Overview of services, targets and outcomes

Sure Start Wallasey
Evaluation Report No. 1

Date: January, 2005
Author: Robert Frew
Executive Summary

This paper provides an overview of the services delivered by Sure Start Wallasey and makes an initial assessment of how well the programme is addressing Sure Start objectives and, anticipating the designation of the Seacombe Children’s Centre in April 2005, the Children’s Centre core offer.

Key findings

1. Despite the fact that Sure Start Wallasey, as a sixth wave programme, has only had a limited amount of time to get initiatives up and running, it has already developed a range of services that addresses almost all of the Sure Start local programme objectives and targets.

2. Some Sure Start objectives and targets are better covered than others. In this regard, particular service areas that may need more attention are:
   - Initiatives to support mothers with post natal depression
   - Formal parenting support programmes
   - Initiatives to help lower the incidence of gastro-enteritis or lower respiratory infections

   However, steps are already being taken to address those programme areas that may have been underprovided in the past.

3. It is currently not possible to make any kind of meaningful assessment of the performance of Sure Start Wallasey against Public Service Agreement (PSA) and Service Delivery Agreement (SDA) targets. This is partly because of the newness of the programme and partly because of the limited availability and poor quality of the monitoring data. The programme may wish to give attention to improving the gathering of performance data. However, it may be prudent to wait for further guidance on the Children’s Centre monitoring requirements before taking action in this regard.

4. Given the problems with and limitations of the PSA and SDA monitoring data, the evaluator is working with members of the Sure Start Wallasey Team to construct additional measures of programme impact that may be more appropriate for a new programme such as Sure Start Wallasey.

5. Sure Start Wallasey has already gone a significant way to meeting the required characteristics of the Seacombe Children’s Centre. In particular, the key Sure Start principles, according to which the government expects all children’s centres to operate, already underpin the work of Sure Start Wallasey.

6. Sure Start Wallasey currently best meets the Children’s Centre core offer in relation to the family support services it provides. Where the programme most fails to meet the core offer is in the area of early education integrated with childcare. This is due to the fact that Sure Start Wallasey does not directly provide daycare or employ any qualified early years specialist teachers. However, the lack of these services will not jeopardise the designation of the Children’s Centre. It has always been intended that the programme would work in partnership with the Neighbourhood Nursery Initiative funded nursery which will offer 50 daycare places. The local authority will supply a qualified teacher on a part-time basis.
7. In order fully to meet the Children’s Centre core offer, Sure Start Wallasey may need to give particular attention to the following areas:

- Developing better links with health services, particularly with midwifery and health visiting
- Providing more employment and training activities and developing better links with Jobcentre Plus and adult education and training providers
- Providing more services for children with physical disabilities
Acknowledgements

This paper is mainly an overview of existing material. It draws heavily on information appearing in the Annual Report, the M7 monitoring return and other existing documents. The author wishes to acknowledge the contribution of Claire Campbell and other members of the Sure Start Wallasey team in the producing the original information.
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1. Introduction

1.1 Purpose of this paper

This paper provides an overview of the services delivered by Sure Start Wallasey and makes an initial assessment of how well the programme is addressing Sure Start objectives. The paper also summarises existing programme monitoring data in order to evaluate the performance of the programme against Sure Start targets. Given that the Sure Start Wallasey programme will form the basis of the new Seacombe Children’s Centre, this paper also assesses how well Sure Start Wallasey currently meets the Children’s Centre core offer and key principles.

This report is very much intended as an initial overview of the operation of the programme and its performance. These issues will be considered in much more detail in the other reports that will be produced in the course of this evaluation. It is also intended to update the information contained in this paper as part of the final evaluation report scheduled for January 2006, which will contain an overall assessment of the impact of the programme.

Sure Start Wallasey, as a sixth wave programme, is still very much in its infancy with many services operational for under a year and others still at the planning stage. It is important to bear this in mind when evaluating the impact that the programme has made to date, particularly when assessing performance against targets.

1.2 Background and programme structure

The Sure Start Wallasey programme was formally approved by the Sure Start Unit in June 2003. It serves all of the Seacombe electoral ward and a small part of Liscard Ward. The programme area contains over 800 children under the age of four. The exact number of families with children under the age of four is not known. If we assume that the ratio of families to children is the same as for those households actually registered with the programme, this would give an estimated total of 625 families with children under four living in the Sure Start area.

A programme manager was appointed in June 2003. The programme initially operated from a number of temporary and satellite locations but eventually moved into a refurbished building in Guildford Street in September 2004. This building is itself leased on a short term basis pending the redevelopment by April 2006 of the Seacombe Family Centre as the base for the forthcoming Seacombe Children’s Centre.

The main decision making body in Sure Start Wallasey is the Management Board which has representation from all the key agencies including Social Services, Education, Early Years, Health, the voluntary sector, parents and the lead partner/accountable body. Perhaps unusually for Sure Start programmes the roles of lead partner/accountable body are performed by an academic institution, Liverpool Hope. A number of sub-groups or forums, some of which have delegated powers, report to the management board. These are set out in Figure 1.1 on the next page.

Figure 1.2 shows the structure of the Sure Start Wallasey Staff Team. A key feature of the team is the 3 coordinator posts, created to develop strategies and initiatives in the areas of childcare and early learning, health, and family and community support respectively. Some posts, notably the Family Mental Health Worker, Clinical Psychologist, Speech and Language Support Worker and the Father’s Worker are shared with some or all of the three other Sure Start Programmes in the Wirral. Not all Sure Start services are provided directly by the Staff Team. The programme works in partnership with other local statutory and voluntary agencies to deliver certain services.
This section of the report is intended only to provide a brief overview of the structure of Sure Start Wallasey. A more detailed examination of the management and decision making structures will be given in a subsequent evaluation paper to be presented to the Board in April.
Figure 1.1 – Sure Start Wallasey decision making structure

Sure Start Wallasey Management Board
Responsible for strategic policy and budgetary decisions

Parents Forum
Represents parents/carers’ views to Management Board and Sub Groups

Programme Appraisal Sub Group
Responsible for the appraisal of projects

Capital Stakeholders Group
To provide ideas, recommendations and feedback on the capital strategy

Capital Task Group
Formulates proposals for the management board on the capital strategy

Provider Forum
Formulates proposals for the development of the programme and for joint working

Recruitment Sub Group
Responsible for the development, advertisement and recruitment of Sure Start Wallasey posts

Evaluation Sub Group
Oversees the evaluation of the programme

Childcare Sub Group
Supports the development and registration of the creche facilities
Figure 1.2 – The Sure Start Wallasey Team

Programme Manager
F/T

Administrator
F/T

Early Years Coordinator
F/T

Health Coordinator
F/T

Family Support Coordinator
F/T

Fathers worker
P/T
(i.e. 1 F/T post shared with one other Wirral Sure Start)

Speech and Language Worker
P/T

Family Mental Health Worker
P/T
(i.e. 1 F/T post shared with other Wirral Sure Starts)

Administra-tive Assistant
P/T

Creche workers
2 F/T posts

Toy library worker
P/T

Family workers
2 posts
1 F/T and 1 P/T

Family worker
P/T

Outreach worker
F/T

Outreach workers
3 F/T posts

Clinical Psychologist
P/T
(i.e. 1 F/T post shared with other Wirral Sure Starts)
1.3. Services

This section of the report provides a brief summary of the main services currently being provided by Sure Start Wallasey. It included services commissioned from other providers as well as those delivered directly by the Sure Start Wallasey Staff Team. It includes planned services as well as those currently in the pipeline. Services are listed under the five core Sure Start Service areas. This listing is somewhat arbitrary as some services could legitimately fall under two or more categories. It should be noted that in addition to the services listed below there are a number of other smaller services provided directly by Sure Start Wallasey or in partnership with other agencies. Additionally, Sure Start Wallasey’s Small Grants scheme has added capacity to a number of existing services and enabled providers to pilot new initiatives.

1.3.1 Outreach and home visiting

- **Family support home visiting service**

  This service commenced in May 2004. A team of Outreach Workers and Family workers visit families in their own homes and offer a range of practical and emotional support as well as providing information about Sure Start activities. Complementing the health visitor and midwife visits, the Sure Start team visit all families with a newborn baby. All pregnant women are offered a home visit and given a free complementary gift. In addition, all new families registering with Sure Start Wallasey are offered a home visit. Families can also be referred to the home visiting service by other agencies. Following the initial visit, depending on the needs of the family, further home visits may be offered.

- **Fathers’ worker**

  In November 2004 a part time fathers’ worker was appointed to develop initiatives to engage with fathers/male carers in the Sure Start Wallasey area.

1.3.2 Support for families and parents

- **Catholic Children’s Society Family Groups**

  Since November 2003, Sure Start Wallasey has been funding the Catholic Children’s society to support two family groups. The groups are held weekly and are run by volunteer group leaders supported by a paid member of staff. The groups are for isolated families. They provide activities chosen by the families themselves, and offer support on areas such as parenting skills and stress management. Families are also able to access support from other agencies such as the C.A.B and credit unions and accredited courses on topics such as computing or first aid.

- **Action for Jobs Drop-in**

  Commencing in November 2004, Sure Start Wallasey has made the Guildford Street premises available to Action for Jobs (part of the Jobcentre Plus network) to provide a weekly drop-in to advise local parents on employment and voluntary work opportunities.

- **Adult education**

  In June 2004, working in partnership with South Wirral Neighbourhood College, free Adult Education Taster sessions with a free crèche were offered from the Allendale Youth Centre. Further taster sessions were run in December. In 2005 it is intended to provide more structured training around literacy and numeracy.
**Young mum’s group**

This group is run in conjunction with the health trust to provide ante natal and post natal support, including parenting support, to teenage mums

- **Parenting courses (planned)**

In 2005 Parentline Plus is being funded to run parenting sessions for local parents.

### 1.3.3 Play, learning and childcare

- **Guildford Street Crèche**

The crèche opened in autumn 2004 at the Sure Start building in Guildford Street. The crèche is used to support other activities being run by Sure Start Wallasey. It will not be used to provide day care. OFSTED registration early in 2005 will allow the programme to offer crèche support for more than two hours at a time.

- **Respite service**

Since summer 2004, Sure Start Wallasey has offered families experiencing difficulties an opportunity for short term respite care in a local day nursery or playgroup. The service is available to families using the home visiting service.

- **Speech and language project**

This project screens children in early years settings to enable early identification of speech and language problems.

- **Stay and Play at United Reform Church**

This service has been operating since September 2003 and is now run directly by Sure Start Wallasey staff. Children get good quality play opportunities and staff encourage parents to get involved with the children and play with them. The Stay and Play also provides an opportunity for families to talk to staff about issues they may be experiencing and for the early identification of problems such as domestic violence or speech and language and mental health issues.

- **Stay and Play at Manor Childcare Centre**

This is a commissioned service run by a charity. It has been running since early 2004.

- **Stay and Play and Peer Early Education Programme (PEEP) at Serpentine Road Family Church**

The Church is commissioned to run a stay and play and two PEEP groups. Both activities have been running weekly for over 12 months. PEEP is a peer early education programme that promotes the development of speech and language, social skills, reading and writing skills of young children. There are two groups, one for children under one year and one for children between the ages of one and two.

- **Talking Tots at Seacombe Library**

This weekly group uses song, rhymes and stories to encourage and aid early language skills.
- **Story Sack Library, Serpentine Road Family Church**

  This opened in May 2004 and is available to all providers in the area as a resource aimed at supporting language and literacy

- **Summer activities**

  Commencing in summer 2004 a programme of activities for children is provided at various venues in the Sure Start Wallasey area.

- **Garden Gang**

  In summer 2004 two programmes of environmental activities were provided in Central Park by Sure Start Wallasey crèche workers in conjunction with the Park Ranger.

- **Seacombe Library**

  Sure Start Wallasey provided funding for refurbishment of an area of the library to create a secure family area and for a scheme to support parents to choose age appropriate books with their children.

- **Childminder support group (planned)**

  Starting in January 2005, Sure Start Wallasey will host a group facilitated by the Early Years Childminder Team. The aim is to set up a local group within the existing Wirral Wide Childminder Network that will recruit and support childminders in the area.

1.3.4 Primary and community health care

- **Baby café**

  Since November a weekly drop-in café has been run from Guildford Street to provide support and advice to parents and to encourage breastfeeding. Baby massage courses are run in conjunction with the café.

- **Home safety scheme**

  Sure Start Wallasey participates in the Wirral Wide Home Safety Scheme coordinated by Birkenhead and Wallasey PCT, where vouchers are provided to enable families with young children to obtain home safety equipment such as stair gates and fireguards. The scheme is means tested but all families within the Sure Start Wallasey area are eligible to receive the vouchers. Sure Start Wallasey staff offer free home safety checks to families living in the programme area.

- **Nutrition and fitness**

  Working in partnership with Wirral Healthy Communities, Sure Start Wallasey has been disseminating fruit and vegetable vouchers to families in the programme area and has offered pamper and fitness sessions at different locations in the area. Sure Start Wallasey is also providing the crèche facilities to support a healthy eating course.

- **Support to pregnant women**

  All pregnant women are offered a home visit and given a complementary gift. Pregnancy yoga classes are offered weekly as well as aqua-natal sessions at the local leisure centre.
Overview of services, targets and outcomes

Robert Frew
Research Consultant

- **Breastfeeding support**

  Three members of the staff team have completed the Unicef Breastfeeding Management training course. Further breastfeeding drop-ins are planned as are home visits to new mothers and breastfeeding peer support groups.

- **Smoking cessation support (planned)**

  All staff have been trained by the Wirral Smoking Cessation Service to provide general advice and support to parents to give up or reduce smoking. Currently Sure Start Staff refer on to the Smoking Cessation Service for more detailed support. However, the Health Coordinator is now able provide Nicotine Replacement Therapy and will be able to prescribe patches and gum directly. It is also hoped to set up smoking cessation clinics in the Sure Start Wallasey area.

1.3.5 **Support for children and families with special needs**

- **Family Mental Health Project**

  The project is a joint initiative between Sure Start Wallasey and Cheshire and Wirral’s NHS Partnership’s Child and Family Service. It is delivered by a Clinical Psychologist and a Family Mental Health Worker who also support other Wirral Sure Start Programmes. The project provides one to one support to families who have serious concerns about their young children’s behaviour and emotional development. The project also offers ongoing supervision, advice, support and training to staff.
2. Meeting Sure Start objectives and targets

2.1 Introduction

Local Sure Start programmes have to meet four general objectives that are stipulated by central government. These are:

1. Improving social and emotional development
2. Improving health
3. Improving children’s ability to learn
4. Strengthening families and communities

Each of these objectives have a number of Public Service Agreement (PSA) and Service Delivery Agreement (SDA) targets attached to them (see Table 2.1) that local programmes are expected to attain.

This chapter gives an initial overview as to how well Sure Start Wallasey is addressing these targets and objectives, both in terms of the services being delivered and performance to date against outcome and output measures.

2.2 The fit between services and objectives

Table 2.1 lists the various Sure Start objectives and targets. It then lists the main services that Sure Start Wallasey is actually providing (either alone or in conjunction with other providers) in order to address these objectives and targets.

The linking of services to objectives and targets in this way is to some extent subjective. It could be argued, for instance, that the home visiting service, to some degree addresses nearly all the targets and objectives. It also has to be remembered that Sure Start Wallasey as a sixth wave programme has only had a limited amount of time to get initiatives up and running.

Having said this, the table reveals that the programme has already developed a range of services that addresses almost all of the Sure Start objectives and targets. Some objectives and targets are better covered than others. In this regard, particular areas that may need more attention are:

1. Initiatives to support mothers with post natal depression
2. Formal parenting support programmes
3. Initiatives to help lower the incidence of gastro-enteritis or lower respiratory infections

However, it is fair to point out that steps are already being taken to address those programme areas that may have been underprovided in the past.

Of course, the fact that a service exists does not in itself denote that an objective or target is being successfully addressed. Other important factors that need to be taken into account include how effectively the service is being provided, the number of families it serves and whether it is reaching the right families. In instances where Sure Start Wallasey is not providing any services it may be that it can still effectively address the required objectives or targets by making referrals to other organisations. Service take-up, service effectiveness and the links between Sure Start Wallasey and other local providers are all issues that will be addressed in subsequent reports produced in the course of this evaluation.
Table 2.1 - Fit between Sure Start Wallasey services and wider Sure Start objectives and targets

<table>
<thead>
<tr>
<th>Sure Start objective</th>
<th>Sure Start target</th>
<th>Services provided by Sure Start Wallasey to address objectives and targets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Improving social and emotional development</strong></td>
<td>Achieve by 2005/6 a per cent increase in the proportion of babies and young children under 4 living in Sure Start areas with normal levels of personal, social and emotional development</td>
<td>Family Mental Health Project</td>
</tr>
<tr>
<td></td>
<td>100 per cent of families with new born babies to have been visited by the local programme within the first two months of their child’s life</td>
<td>Family Support Home Visiting Service</td>
</tr>
<tr>
<td></td>
<td>All local Sure Start programmes to have agreed and implemented in a culturally sensitive way, ways of caring for and supporting mothers with Post Natal Depression</td>
<td>Steps have and are being taken to expand the Family Mental Health Project to address adult mental health needs. Baby café/Baby massage Breastfeeding support</td>
</tr>
<tr>
<td></td>
<td>Parenting support and information available for all parents of young children in the Sure Start area</td>
<td>Catholic Children’s Society Family Groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Parenting courses have been delivered to the Young Mums Group. Further parenting courses are planned.</td>
</tr>
<tr>
<td></td>
<td>Achieve by 2005/6 a 6 percentage point reduction in the proportion of mothers who continue to smoke during pregnancy</td>
<td>Nicotine Replacement Therapy (planned)</td>
</tr>
<tr>
<td></td>
<td>Reduce the number of children aged 0-3 living in the Sure Start area who are admitted to hospital as an emergency with gastro-enteritis, a lower respiratory infection or a severe injury</td>
<td>Nicotine Replacement Therapy/Extra smoking cessation clinics (planned)</td>
</tr>
<tr>
<td></td>
<td>Information and guidance on breastfeeding, nutrition, hygiene and safety available to all families with young children in the Sure Start area</td>
<td>Home safety scheme</td>
</tr>
<tr>
<td></td>
<td>Ante-natal advice, support and information available to all pregnant women and their families living in the Sure Start area</td>
<td>Nicotine Replacement Therapy/Extra smoking cessation clinics (planned)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baby café/breastfeeding support</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Baby café/breastfeeding support</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Breastfeeding drop-ins (planned)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fruit and vegetable vouchers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pamper and fitness sessions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healthy eating course</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family support home visiting service</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pregnant yoga</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aqua-natal sessions</td>
</tr>
</tbody>
</table>

Continued on the next page
### Table 2.1 (ctd) - Fit between Sure Start Wallasey services and wider Sure Start objectives and targets

<table>
<thead>
<tr>
<th>Sure Start objective</th>
<th>Sure Start target</th>
<th>Services provided by Sure Start Wallasey to address objectives and targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Improving children’s ability to learn</td>
<td>Achieve by 2005/6 an increase in the proportion of children with satisfactory speech and language development at the age of 2 years</td>
<td>Speech and language project, Peer Early Education Project, Talking Tots, Story Sack Library</td>
</tr>
<tr>
<td></td>
<td>Achieve by 2005/6 an increase in the proportion of young children having normal levels of communication, language and literacy at the end of the Foundation Stage</td>
<td>Speech and language project, Peer Early Education Project, Talking Tots, Story Sack Library</td>
</tr>
<tr>
<td></td>
<td>All children in the Sure Start area to have access to good quality play and learning opportunities</td>
<td>Stay and Plays, Summer Activities, Garden Gang, NNI provision (via Sure Start Wallasey partnership with Jack and Jill)</td>
</tr>
<tr>
<td></td>
<td>Increased use of libraries by families with young children in the Sure Start area</td>
<td>Support to Seacombe Library</td>
</tr>
<tr>
<td>4. Strengthening families and communities</td>
<td>75 per cent of families reporting personal evidence of an improvement in the quality of services providing family support</td>
<td>Family support home visiting service, Catholic Children’s Society Family Groups</td>
</tr>
<tr>
<td></td>
<td>To achieve by 2005/6 a 12 percent reduction in the proportion of 0-3 year old children living in households where no one is working</td>
<td>Action for Jobs Drop-in, Adult education taster sessions, Adult education literacy and numeracy (planned)</td>
</tr>
<tr>
<td></td>
<td>The programme must develop effective links with Jobcentre Plus, local training providers and further education institutions</td>
<td>Action for Jobs Drop-in, Adult education taster sessions, Adult education literacy and numeracy (planned)</td>
</tr>
<tr>
<td></td>
<td>All Sure Start programmes to work with their EYDCP to help close the gap between the availability of accessible childcare for 0-3 year olds in the Sure Start area</td>
<td>Guildford Street Crèche, Respite service, Childminder Support Group (planned), Link with NNI provision</td>
</tr>
<tr>
<td></td>
<td>The programme must have parent representation on the programme board</td>
<td>4 local parents currently on Board. In addition the Parents’ Forum has 13 parents who directly feed into the Board.</td>
</tr>
</tbody>
</table>

Notes: Not all of the services listed are provided entirely by Sure Start Wallasey. Some services are provided in partnership with other agencies. In some cases Sure Start Wallasey commissions another agency to provide the service. More details on individual services are given in Section 1.3
2.3 Performance against targets

Another way to assess how well Sure Start Wallasey is meeting its objectives is to look at the outcome and output data that measures performance against the various PSA and SDA targets. This is done using the start point data contained in the original delivery plan and the M7 Annual Outcome Return to the Sure Start Unit produced in December 2004. The results are summarised in Table 2.2.

It has to be said that the Table as it stands is pretty much meaningless. Much of the data is missing. The time periods to which the data refer are often inconsistent. It is also thought that some of the data gathered by other agencies may not be entirely accurate.

It is planned to revisit the performance data at the end of 2005 as part of the final evaluation report. However, for this to be a worthwhile exercise, the gathering of performance data will have to be very much improved. This is something the programme may wish to give attention to in conjunction with the local authority, health authorities, the Sure Start Unit and the evaluator. However, it may be prudent to wait for further guidance on the Children’s Centre monitoring requirements before taking action in this regard.

Even if better information were available, it is important to bear in mind the limitations of these kinds of outcome and output data as an accurate measure of performance. Some of the performance measures (for example on local employment) may be affected by factors that are beyond Sure Start Wallasey’s control. Also, the achievement of significant improvements in areas such as smoking, breastfeeding, and children’s social and emotional development may take several years. Given the relatively short length of time that Sure Start Wallasey has been in existence (and the even shorter length of time that many of its services have been running) it is perhaps unrealistic to expect the programme to make a significant improvement in outcomes for local families over the relatively short time scale of this evaluation, which effectively finishes at the end of 2005.

For this reason the evaluator is working with members of the Sure Start Team to construct additional measures of programme impact that may be more appropriate for a new programme such as Sure Start Wallasey. These measures will attempt to focus on the immediate and short term impacts of different services on local children and families. For example, how many parents made use of safety equipment provided to them? What percentage attending parenting courses felt they gained a better understanding of their children’s behaviour as a result? Measures of short term or immediate service impact such as these can in turn help to indicate the programme’s progress towards the longer term goals embodied in the PSA outcome measures.
### Table 2.2 - Performance of Sure Start Wallasey against PSA and SDA targets

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Improving social and emotional development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Achieve by 2005/6 a per cent increase in the proportion of babies and young children under 4 living in Sure Start areas with normal levels of personal, social and emotional development</td>
<td>Proportion of children meeting the early learning goal of the foundation stage profile for personal, social and emotional development</td>
<td>Not known (no measure developed by Sure Start Unit)</td>
<td>Not known (no measure developed by Sure Start Unit)</td>
</tr>
<tr>
<td>100 per cent of families with new born babies to have been visited by the local programme within the first two months of their child’s life</td>
<td>Per cent of families with new babies visited within two months of their baby’s birth in the year to 31st March</td>
<td>Not applicable</td>
<td>Not known</td>
</tr>
<tr>
<td>All local Sure Start programmes to have agreed and implemented in a culturally sensitive way, ways of caring for and supporting mothers with Post Natal Depression</td>
<td>Per cent of mothers with Post Natal Depression receiving appropriate care</td>
<td>Not known</td>
<td>100% (Jan-Dec 2003)</td>
</tr>
<tr>
<td>Parenting support and information available for all parents of young children in the Sure Start area</td>
<td>Percent of children aged 0-3 whose families have been given information about the Sure Start services in a 12 month measured period</td>
<td>Not applicable</td>
<td>28% (Sep 03-Aug 04)</td>
</tr>
<tr>
<td><strong>2. Improving health</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Achieve by 2005/6 a 6 percentage point reduction in the proportion of mothers who continue to smoke during pregnancy</td>
<td>Per cent of mothers who smoked during their pregnancy</td>
<td>Not known</td>
<td>45% (Feb-Sep 2004)</td>
</tr>
<tr>
<td>Reduce the number of children aged 0-3 living in the Sure Start area who are admitted to hospital as an emergency with gastro-enteritis, a lower respiratory infection or a severe injury</td>
<td>Number of emergency admissions to hospital of children aged 0-3 living in Sure Start area with: Gastro-enteritis Lower respiratory infection Severe injury</td>
<td>39</td>
<td>27% (Sep 03-Aug 04)</td>
</tr>
<tr>
<td>Information and guidance on breastfeeding, nutrition, hygiene and safety available to all families with young children in the Sure Start area</td>
<td>Per cent of mothers breastfeeding at: Birth 6 weeks 17 weeks</td>
<td>39% (Oct 02) 25% (both Oct 02) 15% (both Jan-Dec 03)</td>
<td>27% (Sep 03-Aug 04) 7% 6%</td>
</tr>
<tr>
<td>Ante-natal advice, support and information available to all pregnant women and their families living in the Sure Start area</td>
<td>Percentage of pregnant women contacted by Sure Start local programme during pregnancy</td>
<td>Not applicable</td>
<td>3% - see note (Sep 03-Aug 04)</td>
</tr>
</tbody>
</table>

*Continued on the next page*
### Table 2.2 (ctd) - Performance of Sure Start Wallasey against PSA and SDA targets

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3. Improving children’s ability to learn</strong></td>
<td><strong>Achieve by 2005/6 an increase in the proportion of children with satisfactory speech and language development at the age of 2 years</strong></td>
<td>Percentage of children with low word count score</td>
<td>Not known</td>
</tr>
<tr>
<td><strong>Achieve by 2005/6 an increase in the proportion of young children having normal levels of communication, language and literacy at the end of the Foundation Stage</strong></td>
<td>Proportion of children in Sure Start area having normal levels of communication, language and literacy at the end of the Foundation Stage</td>
<td>Not known</td>
<td>6 children (09/03 – 08/04) (Discharged children not included)</td>
</tr>
<tr>
<td>All children in the Sure Start area to have access to good quality play and learning opportunities</td>
<td>Per cent of parents with children aged 0-4 saying their children had access to good quality play and learning opportunities in last 12 mths</td>
<td>Not known</td>
<td>Not known</td>
</tr>
<tr>
<td>Increased use of libraries by families with young children in the Sure Start area</td>
<td>Per cent of children aged 0-3 in Sure Start area with membership of a library</td>
<td>4%</td>
<td>Not known</td>
</tr>
<tr>
<td><strong>4. Strengthening families and communities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>75 per cent of families reporting personal evidence of an improvement in the quality of services providing family support</td>
<td>Per cent of families who are very satisfied or satisfied with local services for young children</td>
<td>Not known</td>
<td>Not known</td>
</tr>
<tr>
<td>To achieve by 2005/6 a 12 percent reduction in the proportion of 0-3 year old children living in households where no one is working</td>
<td>Per cent of children 0-3 living in households with no adult of working age in employment</td>
<td>25%</td>
<td>Not known</td>
</tr>
<tr>
<td>The programme must develop effective links with Jobcentre Plus, local training providers and further education institutions</td>
<td>No specified target</td>
<td>Not applicable</td>
<td>Not applicable</td>
</tr>
<tr>
<td>All Sure Start programmes to work with their EYDCP to help close the gap between the availability of accessible childcare for 0-3 year olds in the Sure Start area</td>
<td>Number of full time equivalent childcare places</td>
<td>99</td>
<td>226</td>
</tr>
<tr>
<td>The programme must have parent representation on the programme board</td>
<td>Number of parents on the management board</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

**Notes:**

The main programme team, including the Health Coordinator did not come into post until March 2004, which is why a very low percentage of pregnant women were visited by the Sure Start Wallasey team in this period.
3. Meeting the Children’s Centre principles and core offer

3.1 Introduction

By April 2005 Sure Start Wallasey will be integrated into the new Seacombe Children’s Centre. The Children’s Centre which will be based at the Social Services’ Seacombe Family Centre which is undergoing extensive refurbishment due for completion by April 2006. As well as Sure Start Wallasey, the Centre will include a 50 place private Neighbourhood Nursery, a voluntary pre-school playgroup, a range of health based services, and the Social Services Family Support Team.

The Sure Start Unit expects all Children’s Centres to work from a shared set of key Sure Start principles. These principles already underpin the work of Sure Wallasey. In particular:

1. Services are available to every family with young children living in the Sure Start Wallasey area, although recognising that different families need different levels of service.

2. Services (and interventions) start very early, from the first antenatal visit.

3. Services are community driven, with local people being consulted on service priorities.

4. Services are outcome driven, with their core purpose being better outcomes for children.

Also, to achieve Children’s Centre designation, centres must meet the core offer set out by government. The main elements of the Children’s Centre core offer are as follows:

1. Early education integrated with childcare

2. Family support and parental outreach

3. Child and family health services

4. Support for parents and children with special needs

5. Links with Jobcentre Plus, local training providers and further and higher education institutions

6. Base for a childminder network

This chapter assesses how well placed Sure Start Wallasey is to meet the core offer.

3.2 The fit between services and the core offer

Table 3.1 on the next page sets out the key elements of the Children’s Centre core offer and lists the services currently operated or planned by Sure Start Wallasey that meet the core offer. The listing contains an element of subjectivity and some services may address more than one aspect of the core offer.

The table suggests that Sure Start Wallasey best meets the core offer in relation to family support services. It also addresses many of the requirements for child and family health services, although it may need to improve its links with statutory health services, notably midwifery and health visiting.

The biggest gap between Sure Start Wallasey’s current activities and the Children’s Centre core offer is in relation to early education and childcare. Sure Start Wallasey does not currently provide daycare directly. Nor does it employ any qualified early years specialist teachers. However, the lack of these services will not jeopardise the designation of the Children’s Centre. It has always
been intended that the programme would work in partnership with the Neighbourhood Nursery Initiative funded Jack and Jill Nursery which will offer 50 daycare places. The local authority will supply a qualified teacher on a part-time basis. The Seacombe Family Centre already hosts a Wirral wide childminder network.

The available evidence suggests that in order to meet fully the Children’s Centre core offer, the programme may need to give particular attention to the following areas.

1. Developing better links with health services, particularly with midwifery and health visiting
2. Providing more employment and training activities and developing better links with Jobcentre Plus and adult education and training providers
3. Providing more services for children with physical disabilities

Table 3.1 - Fit between Sure Start Wallasey services and the Children’s Centre core offer

<table>
<thead>
<tr>
<th>Key elements of the Children’s Centre core offer</th>
<th>Services currently provided by Sure Start Wallasey that fulfil the core offer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Early education integrated with childcare</strong></td>
<td>Family Support Home Visiting Service</td>
</tr>
<tr>
<td>Day care suitable for working parents for a minimum of 5 days a week, 48 weeks a year, 10 hours a day. The employment of a teacher to facilitate the provision of early education</td>
<td>Catholic Children's Society Family Groups</td>
</tr>
<tr>
<td></td>
<td>Young Mum’s Group</td>
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<tr>
<td></td>
<td>Parenting courses (planned)</td>
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<tr>
<td></td>
<td>Stay and Plays</td>
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<tr>
<td></td>
<td>Family Mental Health Project</td>
</tr>
<tr>
<td></td>
<td>Respite service</td>
</tr>
<tr>
<td></td>
<td>Fathers worker</td>
</tr>
<tr>
<td><strong>2. Family support and parental outreach</strong></td>
<td></td>
</tr>
<tr>
<td>Visits to all children in the catchment area within two months of birth</td>
<td></td>
</tr>
<tr>
<td>Parenting support and information</td>
<td></td>
</tr>
<tr>
<td>Specific support for families in need and hard to reach families</td>
<td></td>
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<tr>
<td>Increasing the involvement of fathers</td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3. Child and family health services</strong></td>
<td>Family Support Home Visiting Service</td>
</tr>
<tr>
<td>Ante-natal advice and support to parents</td>
<td>Pregnancy yoga</td>
</tr>
<tr>
<td>Information and guidance on breast feeding, hygiene, nutrition and safety</td>
<td>Aqua-natal sessions</td>
</tr>
<tr>
<td>Identification and support for those suffering from maternal depression - ante-natal and post-natal</td>
<td>Baby café</td>
</tr>
<tr>
<td>Smoking cessation interventions</td>
<td>Breastfeeding drop-ins (planned)</td>
</tr>
<tr>
<td>Speech and language and other specialist support</td>
<td>Fruit and vegetable vouchers</td>
</tr>
<tr>
<td></td>
<td>Pamper and fitness sessions</td>
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<tr>
<td></td>
<td>Healthy eating course</td>
</tr>
<tr>
<td></td>
<td>Home safety scheme</td>
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<tr>
<td></td>
<td>Nicotine Replacement Therapy (planned)</td>
</tr>
<tr>
<td></td>
<td>Extra smoking cessation clinics (planned)</td>
</tr>
<tr>
<td></td>
<td>Speech and language project</td>
</tr>
</tbody>
</table>

Continued on the next page
### Table 3.1 (ctd) - Fit between Sure Start Wallasey services and the Children’s Centre core offer

<table>
<thead>
<tr>
<th>Key elements of the Children’s Centre core offer</th>
<th>Services currently provided by Sure Start Wallasey that fulfil the core offer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4. Support for parents and children with special needs</strong></td>
<td></td>
</tr>
<tr>
<td>Early identification of children with special needs and disabilities with inclusive services and support for their families</td>
<td>Speech and language project</td>
</tr>
<tr>
<td></td>
<td>Peer Early Education Project</td>
</tr>
<tr>
<td></td>
<td>Family Mental Health Project</td>
</tr>
<tr>
<td></td>
<td>Family Support Home Visiting Service (two team members specialise in special needs and disabilities)</td>
</tr>
<tr>
<td></td>
<td>Respite service</td>
</tr>
<tr>
<td><strong>5. Links with Jobcentre Plus, local training providers and further and higher education institutions</strong></td>
<td>Action for Jobs Drop-in</td>
</tr>
<tr>
<td>Linking in with local arrangements for collaboration with Jobcentre Plus Childcare Partnership Managers</td>
<td>Adult education taster sessions</td>
</tr>
<tr>
<td>Encouragement and support for parents who wish to consider training and employment</td>
<td>Adult education literacy and numeracy (planned)</td>
</tr>
<tr>
<td>Effective links with further and higher education institutions and local training providers</td>
<td></td>
</tr>
<tr>
<td><strong>6. Base for a Childminder Network</strong></td>
<td>Childminder support group</td>
</tr>
<tr>
<td>Offer a base for childminders</td>
<td></td>
</tr>
<tr>
<td>Support to childminders</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**

The Children’s Centre core offer contains other elements in addition to those listed in the table. These are links with schools and Children’s Information Services, parental involvement, confidentiality, equal opportunities, child protection, monitoring and staff development.

More details of the services currently provided by Sure Start Wallasey are contained in section 1.3