of service provided by Leamington Sure Start, its staff and its partner agencies.
- In terms of future involvement with Leamington Sure Start, the Programme can take encouragement from the very high levels of interest expressed by parents and carers consulted. There is clear demand for service use and in becoming involved in Sure Start in a more intensive way, with high levels of interest expressed in a Parents' Forum and the Partnership Board. Contrary to current patterns of involvement, interest was actually found to be higher in the Crown Ward. This suggests that much work can be done in this area of the programme to engage local families more effectively.
- In order to improve uptake of its services, Leamington Sure Start can act on the suggestions of parents and carers consulted. Respondents suggested that improved information about Sure Start and its services, variation in the timing of activities (including more 'out of hours' provision and holiday activities) and the provision of more trips and events would encourage more families to use Sure Start services.

3.1.2 General services

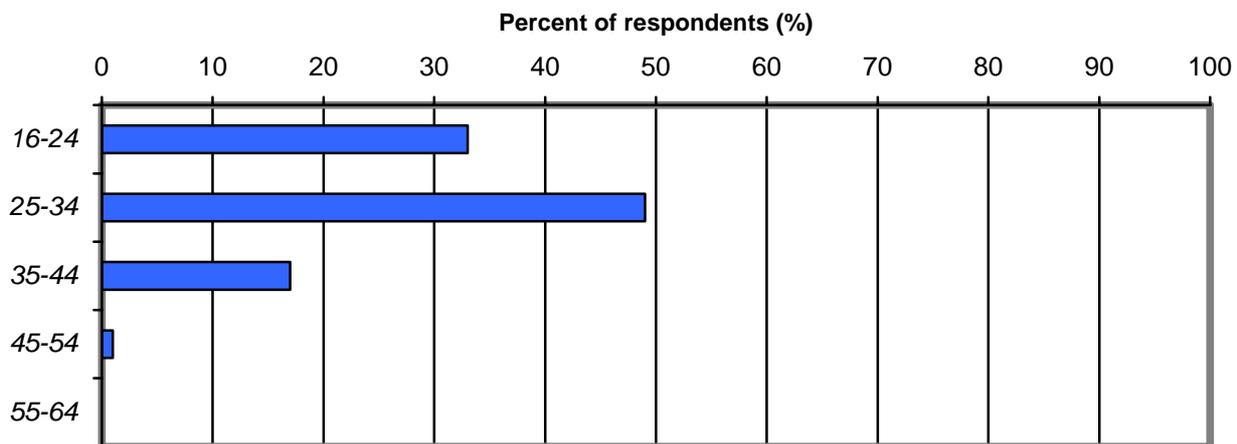
- Satisfaction with general local services for families with young children is very high. Despite this there are some priority areas for action which need to be addressed by providers. Local parents and carers were particularly likely to highlight unreliable public transport and poorly maintained parks and play areas as sub standard areas of provision.
- Needs relating to improvements in the local area for families with young children were fairly consistent across the Leamington Sure Start patch. Priority areas for improvement were found to be parks and play areas, more activities for families, public transport and information about services.
- Whilst the majority of respondents agreed that they receive sufficient support from local services, roughly 10% of felt unsupported by services during pregnancy, and 7% now they have children. This figure was particularly high amongst mothers. Sure Start should look to fill this gap in support.
- The consultation revealed that many parents and carers are unable to access affordable, good quality food, including fruit and vegetables at their local shops, particularly those living in the Crown Ward.
- Demand for training opportunities amongst parents and carers appeared to be very high. This was particularly true with regard to IT/computer training, First Aid and childcare training. However, a high proportion of those wishing to take up training did explain that there were barriers preventing their uptake of training, notably family commitments and lack of childcare.

3.1.3 Leamington Sure Start Programme area

- Within the Leamington Sure Start area, a relatively high proportion of families with children under 5 years live in workless households. At 36% this is considerably higher than the national average, and rises even further in the Crown Ward.
- A high proportion of children under 5 live in households in which they are exposed to second hand smoke. This is a particular issue in Crown Ward where 60% of households comprise at least one smoker.
- The vast majority of parents and carers consulted are satisfied with the Leamington Sure Start Programme area. They have relatively strong informal links within their community. A high proportion of respondents have also been involved in their community more formally, via community and voluntary groups. However, both forms of involvement could be higher.

Appendix A: Graphs

**Figure 1: Age of respondents
(n=202)**



**Figure 2: Age analysis of children under the age of 16
(n=420)**

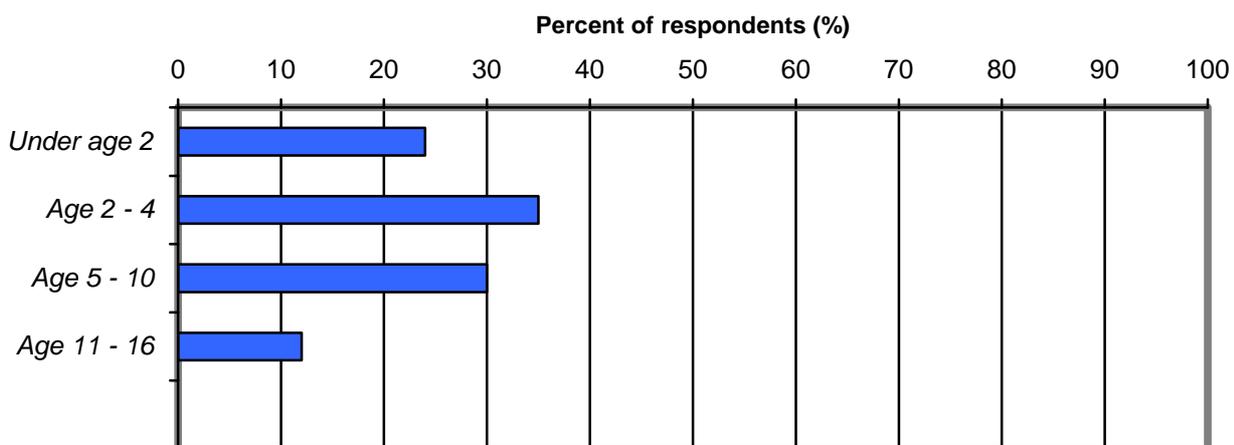


Figure 3: Current employment status
(n=202)

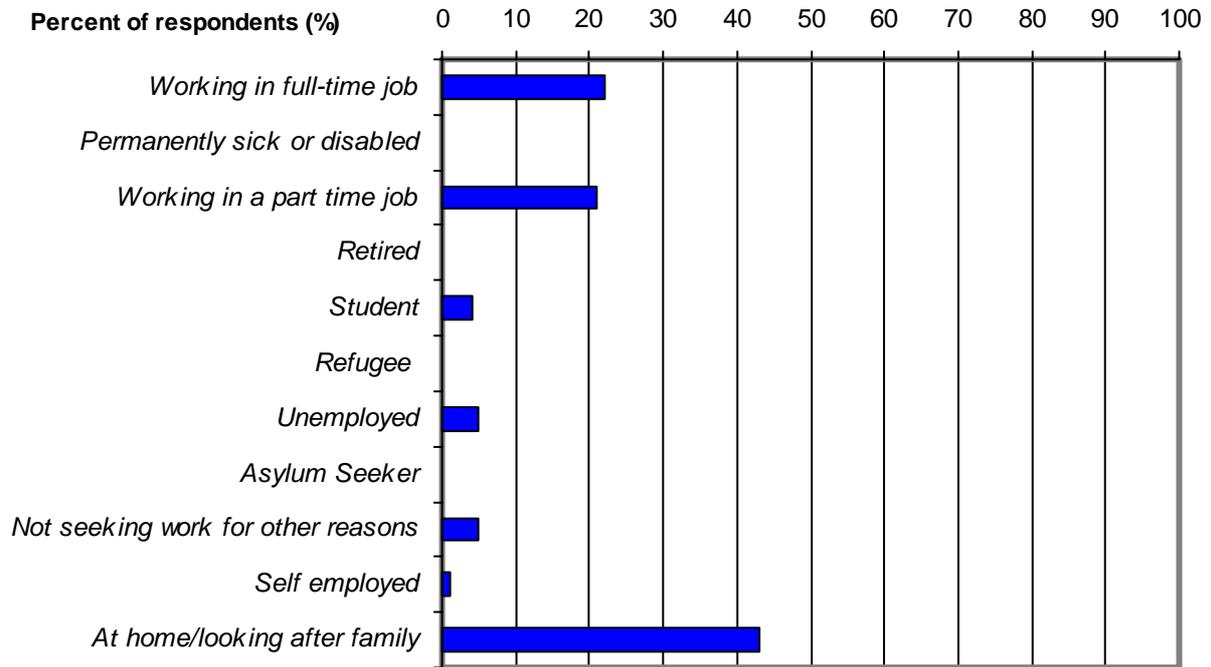


Figure 4: Is there anyone in your household currently in paid work?
(n=202)

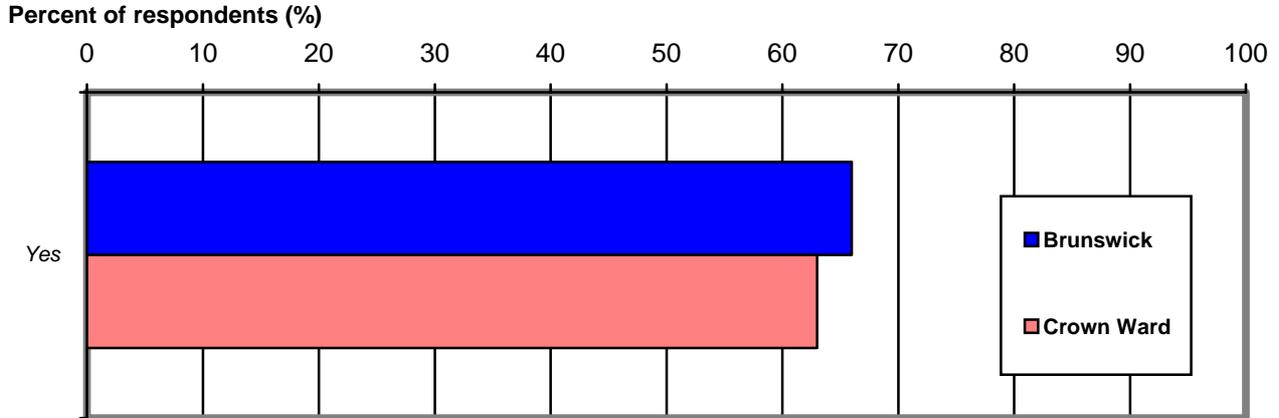
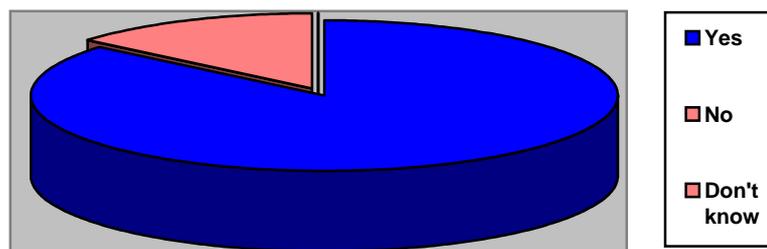
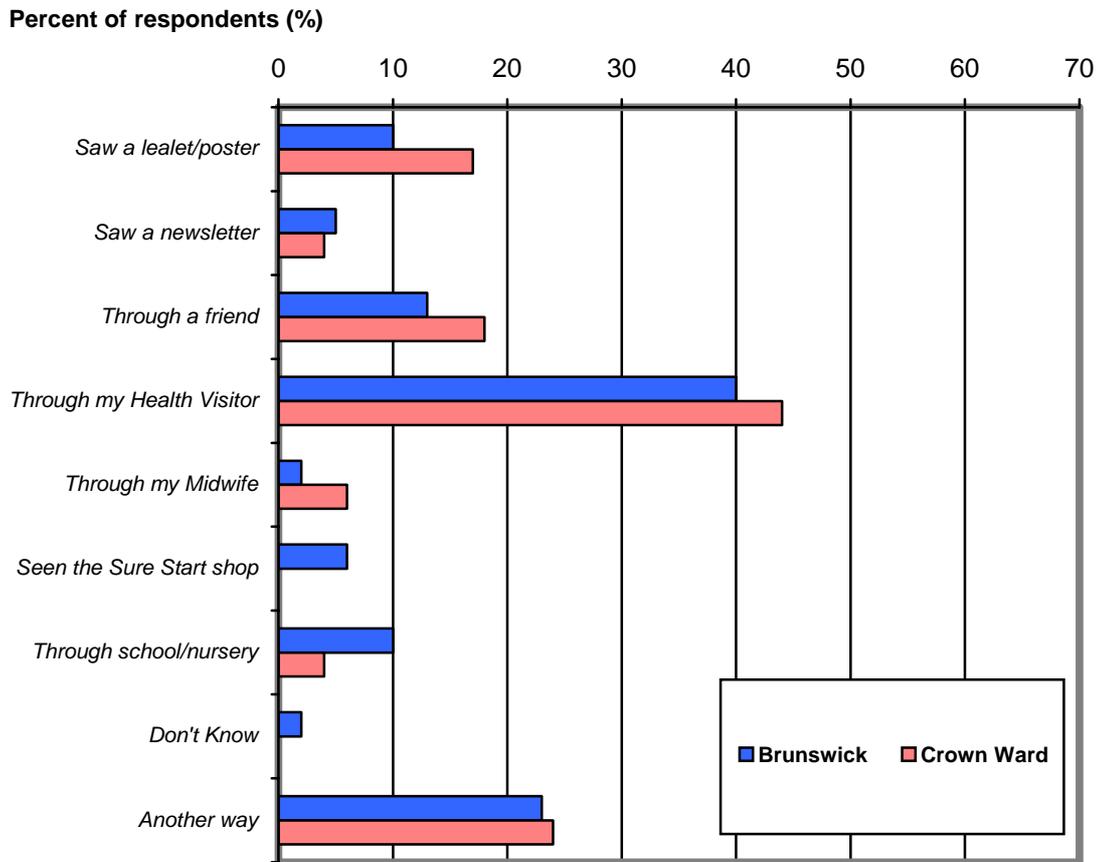


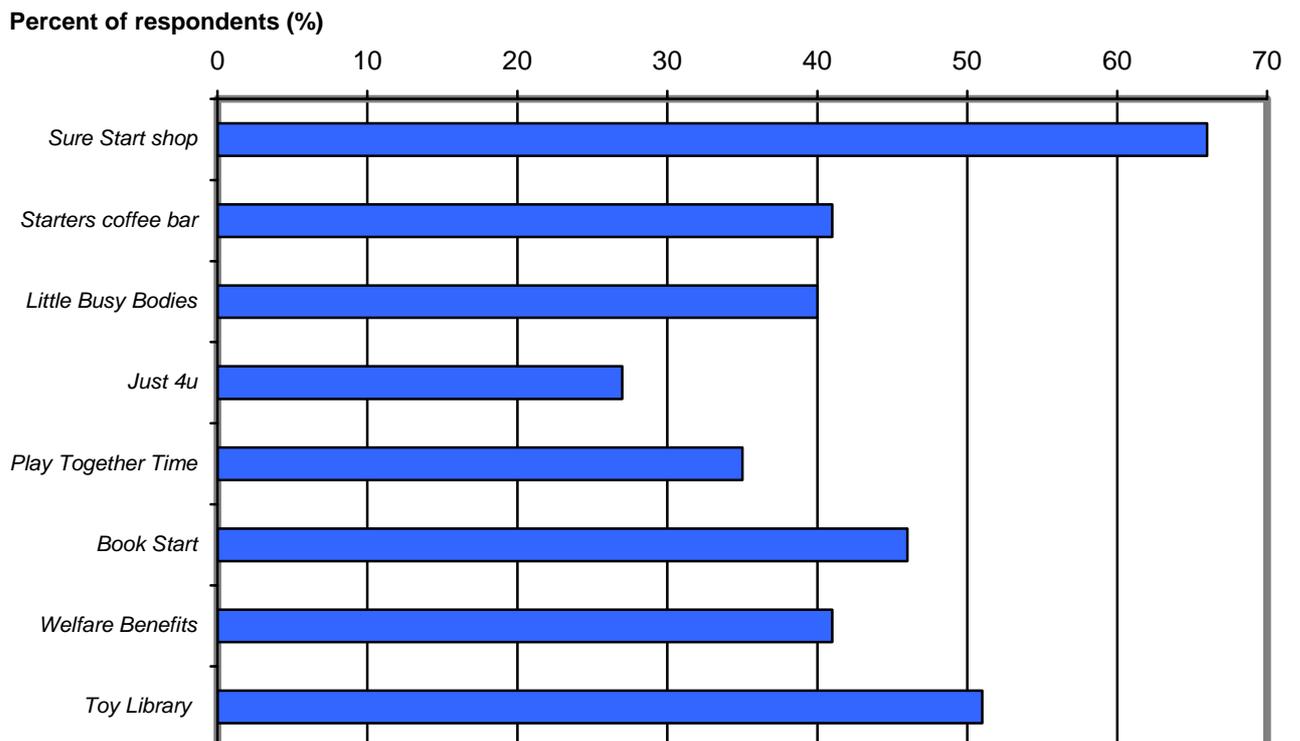
Figure 5: Had you heard of Leamington Sure Start before today?
(n=199)



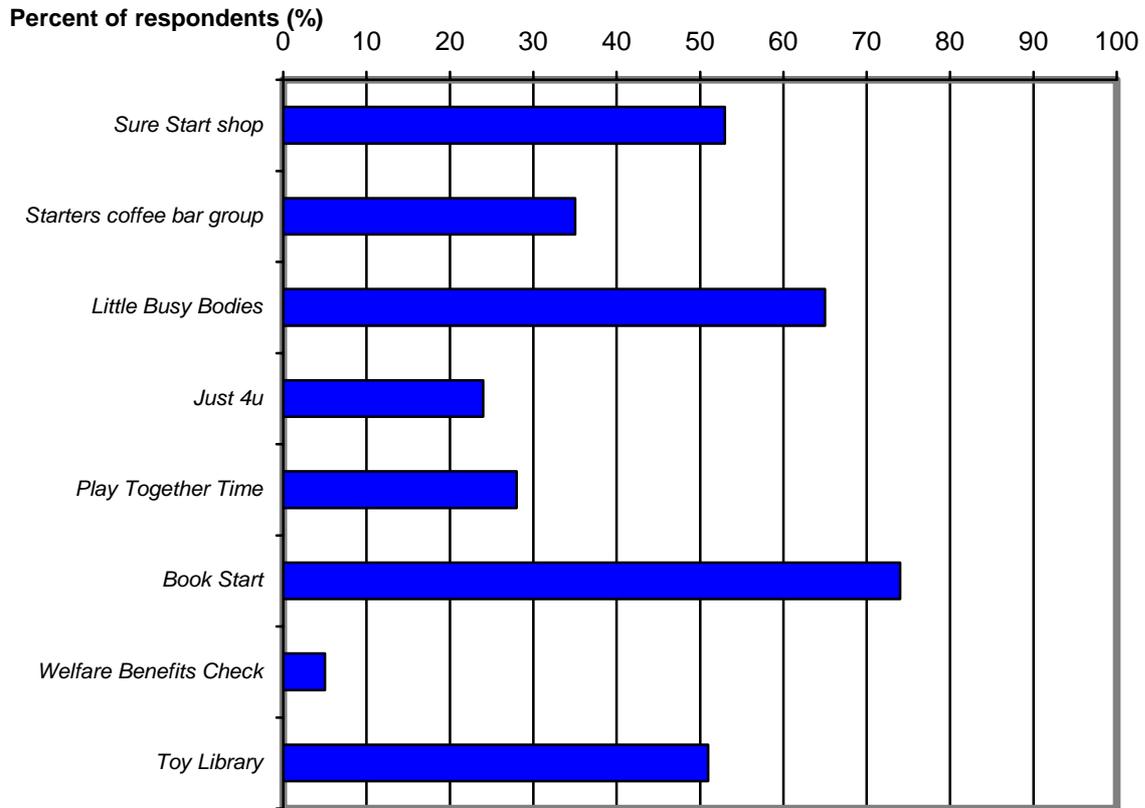
**Figure 6: How did you hear about Leamington Sure Start?
(Only asked to those who had heard of Leamington Sure Start)
TICK ALL THAT APPLY
(n= 174)**



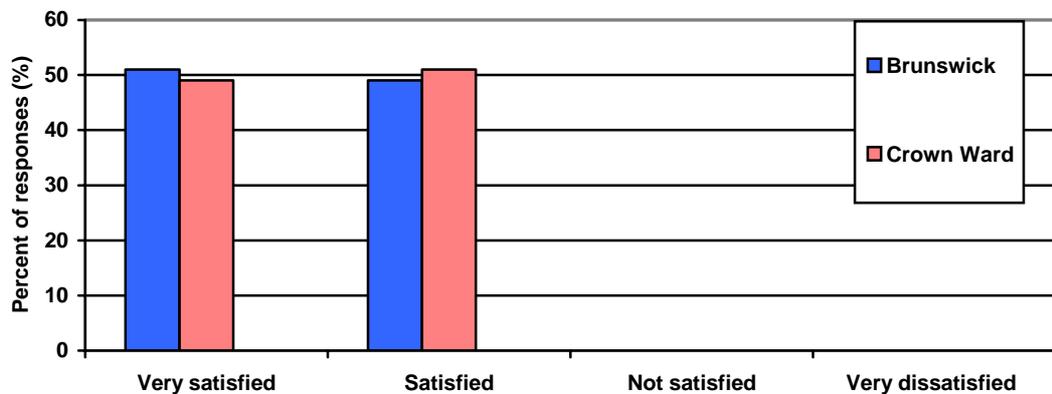
**Figure 7: Have you heard of this Sure Start service?
(Only yes responses)**



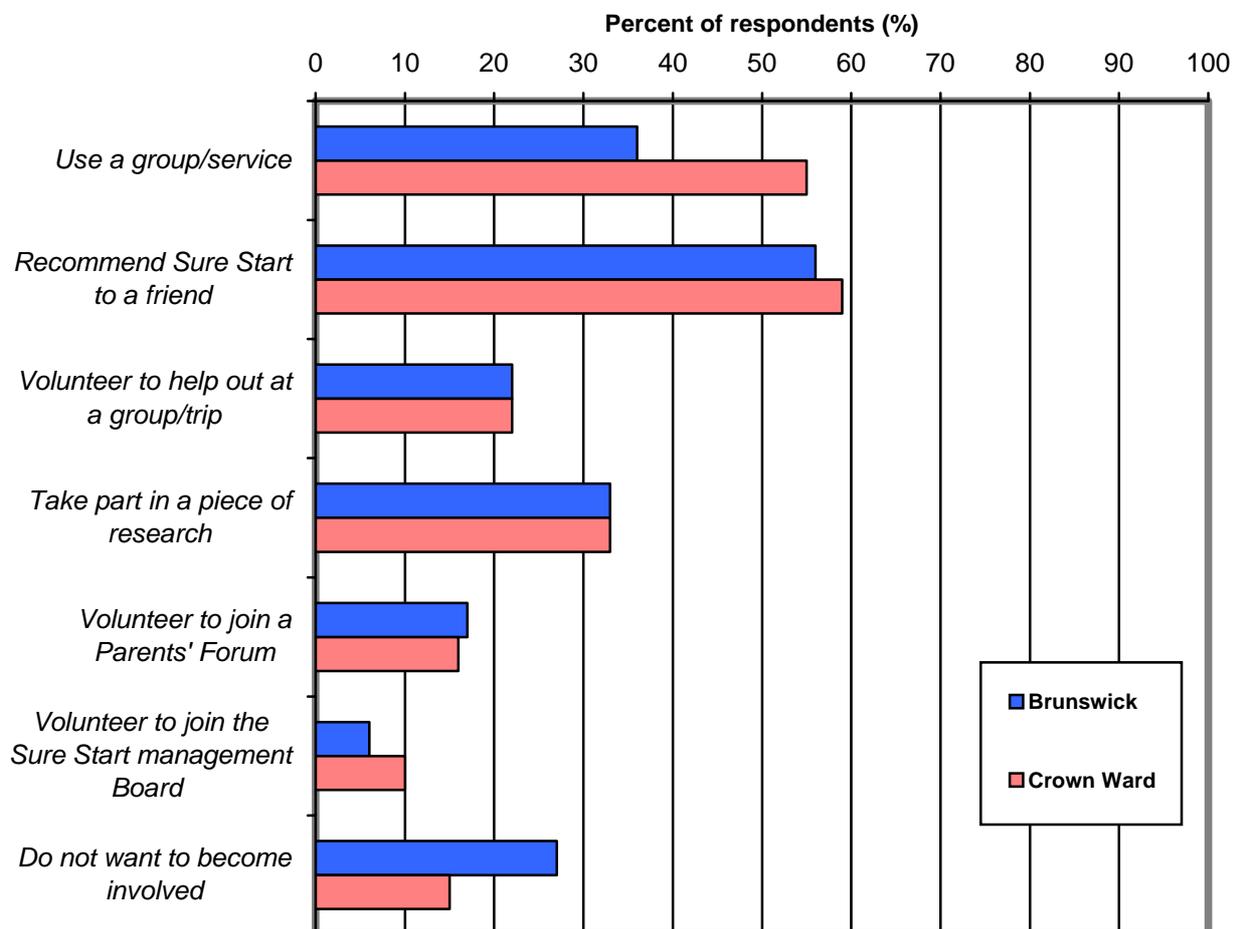
**Figure 8: Have you ever used this Sure Start service?
(Only asked to those who had heard of the service and based on small numbers)**



**Figure 9: Overall, how satisfied are you with the Leamington
Sure Start services that you have used?
(Only asked to those who had used services)
(n=104)**



**Figure 10: Could you tell me in which ways you would consider becoming involved with Leamington Sure Start in the future?
 (n=202)**



**Figure 11: Have you used any of these services in the last in the past 12 months?
(Only yes responses)**

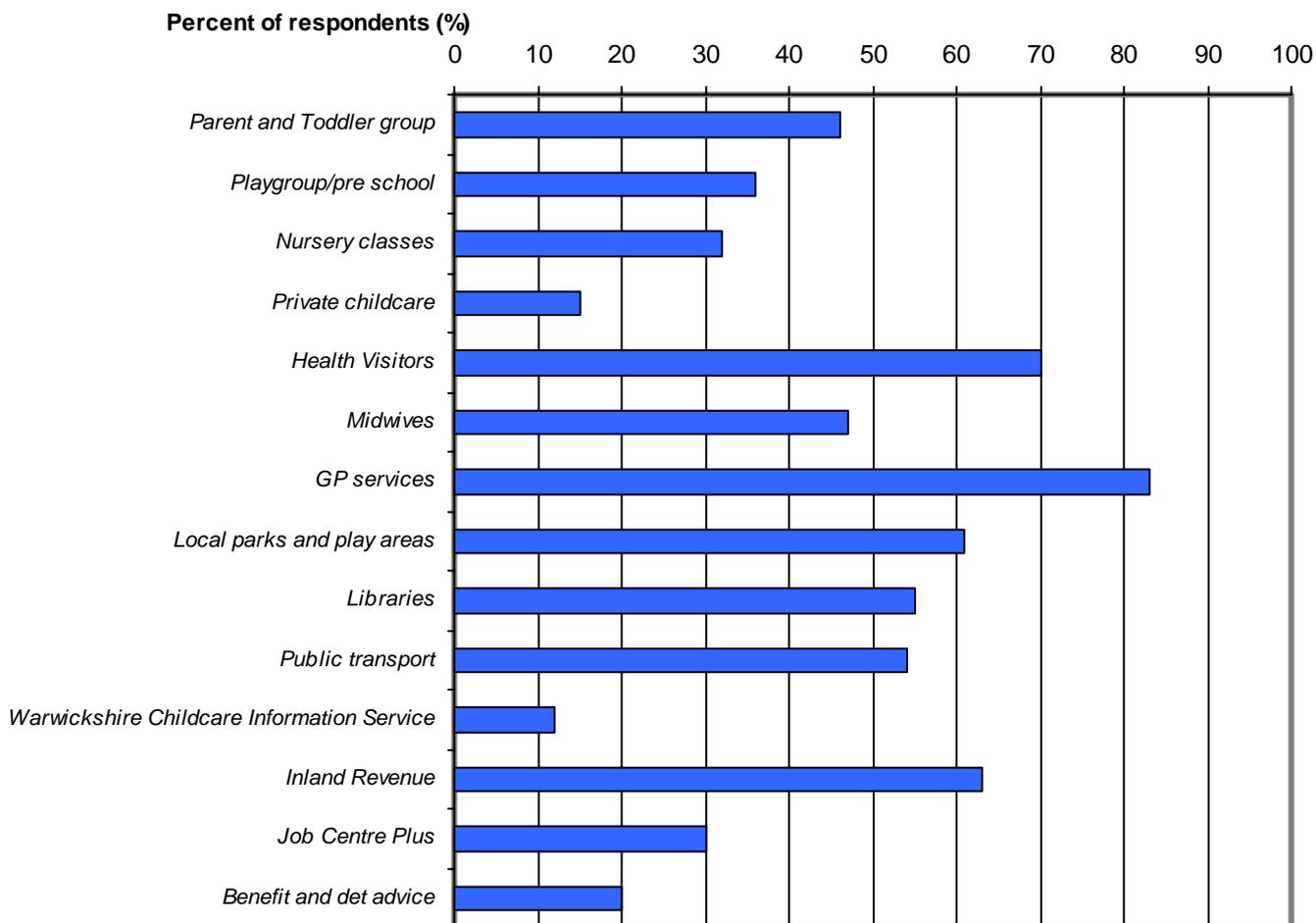


Figure 12: How satisfied were you with this service?

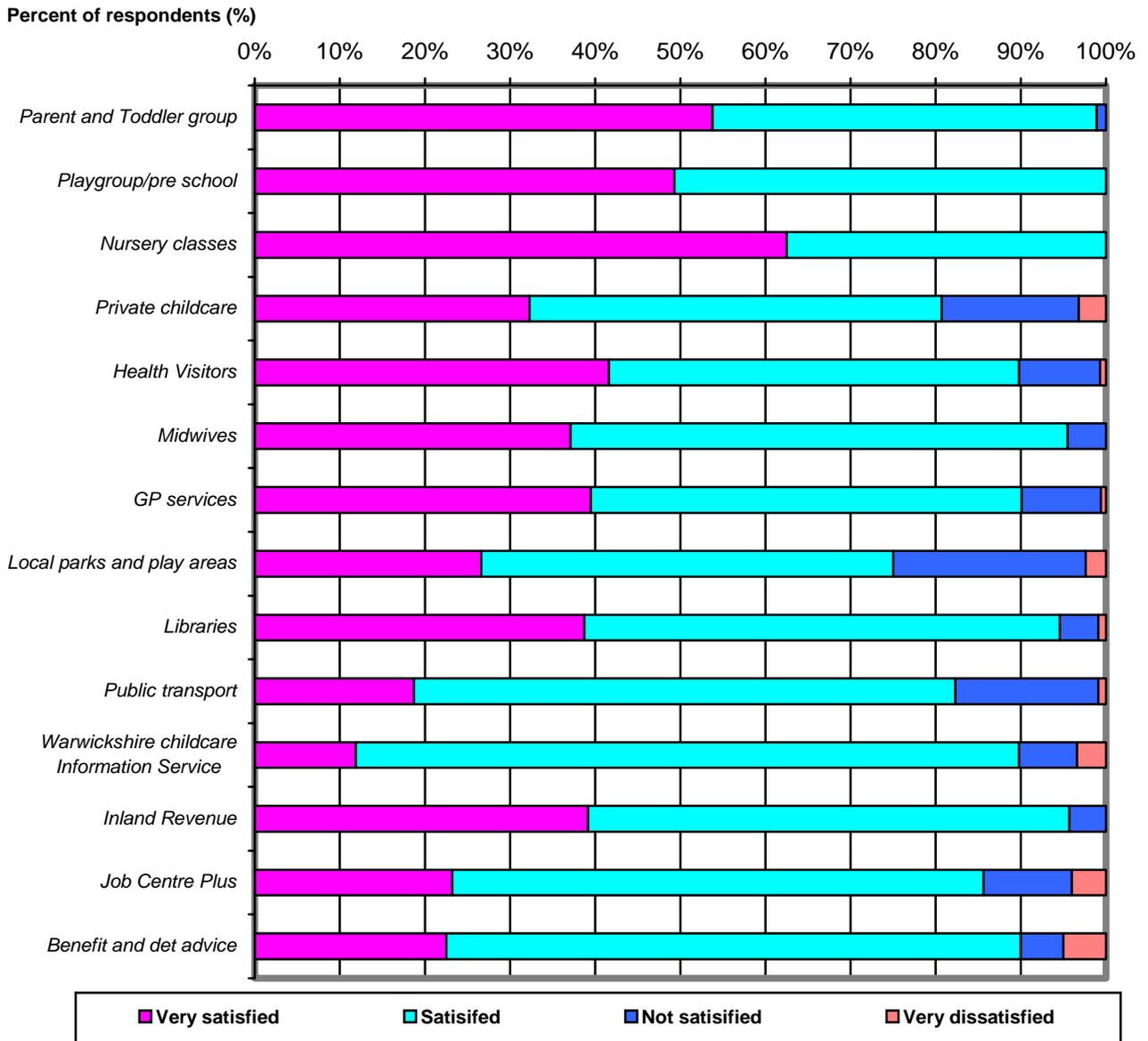


Figure 13: Overall, how satisfied are you with services for children under five in this area? (n=200)

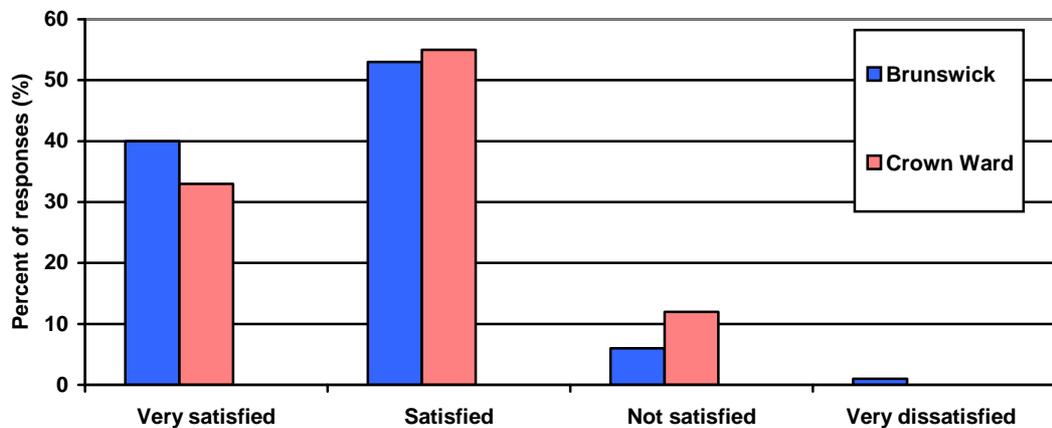


Figure 14: Support that you received from local services at different stages of you/your partners pregnancy and you child's/children's life.
(n=202)

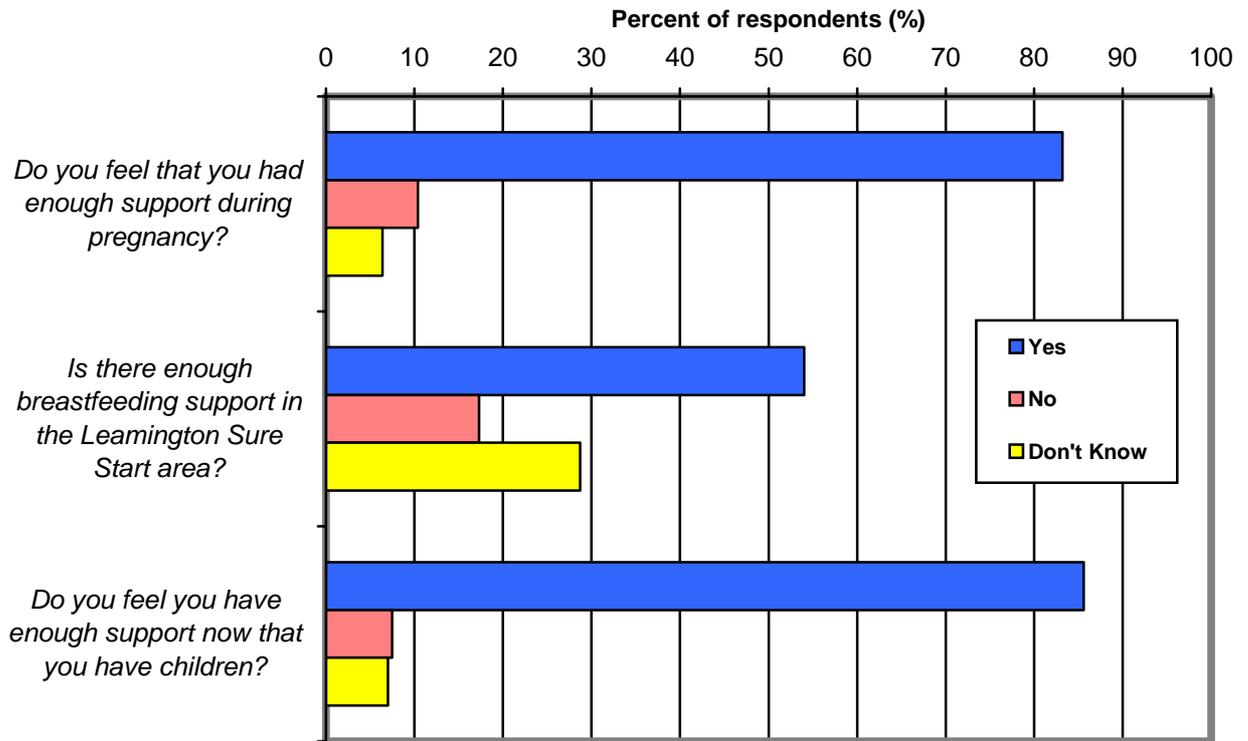


Figure 15: Overall, would you say that this is an area that you enjoy living in?
(n=200)

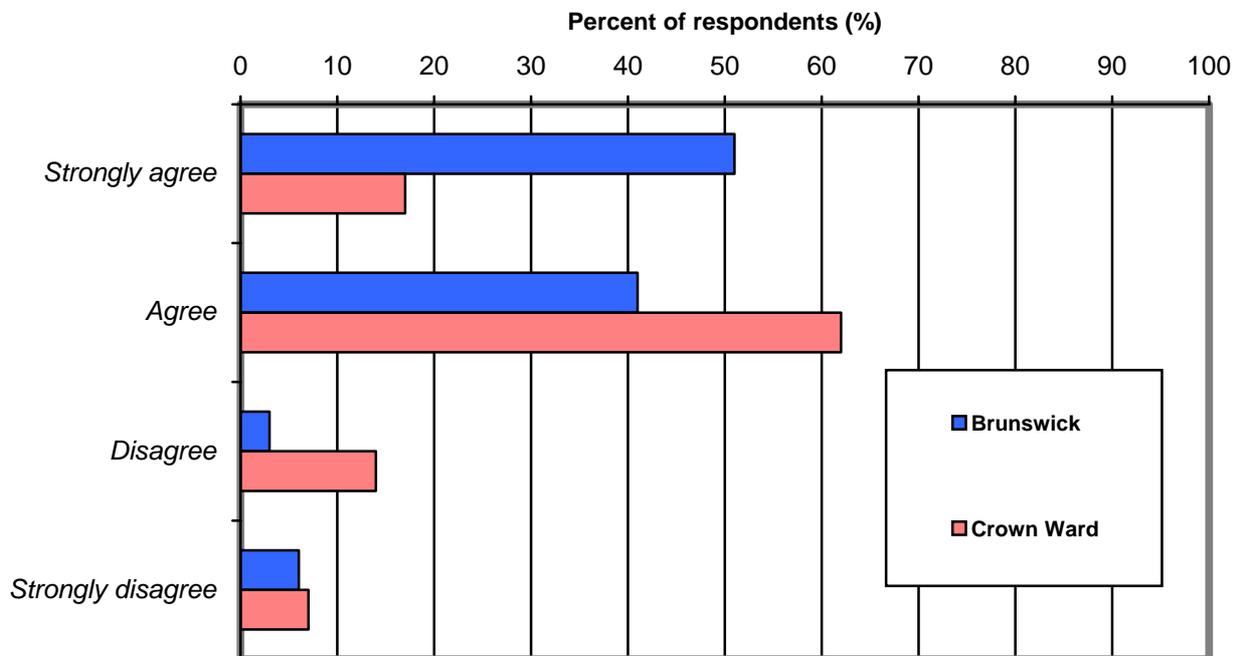


Figure 16: Would you say that you know...?
(n=202)

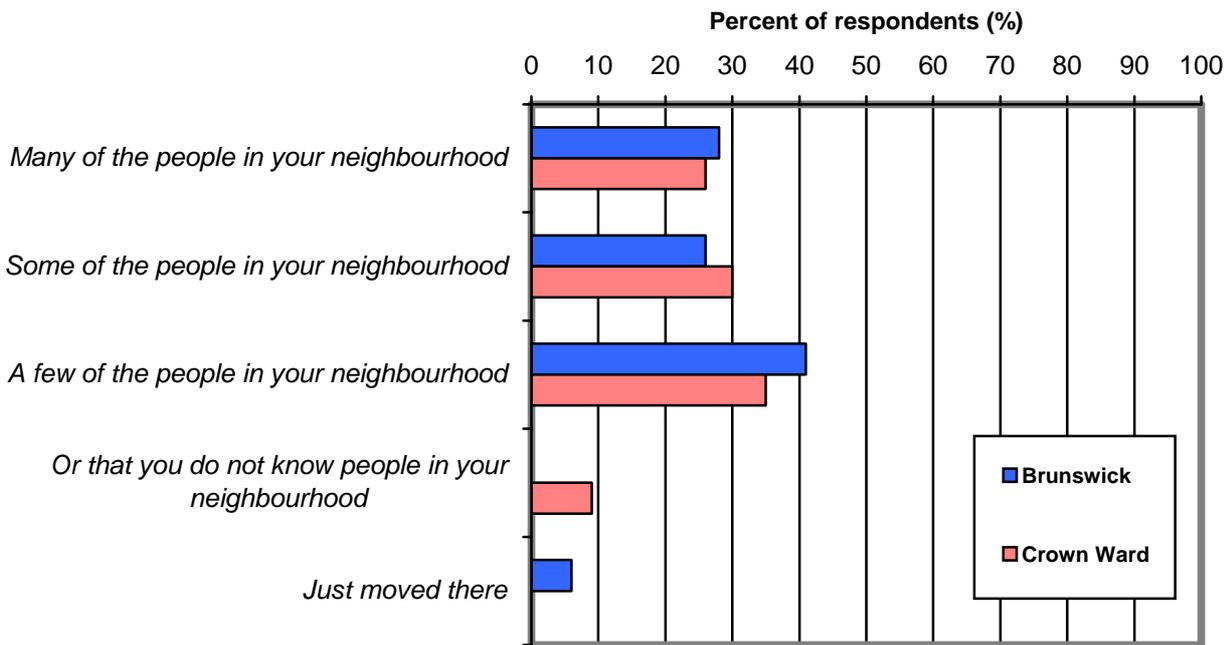


Figure 17: Are you studying or training at the moment?
(n=202)

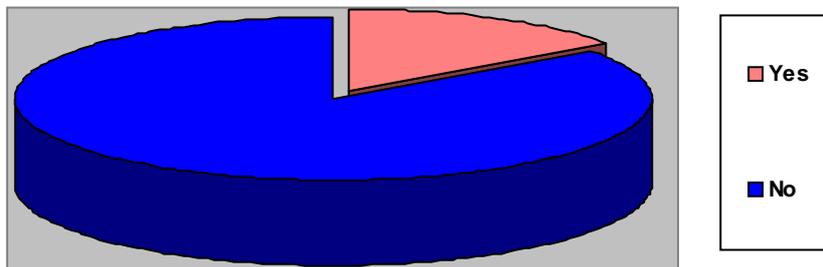


Figure 18: Are you interested in attending a/another training course of any kind?
(n=199)

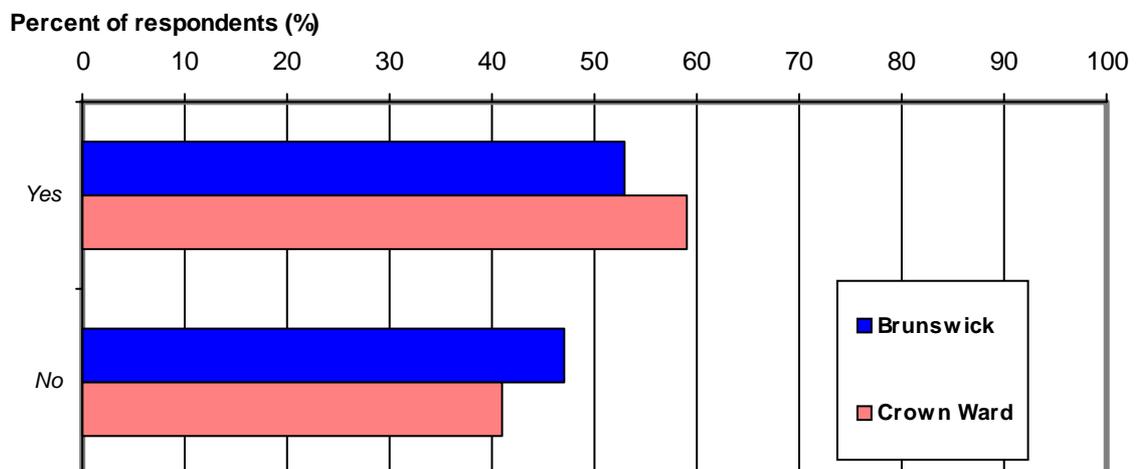


Figure 19: What sort of training course would you be interested in?
(n=114)
(Only asked to those who are interested in attending training courses)

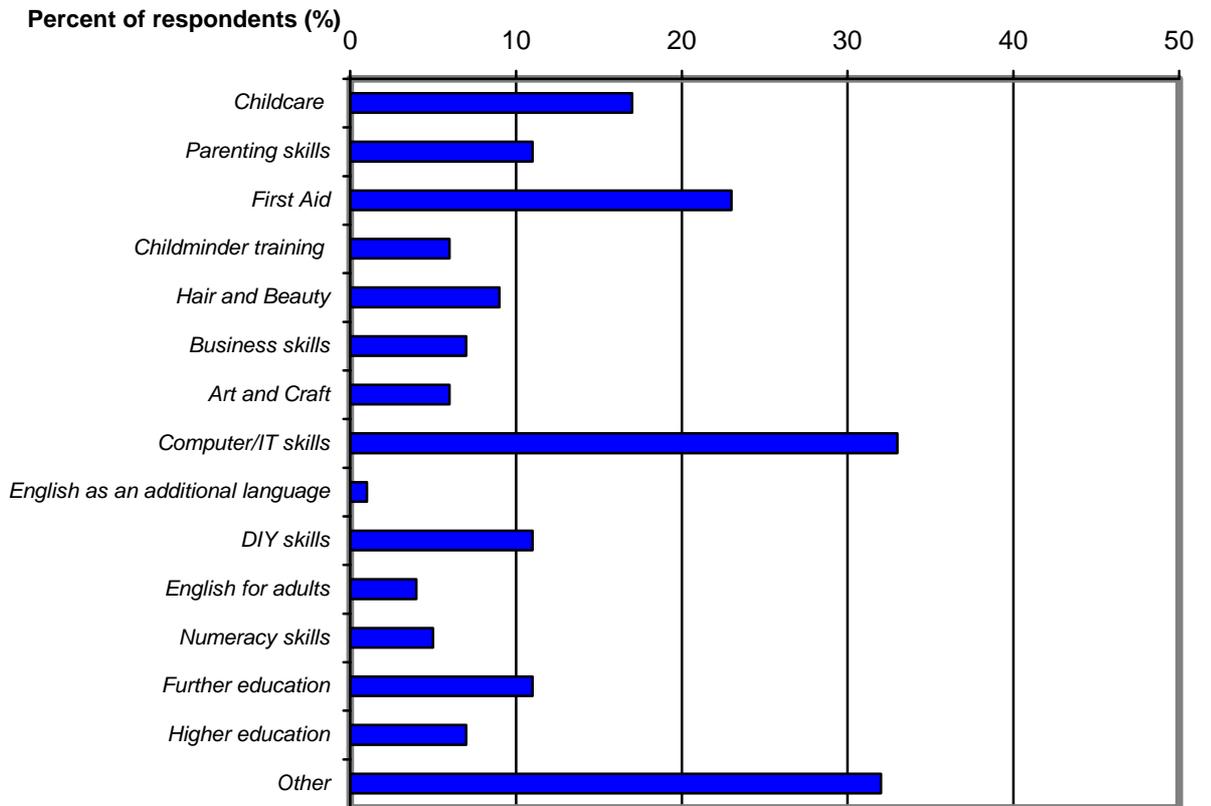


Figure 20: Is there anything that prevents you from taking up training?
(n=199)

