



Sure Start Four Woods

Mapping Report

November 2003

Sure Start Four Woods Mapping Report

1. Introduction to Sure Start Four Woods:

Sure Start is a government initiative introduced in 1999 and is the cornerstone of the Government's drive to tackle child poverty and social exclusion. It is firmly based in the 'what works' discourse and aims to tackle exclusion at 4 levels: improving social and emotional development, improving health, improving the ability to learn and strengthening the family and the community. It is hoped that by tackling issues at these levels children will have all the opportunities they currently lack which will help to confront cycles of poverty and disadvantage.

Sure Start Four Woods (SSFW) is located in the North West part of Plymouth, Devon in the South West of England. Plymouth has four Sure Starts covering the most deprived areas of the city. Sure Start Four Woods covers the major part of 4 local neighbourhoods: Whitleigh, West Park, Ernesettle and Honicknowle. Its location places it within the Honicknowle and Budshead wards and Plymouth Local Authority District. The area is approximately 7 miles from the city centre and as such suffers from multiple exclusionary issues.

SSFW is a round 4 project and the accountable body is NCH, "the Children's Charity", from whom the majority of the policies, practices and quality assurance system are taken. The area has 790 children under 4¹, which is a high density compared to other round 4 programmes where the average number of children is only 612. This is also high compared to the South-West more generally where the average is 717. This demonstrates that SSFW has a challenging time ahead in meeting the needs of this large population.

The SSFW base is currently situated in a porta-cabin on a school site in Ernesettle, with offices for workers being located, temporarily, in the local library building. SSFW has a capital programme with 3 major pieces of work being undertaken, two relating to local school sites but the main one being the refurbishment of an old trading standards building in the local area. SSFW is committed to the model laid out in the plan, in which parents showed a preference for a hub and satellite site

¹ Data taken from indices of multiple deprivation provided by NESS, correct at July 2003.

model. Once this build is complete SSFW staff will have a permanent base from which to work and provide local activities from.

The aim of this report is to 'map' Sure Start Four Woods and to describe the structures; the staff and the activities provided. The majority of the information in this report has been taken from interviews with the following six members of the SSFW staff team (see Appendix 1 for interview structure):

- Programme Manager
- Outreach Home Visiting Team Manager
- Early Years Co-ordinator
- Special Needs Co-ordinator
- Sure Start Midwife
- Speech and Language Therapist

2. Programme Development:

The following information is derived from an interview undertaken with the programme manager. This is not an exhaustive description of the development of the programme, however it does contain the key structural developments and milestones for the programme.

The programme manager's (PM) involvement began in March 2001 when it was announced that there was funding available for a 4th round Sure Start in Plymouth. The PM had established links with the area as she was at the time the manager of the local family centre, which is now the children's centre. There were well-established partnerships on the school site where it is located which was the impetus behind the programme.

Between March and September 2001 the plan was developed and extensive community consultation was carried out in order to collate needs assessment data. This included assessing satisfaction with existing services in the area as well as mapping the needs for future services. Many planning days, workshops and consultation exercises were undertaken in this period. The programme was approved in November 2001. After the initial 6 months, when there was a great deal of activity there was a period of inactivity resulting from the process of awaiting programme approval. The consequences of this are still felt across the programme. In November SSFW began the recruitment of staff, the planning of the capital

programme and the delivery of interim services, such as the outreach home visiting service all began.

The first position to be filled was that of Finance and Administration Manager, as at an organisational level it was felt this post was crucial to create effective structures to support the programme. The decision was taken to prioritise the outreach home visiting service due to the feedback from parents in the community consultation, where parents were clear that they wanted one person who had a range of skills to deal with a multitude of problems, but who was not a 'specialist' of any kind. Unlike many other Sure Starts which have used 'home start', a national organisation, SSFW following the direction of the consultation implemented the outreach home visiting team early in the programme development.

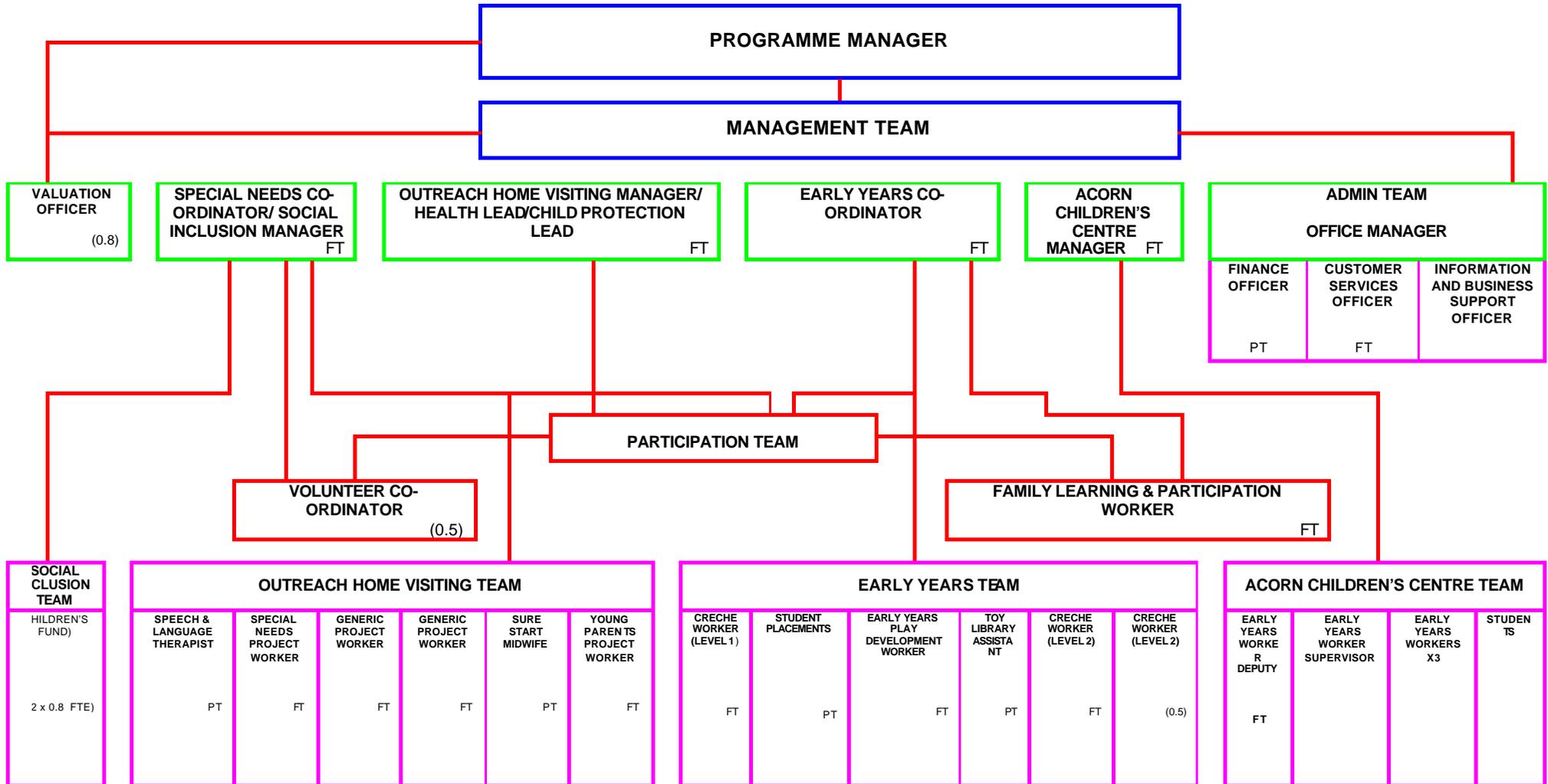
The appointment of the play development worker and early years workers were prioritised next in order that creches could be provided alongside the interim activities. Some of the other posts in the programme took a long time to negotiate. Parents in the community consultation prioritised the speech and language therapist, but it took 12 months to negotiate the service level agreement with the Primary Care Trust. The programme has developed a model where skills and experience have been prioritised when creating job descriptions and professional boundaries often had to be crossed to create posts. This has led to difficulties in recruitment for SSFW due to a shortage of skills and qualifications in the area. This, along with a growing awareness of the roles required by some posts in the community led to posts having to be adapted to ensure the recruitment of quality, skilled staff. For example SSFW had not been able to recruit a family learning co-ordinator so elements of the post had been restructured to fit in to other job descriptions. The early years co-ordinator post was advertised 3 times before a suitable candidate was selected in June 2003.

In the beginning SSFW looked towards a few services that could be delivered quickly in order to begin promoting SSFW to the local community. Round 4 Sure Start's received limited start up funds (this was changed for round 5 programmes) which restricted the options available. SSFW in its early phase bought in to the library service, book start and rhyme time, set up the home safety equipment scheme, linked in to family education, and conducted some ongoing work around toddler groups (see section 5 for details of these activities). SSFW also integrated visible play; play schemes and play days around the area, however the key concern at this stage was trying to get the staff in place to start delivering and

developing services. The limited number of early services had a negative impact on the parents in the area and was seen as a loss of momentum after the flurry of planning activity. One of the main thrusts of SSFW work has been to try to counteract this.

The PM believes that SSFW is 6 months from being fully operational in terms of the activities scheduled in the plan, however there is much more work to be completed on the infrastructure to support the programme. Now that the activities are mostly up and running the next stage of the development is to focus on how services can be meshed differently with local service provision to promote joint working and the delivery of joint services.

3. Staff Diagram:



** The student placement is open throughout the academic year for college students

4. Staffing Details:

This section of the report concentrates on providing descriptive information about the roles undertaken by staff and the management structures of the organisation, which are shown in diagrammatic form in diagram 3.

4.1 Programme Manager:

- ❖ Programme Manager (PM): Involvement began in March 2001 putting a bid together for Sure Start funding. In post in November 2001, full time, permanent contract. The programme manager is ultimately responsible for overseeing the delivery of the Sure Start plan. She is accountable to both the partnership board and the employing agency, NCH. Also responsible for the capital programme + strategic partnerships. The PM directly manages the management team and is line-managed by an Assistant Director at NCH, the accountable body.

4.2 Management Team:

- ❖ Special Needs Co-ordinator (SNC): Employed by NCH. In post in March 2003, full time, permanent contract. As well as developing the special needs input across the programme, the SNC also takes responsibility for the management of the Social Inclusion Project (Children's Fund funded posts) and the management of the Volunteer Co-ordinator. She has also been instrumental in setting up the counselling service. The SNC has line management responsibility for the special needs project worker, the 2 social inclusion workers and deputises for the manager of the outreach home visiting team. The SNC is line-managed by the Programme Manager.
- ❖ Health and Family Support Co-ordinator(HFSC): Employed by NCH. In post in September 2002, full time, permanent contract. The HFSC acts as the health lead and the child protection lead for the programme. The HFSC also deputises for the Programme Manager when necessary. The HFSC main responsibilities include co-ordinating the work of the outreach home visiting team and developing the programme around health

issues. The HFSC has line management responsibility for 4 project workers, the speech and language therapist and the midwife. The HFSC is line managed by the Programme Manager.

- ❖ Early Years Co-ordinator (EYC): Employed by NCH. In post June 2003, full time, permanent contract. The EYC takes overall responsibility for the management of the Early Years Team and the delivery + development of quality childcare + children's services in the area, including overseeing all creches and sourcing resources. The EYC has line-management responsibility for the early years play and development worker, the family learning and participation worker, 4 creche workers (1 student placement) and the Toy Library Assistant. The EYC is line managed by the Programme Manager.
- ❖ Neighbourhood Nursery Manager (NNM): Employed by NCH. In post January 2004, full time, permanent contract. The NNM takes responsibility for the management of the Acorns Children's Centre and the development of the children's centre alongside the NNI and the management of the facilities once it opens in June 2004. The NNM is line managed by the Programme Manager.
- ❖ Office Manager(OM): There is currently no one in post for this position.

4.3 Outreach Home Visiting Team:

- ❖ Speech and Language Therapist (SLT): Employed by the Primary Care Trust on a service level agreement. In post in March 2003, 4 days a week, 3 year contract. The SLT takes primary responsibility for the Sure Start Speech and Language Measure. Unlike traditional speech and language therapists the SLT does not treat children but is involved in developing aspects of the programme based around interaction at all levels. The SLT is line-managed by the Outreach Home Visiting Team Manager.
- ❖ Special Needs Project Worker (SNPW): Employed by NCH. In post September 2002, full time, permanent contract. The SNPW carries a

caseload of local families with children under 4, with special responsibility for supporting families who have any type of special needs. The SNPW is line-managed by the Special Needs Co-ordinator.

- ❖ Generic Project Worker x2 (GPWs): Employed by NCH. Both in post in September 2002, both full time, permanent contracts. The GPWs carry a caseload of local families with children under 4. The GPWs take responsibility for supporting families with children under 4 with emphasis on supporting through Sure Start services. The GPWs are line-managed by the Outreach Home Visiting Team Manager.
- ❖ Sure Start Midwife (SSM): Employed by Plymouth Hospitals NHS Trust on a service level agreement. In post in January 2003, 3 days a week, 3 year contract. The SSM takes responsibility for all pre, peri and ante natal services and newly delivered mothers. The SSM carries a caseload 2 days a week at a local surgery. The SSM is line-managed by the Outreach Home Visiting Team Manager.
- ❖ Young Parents Project Worker (YPPW): Employed by NCH. In post in September 2002, full time, permanent contract. The YPPW takes similar responsibilities as the other project workers, providing support for a caseload of local families with children under 4, with a focus on any parents under the age of 19. The YPPW is line-managed by the Outreach Home Visiting Team Manager.
- ❖ Volunteer Co-ordinator (VC): Employed by NCH. In post November 2003, 2.5 days a week, permanent contract. The VC takes responsibility for the delivery and development of the volunteer programme soon to be established at SSFW. The VC is line-managed by the special needs co-ordinator

4.4 Early Years Team:

- ❖ Early Years Play Development Worker (PDW): Employed by NCH. In post in October 2002, full time, permanent contract. The PDW promotes play opportunities across the area and works part time with the toy library.

It is the responsibility of the PDW to work within the local community to develop quality play, positive promotion of play and to organise and resource play activities. The PDW also has responsibility for managing the toy library and the toy library assistant. The PDW is line-managed by the Early Years Co-ordinator.

- ❖ Toy Library Worker (TLW): Employed by NCH. In post in October 2003, 2.5 days a week, permanent contract. The TLW is responsible for the day to day delivery and resourcing of the mobile toy library. Takes additional responsibility for the speech and language measure with the speech and language therapist. The TLW is managed by the Toy Library Manager, and is formally line managed by the Early Years Co-ordinator.
- ❖ Creche Workers x3 (CW's): Employed by NCH. In post between November 2000 and April 2003, 1 x full time and 2 x 2.5 days a week, permanent contract. The CW's take responsibility for the delivery and development of children's activities and creche provision for SSFW. The CW's are line-managed by the Early Years Co-ordinator.
- ❖ Family Learning and Participation Worker (FLPW): Employed by NCH. In post November 2003, full time, permanent contract. The FLPW takes responsibility for supporting parents, encouraging participation and promoting and organising family learning activities. The FLPW is line-managed by the Early Years Co-ordinator.
- ❖ Student Placements Creche Worker (SPCW): No contract, termly position. The SPCW is line-managed by the Early Years Co-ordinator.

4.5 Additional Staff Members*:

- ❖ Evaluation Officer (EO): Employed by NCH. In post in June 2003, 4 days a week, permanent contract. The EO takes responsibility for feeding back evaluatory information to guide service strategy and delivery. The EO is line-managed by the Programme Manager + is supported by an independent academic consultant.

- ❖ Parent Participation Worker (PPW): This post is no longer current, terminated end of August 2003. Employed by NCH. In post December 2002, part time, 6 month (extended to 9 months) contract. The main responsibility of the PPW was to engage local parents and introduce them to Sure Start services. The responsibilities of the post have since been integrated in to the Family Learning and Participation Worker. The PPW was line-managed by the Programme Manager/Early Years Co-ordinator.
- ❖ Social Inclusion Workers (Children's Fund): Employed by Children's Fund. In post July 2003, both 4 days a week, both 1-year contracts. Two workers have been funded by the Children's Fund enter local schools and tackle social exclusion issues through workshops based around self-esteem + behaviour management. The social inclusion workers are line-managed by the Special Needs Co-ordinator.

4.6 Administration Team:

- ❖ Office Manager (OM): Current vacancy.
- ❖ Finance Officer (FO): Employed by NCH, 25 hours a week, permanent contract. The FO takes responsibility for the finance aspects of the programme.
- ❖ Customer Services Officer (CSO): Employed by NCH. In post November 2003, full time, permanent contract. The CSO takes responsibility for the 'public face' of Sure Start, being the front line for customer services and the booking of services. The CSO is line-managed by the programme manager in the interim, the finance and admin manager in the long term.
- ❖ Information Officer (IBSO): There is currently an agency temp in post for this position. Takes responsibility for the production of programme specific information for staff and local parents and manages the membership database. The IO is line managed by the Outreach Home Visiting Team Manager.

5. Activities run by SSFW:

This section describes the range of activities offered by SSFW to local families with children under 4. The nature and scope of activities and services is continually developing, this list describes the services delivered by the sure start team between the approval date, November 2000 - November 2003.

- ❖ Ante-Natal Drop In: An unstructured drop in session run by the sure start midwife weekly. Currently being redesigned for next year to encompass a more structured approach to ante-natal issues. Start date: April 2003.
- ❖ Ante-Natal Yoga: A weekly yoga session for mothers to be. The yoga course will be re-promoted next year. Start date: June 2003.
- ❖ Aromatherapy: A weekly service commissioned by a service level agreement by sure start for local families. A very popular service which has secured funding in to next year. Start date: February 2003.
- ❖ Arts Festival: A one off open day at sure start in order to engage the local community. A variety of arts and crafts activities offered. Date held: June 2003
- ❖ Baby Massage: A 5 week course in massaging babies and young children to improve communication, sleep patterns and stress. So far Sure Start has run 3 massage courses. Course Dates: April 2003, April 2003, June 2003.
- ❖ Baby Talk: A ten week course for families with children under 9 months. The sessions centre on communications between parents and children, the development of language skills and non-verbal communication. Start date: January 2003.
- ❖ Birthday Bashes for 2 year olds: An early activity to introduce parents and children to Sure Start and to offer the speech and language measure. Date held: February 2003.
- ❖ Bookstart Plus: A service offered in partnership with local libraries, organised through the speech and language measure. Start date: January 2003.
- ❖ Breastfeeding Support Group: A weekly support group for breastfeeding mothers, some of whom have since taken up training to be breastfeeding support workers in the community. Start date: May 2003.
- ❖ Bumps and Babes: A termly open day at Sure Start to raise ante-natal awareness of the benefits and services that Sure Start can offer. Dates held: May 2003, September 2003.

- ❖ Certificate in Pre School Practice: A recognised qualification offered to local parents who wish to formalise their qualifications. The course is supported by creche facilities. Start date: April 2003.
- ❖ Child Accident Prevention Week: A national event which sure start took part in. A range of activities were provided at baby clinics, schools and play groups in order to raise awareness of accident prevention in the home. Event date: June 2003.
- ❖ Coffee Mornings: A support service offered by Sure Start for local parents to enable them to meet and strengthen community networks. Currently 3 coffee mornings run in the area supported by creche facilities. Start dates: November 2002.
- ❖ Cranial Osteopathy: A weekly service commissioned by Sure Start on a service level agreement for local families. The service which has secured funding in to next year. Start date: February 2003.
- ❖ Craft Creche: A support service offered to local parents by sure start to enable them to meet and engage in craft work. Start date: June 2003.
- ❖ Dads Football: An informal session for local fathers to get together, play football and find out about Sure Start. Start date: June 2003.
- ❖ Fun Days: An open day at Sure Start with lots of activities aimed inclusively at the local community. Dates: October 2001, May 2002, July 2003.
- ❖ Head Start: The Head Start group is based on the High Scope principle + is committed to reacting in a child centred way to children and play. Initially parents attend two sessions whilst children are in a creche in order for parents to take part in the play activities their children usually attend, this is in order that adults can re-experience what it feels like to play. Once this has been demonstrated to parents the children are reintegrated to the group where the child and parent are supported by workers to play together. Start date: June 2003.
- ❖ Holiday Activities: Sure Start offers a range of days out to parents at cost cutting prices. The aim is to encourage parents and their children to explore their local area and have fun! Dates: February 2003, May 2003, July/August 2003.
- ❖ Homeopathy: A weekly service commissioned by Sure Start on a service level agreement for local families. A very popular service which has secured funding in to next year. Start date: June 2003.
- ❖ Homeopathic Minor Illness Course: A course run by a qualified homeopath centred around the treatment of minor ailments for all the family. Sure

Start supports this course with a corresponding creche facility. Plans to run more courses next year. Start date: June 2003.

- ❖ Home Safe Scheme: A scheme where parents can access safety equipment (a stair gate or fireguard) for a minimal charge. Specifically for families on low income. Start date: June 2003.
- ❖ Home Visits: All of the Outreach Home Visiting Team carry out home visits as part of a more holistic approach to families. Referrals can be made through agencies or families can self-refer to provide a service that can be universally accessed in the local community. Start date: November 2002.
- ❖ Keep Fit Creche: A support service offered by Sure Start to local parents to enable them to attend a fitness class. Start date: May 2003.
- ❖ Lunch Bunch: A lunch time session once weekly, reserved places only. This group gives local parents the opportunity to prepare and cook a nutritious, budgeted meal for themselves and their children. The menu is set in advance and the session aims to involve the children in the preparation of the meal, and all parties involved have to sit down as a family and eat the meal at the table. Start date: April 2003.
- ❖ Music Zone: Two sessions of music were run in the holiday play scheme to engage the local community. Start date: March 2003.
- ❖ Parent Toddler Drop In (renamed CATS): A drop in organised by parents for parents. The session provides opportunities to chat and build community networks. Start date: April 2003.
- ❖ Parents Together: The programmes parent forum where a group of local parents meet monthly to discuss issues around Sure Start services and activities. The aim is to empower local parents and give them a voice in terms of the strategic development of sure start. This group feeds in to the partnership board and is supported by creche facilities. Start date: January 2003.
- ❖ Partnership Board Creche: A monthly support facility for local parents who wish to participate in the partnership board meetings.
- ❖ Play Time: A referral based group for those who have been identified as in need of support to play with their children. The group aims to increase parenting skills by focussing on supporting parents to play. The group is targeted at parents with special needs. Creche facilities are provided for children of parents in the group. Start date: June 2003.

- ❖ Pre-Nursery Group: A preparatory group for children about to embark on nursery. The aim is to acclimatise children to the environment and processes they can expect at nursery. Start date: June 2003.
- ❖ Rhyme Time: A service provided in partnership with the library service, using books and props to make a fun time for children. Links to the speech and language measure. Start date: November 2001
- ❖ Saturday Stop: An activity run in partnership with the local library service on the last weekend of every month. Start date: February 2003.
- ❖ School Fayres: Sure Start provides a range of activities and services at a range of local school and community fayres.
- ❖ Smoking Cessation: A group started early in 2003 running over a period of 6 weeks. The smoking cessation advisor and the midwife run the course. There are plans to develop the group further and offer the support necessary to encourage parents to give up smoking. Start date: February 2003.
- ❖ Social Inclusion Project: Two workers, funded by the Children's Fund through SSFW, work with children aged 5-11 years in local schools. They conduct group and individual work around issues such as self-esteem and emotional literacy. Start date: July 2003.
- ❖ Speech and Language Outreach Home Visiting: The speech and language therapist works in a preventative way and visits local children and their families in their home to assess language development. The aim of this is 2 fold, firstly speech and language was identified as an area of concern by the parents in the community consultation. Secondly, it is hoped to reduce the number of children in the system with language delay. Start date: March 2003.
- ❖ Stay and Play: Sessions run as part of 3 local baby clinics. Parents and children have the opportunity to stay, play and chat with other local parents and sure start outreach workers. Start date: November 2002.
- ❖ Toy Library: Sure Start has it's own mobile toy library which visits 4 schools around the area twice weekly. This gives parents the opportunity to provide educational toys for their children with none of the cost. Start date: June 2003.

6. Staffs Perceptions of Meeting Sure Start Targets:

This section describes how the staff perceive current services and activities provided by Sure Start match with the 4 objectives set by the national sure

start unit. The Sure Start plan makes measurable links between the targets and certain activities (see appendix2). The following sections relate staff's views of how activities relate to the broad objectives, taken from interview transcripts. This is by no means an exhaustive description of the activities that relate to targets but demonstrates the way staff relate to the targets in their day to day work. Please note that quotes will not be linked to any single Sure Start worker.

Objective 1: Improving Social + Emotional Development:

There is a general agreement that this objective relates to the general well being of children and how capable they are at dealing with issues brought up in everyday life.

- Outreach Service Groups > E.g. Head Start, baby massage, complementary therapy. These services provide opportunities for families to experience different ways of being in a safe and supportive environment.
- Speech and Language Home Visiting > Language has a massive impact on emotional and social development and social links. This service provides a safe way for language issues to be addressed in the home environment.
- Midwifery > The home visiting midwifery service aims to help women to feel positive about themselves and their families. Central to this is emotional health, which is seen as incredibly important in terms of how families are raised.
- Special Needs Co-ordination > Improved access to services and resources for families with special needs helping to overcome social isolation.
- Counselling Service > A counselling service (RELATE) has been bought in to SSFW in order to help families overcome real blocks, difficulties and traumas which may be effecting the family + learn coping strategies/tools.
- Creche Work > helping children to build relationships with other children and adults, providing them with the tools to help them to integrate in to social life.
- Social Inclusion Project (Children's Fund) > The project goes in to schools and works with children aged 5-11 on issues such as emotional literacy + self esteem.

Objective 2: Improving Health:

All staff view health in a very holistic way and emphasis is often put on the intrinsic link between mental and physical health. As such working on one of these aspects is often seen as working on the other.

- Speech and Language > Parents and children are encouraged to verbalise health issues and learn to find information about any queries, for example libraries.
- Midwifery > Pregnancy is an excellent opportunity to raise awareness of general health and lifestyle issues.
- Midwifery > SSFW provides a holistic pre, peri and ante-natal care and support for the families.
- Lunch Bunch > Teaches families about nutrition, food preparation, budgeting.
- Pre-Nursery Group > Discussions with parents are held specifically around issues such as health and nutrition.
- Play Days > Introducing children to exercise through large physical play equipment and trips away from the city.
- Creche Work > Teaching children basic hygiene (hand washing, toilet training), nutrition, advice to parents.

Objective 3: Improving the Ability to Learn:

Improving the ability to learn is seen as crucial by staff to the development of the individual, the family and the community and is often viewed as centred around issues of confidence.

- Outreach Service Groups > Give families the opportunity to learn in a way that is not about class rooms and books.
- Speech and Language Home Visiting > Language is central to learning and the formation of concepts, the therapist sees this as linked intrinsically to motivation and confidence.

- Speech and Language > The improvement of language skills in the community encourages confidence and the raising of aspirations for parents and their children.
- Training for Parents > Certificate in pre school practice, peer support training, breastfeeding support. All courses encourage and support participation from local families.
- Special Needs Support > Supporting families in resourcing providers of stimulating + integrated settings for children with special needs, for example Head Start and Playtime.
- Creche Work > Quality staff and quality resources are seen to be the crux of improving the ability to learn in the creche setting. Resources are put in to staff development, training and support structures.
- Creche Work > Every attempt is made to involve parents in the activities and learning their child undertakes whilst in the creche, to foster an environment of open communication.

Objective 4: Strengthening Families and Communities:

Staff often sited self-esteem and confidence to be at the centre of strengthening families and this confidence is seen to have a ripple effect out in to the community.

- Outreach Home Visiting Service > This service works on supporting a multitude of family relationships through home visits and groups/services such as the counselling service, the impact of strengthening the individual relationships strengthens the family, and in turn strengthens the community.
- Midwifery + Outreach Home Visiting Service > Reaching out to help families feel confident in taking the opportunities SSFW has to offer.
- Peer Support/Befriending Scheme > This scheme has only recently been implemented but it is envisaged that this service will strengthen community networks by using the community to support the community.
- Creche Work > Gaining trust as a front line service through openness, transparency and honest communication with families.

7. On Partnership Working:

7.1 Staff Interviews about Partnership Working:

All workers at SSFW are committed to partnership working in order to develop service potential and to utilise existing resources in the most effective manner for the local community. Below are some key comments made by staff when interviewed for this report:

- All staff stated in interviews that they felt partnership working is vital, one member of staff noting that 'I can't function in a vacuum'.
- Staff generally feel that the philosophy of partnership working is a sound one, helping to avoid duplication of services and encouraging holistic services, however to make a success of it requires real commitment.
- Staff generally feel that effective communication among agencies and good working relationships are crucial to successful partnership working. The work 'relationship' with individuals is felt to be crucial.
- Misconceptions surrounding sure start generally tend to lead to a difficulty in defining the position. This often results in SSFW not being viewed as a core primary health service by statutory agencies. The issues are complex because voluntary and statutory agencies work so differently, the voluntary agencies '...don't see it as a voluntary agency, yet the statutory sector see us as voluntary and not part of their core business' (taken from interview with programme manager).
- Agencies with similar roles in the community can feel threatened by the presence of SSFW which can result in inflexibility. This can be especially pertinent when working with small voluntary organisations who have struggled for what little funding they have. Often small agencies feel that SSFW with its funding should take over some of their work-load.
- Staff generally feel that even where service level partnership working is not appropriate it is important to be supportive of other agencies and professionals in the field.

- Being open and honest about expectations, limitations and capabilities is crucial to a successful partnership.
- The further up the management chain you climb the more problematic partnership working becomes. Agencies sign up at a senior level to service level agreements but the don't think what it means to do that in pragmatic terms and how they can facilitate the delivery of Sure Start.
- In order for SSFW to be a sustainable project post funding partnership working must be a priority and must happen effectively.

7.2 Partnership Groups Attended by SSFW Staff:

Staff Attending	Name of Group	Other Agencies Involved	Frequency of Meetings	Aims of Group
Programme Manager	Children and Young People's Strategic Partnership	Health, Social Services, Education, Police, Youth Justice	Monthly	To develop a strategic plan for services for children in Plymouth. Developing links with Plymouth's local strategic partnership
Programme Manager	Plymouth Sure Start Managers Group	Managers from 4 Plymouth Sure Starts	Monthly	To promote partnership working between the 4 Plymouth Sure Starts
Programme Manager	Partnership Board	Local schools, PHT, local parents, sure start staff	Monthly	To promote partnership working and guide programme development at SSFW
Midwife	Primary Care Group	GP's + others health care staff	Quarterly	To disseminate information + share opportunities for developing services.
Midwife Health and Family Support Co-ordinator Outreach Team	Sure Start Health + Social Care group	Local health visitors and midwives, GP's	Monthly	To discuss specific aspects of health care + to share info with a view to informing practice.
Midwife	Plymouth Breastfeeding Forum	Health visitors and midwives	Monthly	To promote breastfeeding across the city.
Midwife	SW Regional Breastfeeding Forum	Health visitors and midwives	Quarterly	To promote breastfeeding + to be part of regional in breastfeeding issues.

Midwife	Tamar Midwives Group Meeting	Midwifery colleagues and Team Leader	Monthly	To disseminate information and provide management input on day to day practice.
Midwife	Ernesettle Project Practitioners Lunch	Local workers from health and social education	Monthly	Sharing information + ideas.
Early Years Co-ordinator	Budshead Trust NRF Project	Wide range of local groups, councillors + practitioners	Monthly	To support the development of projects across the Budshead ward for all ages. Links with specific projects.
Early Years Co-ordinator	All Children First EYDCP	All statutory, voluntary and community groups with an interest/involvement with children 0-16 years	Childcare > Termly Full Meeting > Termly	To support + develop opportunities for children 0-14, their families + those who work with them.
Early Years Co-ordinator	North Plymouth Playschemes	COMNET, Children's Fund, Honicknowle, Southway, Ernesettle + Whiteleigh playschemes	Termly	Umbrella organisation for play providers in North Plymouth.
Early Years Co-ordinator	West Park Forum	Parents, locals groups and practitioners	Occasional invite	Links to support local parents with the wider community + agencies. Encouraging parents/youth participation.
Early Years Co-ordinator	Plymouth Play Association	Community education, P.C.C, Sure Starts, Devon at Play	Monthly	Support for play providers across Plymouth.
Early Years Co-ordinator	Focus on Families Action Forum	Community education, Early years, library service, PSLA, DLMA		Multi agency support group, networking + infrastructure.
Special Needs Co-ordinator	Step by Step Steering Group	Social services, CHEN team, Sure Starts, Health, Psychology, Portage service	Every 2 months	To start up + monitor a support group for parents of children aged 0-4 who (may) have special needs.
Health and Family Support Co-ordinator	Family Support Development Group Plymouth	All statutory and voluntary agencies who work with children under 18	Commissioned in June - intensive meetings June -> October	To investigate family support services and develop a family support strategy for Plymouth.
Health and Family Support Co-ordinator	Peri-Natal Depression Forum	Health visitors, Midwifery, Plymouth family support services, CPN's, Health psychologists, CAHMS	Quarterly	Co-ordinate agencies working with families with new babies + improve services + support for families suffering with post natal depression.
Health and Family Support Co-ordinator	Health Needs of Young People in the West of England	All statutory + voluntary agencies involved with children	Monthly	Focussing on the health needs of young children in the South West.

Health and Family Support Co-ordinator	Women's Strategy Steering Group	All statutory and voluntary services involved with women in the area	Twice yearly	To identify service provision of day services for women with an emphasis on creche and therapeutic service development.
Evaluator	SW Regional Evaluation Group	Sure Start evaluators across the south west	Initially an e-mail forum	To share ideas and disseminate information about both national level and local level sure start evaluation.
Evaluator	Evaluator Practitioners Forum	Funders and evaluators from across Plymouth	Quarterly	Discuss issues around evaluation, monitoring, resources and networking.
Evaluator + Health and Family Support Co-ordinator	Sure Start Information Meetings	Representatives from 4 Plymouth Sure Starts, Child Health Information Service	Quarterly	To discuss provision of demographic monitoring information from SLA with Health
Special Needs Co-ordinator	Social Inclusion Steering Group	Education/schools, School nurses, Children's Fund Staff, Social + Housing services, North Plymouth Play Schemes	Termly	To support the aims of Sure Start Four Woods Social Inclusion Project.
Early Years Co-ordinator Early Years Team	Sure Start Play and Learning Group	Local workers	Termly	To disseminate and discuss ideas around play and learning.

8. Successes, Challenges and Recommendations:

This section of the report relates to the key successes and challenges the staff have faced in the last year, and any recommendations they would like to make based on these experiences. The data has been taken from the mapping interview transcripts (see appendix 1). It may be noted that the challenges section is much larger than the other two, this is not to reflect the 'difficult' time that SSFW has had, however it does reflect the issues that staff attempt to resolve on a day to day basis in their everyday work. Although this could be perceived as negative staff feel that the recognition of challenges offers a positive approach to problem solving leading to healthy programme development. Again, the successes do not represent an exhaustive list but those milestones staff most relate to.

8.1 Successes:

- The consultation process which had an inclusive planning process.
- Quality play room constructed quickly.

- On a personal note many staff felt that settling in and feeling part of the team was a huge success.
- The success of the toy library (see appendix 3 for initial analyses of attendance + membership).
- Networks achieved for special needs support and provision.
- Peer support training programme for breastfeeding mums.
- The strength and skills of the team as a whole.
- The free complementary therapy service.
- The success of baby massage (see appendix 3 for initial analyses of attendance + membership)
- Relationships across the area with health visitors and midwives and the Local Health Authority.
- Strong strategic links across Plymouth.

8.2 Challenges:

- Making partnership working happen when you want it to + gaining support from partnership agencies within the time scales. Often issues revolve around how to overcome partnership blocks.
- Ensuring the levels of participation required for services such as the befriending service and the volunteer service.
- Engaging the hard to reach families in the area, those that so far have not been involved or had a voice.
- Misunderstandings about the structure and nature of SSFW have lead to inappropriate referrals, often because the families needs are too complex.
- Due to a lack of professional skills and qualifications recruitment has been a challenge across the programme.
- The sharing of information has been an issue throughout the programme in terms of information received from partner agencies; "...people want to be able to share information but nobody actually wants to give it away". This has impacted upon the speech and language measure where accessing 2 year olds is proving very challenging.
- Some activities such as the smoking cessation and ante-natal classes have not been very successful in terms of uptake, this is to be reviewed for the new year.

- Sure Start more generally has bypassed local authorities and this brings up issues around support from partner agencies. SSFW is often viewed as an 'add-on' to other services.
- The capital programme has proved challenging due to the nature of the area; traditionally there are few premises and scarce land to build on.
- Working with the LEA to ensure proper agreements for the 2 school sites took over 2 years and was majorly delayed, this has had day to day consequences for the working of the team in that they still have no permanent building.

8.3 Recommendations:

- Many staff were very wary of making any recommendations at such an early stage of development.
- More linking and developing of services/activities + resources.
- Finding training opportunities for staff to further develop their skills around special needs, information sharing and awareness raising.
- Management planning on a termly basis.
- More input in to parent/community participation, further training of parents to encourage them to become involved in a more positive way.
- More resources for programme development, as well as programme delivery.
- Spread SSFW across the area from the new building.

Appendix 1:

Mapping Interview
Structure

Interview Structure - Mapping Exercise

1. General descriptive overview of team:

Area of work, aim of programmes/activities, benefits to children/ families/ community, factors influencing programme design

2. Staff make up:

Roles, start dates, management structure

3. Chronological history:

Start dates for activities, consultation processes

4. Activities and services:

How delivered, quality, impact, dissemination

5. Multi agency partnerships:

Role and involvement of local community/ voluntary agencies/ statutory agencies, relationships with agencies

6. Links to SS targets:

- 1) Improving social and emotional development
- 2) Improving health
- 3) Improving the ability to learn
- 4) Strengthening families and communities

7. Evaluation:

What can be done to improve current systems and to embed the evaluation in the programme?

8. Recommendations, Successes and Challenges:

9. Additional Information:

Appendix 2:

Objectives +
Activities

Objectives and Activities

1. Improving Social and Emotional Development:

- 1.1 Home visiting/outreach service
- 1.2 Health visitors/midwives extended services (pnd)
co-ordination – parenting support

2. Improving Health:

- 2.1 Smoking Cessation Programme
- 2.2 Dissemination
- 2.3 Breastfeeding, hygiene and safety – equipment loan scheme
- 2.4 Causes of A+E admissions (respiratory/gastro-enteritis/severe injury)

3. Improving the Ability To Learn:

- 3.1 Specialist speech and language intervention screening programme
(prevention)
- 3.2 Enhanced delivery of play and opportunities
- 3.3 Local children's library service – toy library – family learning packs

4. Strengthening Families and Communities:

- 4.1 Training and opportunities co-ordination – learning co-ordination
- 4.2 Quality Assurance Systems – satisfaction survey
- 4.3 Annual community event – parental involvement – family learning
programme
- 4.4 Employment services
- 4.5 Additional childcare/wrap around care

Appendix 3:

Sure Start Four Woods Membership Database Analysis

Sure Start Four Woods, North West Plymouth Smart Start Database
Quantitative Analysis

Executive Summary

Sure Start has been established by the government with the aim of giving local children the best start in life with the help and support of their families and the community. The programme has an inclusive philosophy which is based on a principle of equal access to services. This report provides an analysis of Sure Start Four Woods membership database in order to ascertain the initial successes of Sure Start in reaching out to children, families and the community in the North West Plymouth area. The report has been taken from the Sure Start Four Woods membership database and as far as possible the data has been cleaned. The report refers to families who are registered and activities that have run between October 2002 and 31st July 2003. Activities have been undertaken at various intervals within this time span.

In total there are 312 families registered with SSFW, totalling 965 individual members, 94 % of these families have children under 4 at 31st July 2003. Of the individual members 429 (44.5 %) have not attended any activity provided by SSFW. The data shows a 2-4% increase in family attendance per month from October 2002 to July 2003. Monthly returns show that between April and June 2003 SSFW increased the number of children under 4 attending activities by 9.6 % through the attendance of new children. The most frequent attendance is for families with children under the age of 1.

Of the 44 activities that have been offered by SSFW since October 2002 several are prominent in terms of attendance; baby clinics, coffee mornings, alternative therapies and the outreach home visiting service, show the highest attendance by families. The report provides a detailed break down of six such activities. The data shows that in the last 3 months (1st May 2003-31st July 003) 45.5 % of the families registered with SSFW have used services/activities. The majority of families (55.6 %) are using only one of SSFW services/activities, with 3.5 % using 6 or more of the services available to them.

Recommendations:

- Continue to reach out to new families and disseminate SSFW through the use of the most popular activities (baby clinics, coffee mornings, alternative therapies, outreach home visiting); ensuring staff/volunteers have service information available for families.
- Encourage families to use other services once they have been introduced to SSFW.
- Target more families with children under 4, more specifically families with children under 1 as these are the most frequent attendees.
- Once families become members of SSFW encourage as many family members as possible to become involved.
- Ascertain the characteristics of the 44.5 % of attendees whose attendance has lapsed and develop strategies for inclusion.
- Disseminate information about SSFW activities to families who are already members to increase attendance at activities.

Sure Start Four Woods, North West Plymouth Smart Start Database Quantitative Analysis

1. Individuals and Families Registered with Sure Start:

Please note that the analysis provided in this report has been taken from the smart start database and as far as possible the data was cleaned before beginning the analysis. Some data has inevitably been caught up in admin processes but it is assumed for the purposes of this report that the data accurately reflects Sure Start membership and attendance. The report encompasses data from the start of the provision of activities up until 31st July 2003 and therefore is only accurate to this date. Activities have been running for various lengths of time within these dates.

Table 1 shows that the smart start database has **965 individual members** of all ages. The majority of individuals on the database live in Whitleigh, followed by Ernesettle. West Park and Honicknowle have a lower percentage of individuals who have become members of SSFW. Unfortunately the database does not provide a breakdown of this data into categories (age, gender etc.).

Table 1. Number of Individuals By Area:

Area	Number of Individuals Per Area	Percentage of Total Number of Individuals Per Area
Ernesettle	270	28 %
Whitleigh	323	33.5 %
Honicknowle	162	16.8 %
West Park	175	18.1 %
Out of area	35	3.6 %
Total	965	

In total there are **312 families** registered with Sure Start Four Woods (SSFW) across the four areas of North West Plymouth. Table 2 shows that households across the different areas generally have the same average number of people per household.

Table 2. Distribution of Families By Area:

Area	Number of families	Average number of individuals per household
Ernesettle	86	3.4
Whitleigh	113	2.9
Honicknowle	47	3.4
West Park	52	3.4
Out of area	14	2.5
Total	312	

Of the families 81 (26 %) do not have any children under 4. Of these 81 households only 19 (24 %) have no children as yet (although some are expecting), the remaining 76 % have children 4 years and over. This amounts to 6 % (equivalent to 19 families) of the total number of families registered with Sure Start who do not have children. It is important to take in to account that some of these children may have been 4 or under at the time of joining SSFW and are still receiving services with their families.

2. New Born Babies in Sure Start:

Between 1st April 2002 and 31st March 2003, 94 babies were born and registered with SSFW. Between 1st April 2003 and 31st July 2003 17 babies were born and registered with SSFW. There are expected to be 38 new births from pregnant mothers who are registered with SSFW between 1st August 2003 and 31st December 2003.

Table 3. Number of New Born Babies Registered with SSFW:

Dates	Number of babies	No. males	No. females	Total
01/04/02-31/03/03	94	40 (43 %)	54 (57 %)	94
01/04/03-31/07/03	17	9 (53 %)	8 (47 %)	17
Total	111	49	62	

The programme was still, at the time of this report, negotiating access to the necessary Health Service data concerning new born babies in the area. A more complete analysis of the implications of these figures can be provided once this data has been received.

3. Sure Start Monthly Information:

The following analysis was provided from data generated for Sure Start as monthly returns and covers 1st April 2003 (when a lot of the activities started) until 31st July 2003. It describes the numbers of children and families seen by SSFW on a monthly basis and separates new from existing members.

Table 4. Children Seen in April 2003:

Age of children seen	Number of children seen
Children >1	24 (40.7 %)
Children >2	14 (23.7 %)
Children >3	11 (18.6 %)
Children >4	10 (16.9 %)
Total	59 (55 existing, 4 new)

Of the children seen in April 6.8 % were new members. In total 91 families were seen in April 2003, 71 of these were existing families (78 %) already using SSFW services. In total 74 parents were seen in this month, 8 of them were new to SSFW (1.4 %).

Table 5. Children Seen in May 2003:

Age of children seen	Number of children seen
Children >1	29 (39.7 %)
Children >2	18 (24.7 %)
Children >3	13 (17.8 %)
Children >4	13 (17.8 %)
Total	73 (65 existing, 8 new)

Of the children seen in May 11 % were new members with SSFW. In total 104 families were seen in May 2003, 83 of these were existing families (79.8 %) already using SSFW services. In total 93 parents were seen in May, 75 (80.6 %) of them were already members of SSFW.

Table 6. Children Seen in June 2003:

Age of children seen	Number of children seen
Children >1	39 (38.2 %)
Children >2	25 (24.5 %)
Children >3	18 (17.6 %)
Children >4	20 (19.6 %)
Total	102 (84 existing, 18 new)

Of the children seen in June 17.6 % were new to SSFW. In total 110 families were seen in June 2003, of these 87 (79.1 %) were families already registered with SSFW. In total SSFW worked with 114 parents in June, of these 21 (18.4 %) were new members.

Table 7. Children Seen in July 2003:

Age of children seen	Number of children seen
Children >1	45 (40.5 %)
Children >2	22 (19.8 %)
Children >3	22 (19.8 %)
Children >4	22 (19.8 %)
Total	111 (108 existing, 3 new)

Of the children seen in July only 3 % were new members to SSFW. In total SSFW worked with 134 families, of these 108 (97 %) were already active members. In total 130 parents were seen in the month of July, of which 124 (95 %) were existing members.

The monthly returns (Table 4-7) show that between April and June 2003 SSFW increased the number of children under 4 attending activities by

9.6% through the attendance of new children. As can be seen from the above table's services for children tend to be most well attended for very young children under 1. Well over half of the children seen each month are 2 and under. It is important to note the success of the programme in continuing to see so many children in to the summer when school has finished. The steady increase in attendance by children and families over the months (shown in Tables 4 – 7) demonstrates that SSFW are effectively providing for member families in the community as well as reaching out to new families, despite the slowing down of activities for the summer period.

4. Individual Attendances by Area:

Table 8. Attendance at Any Activity by Area and Month:

	Oct 02	Nov 02	Dec 02	Jan 03	Feb 03
Ernesettle	0 (0%)	109 (43.4%)	20 (40%)	32 (47.8%)	57 (44.5%)
Whitleigh	0 (0%)	48 (19.1%)	10 (20%)	11 (16.4%)	34 (26.6%)
West Park	6 (31.6%)	44 (17.5%)	8 (16%)	6 (9%)	19 (14.8%)
Honicknowle	9 (47.4%)	42 (16.7%)	8 (16%)	7 (10.4%)	12 (9.4%)
Out of Area	4 (21.1%)	8 (3.2%)	4 (8%)	11 (16.4%)	6 (4.7%)
Total	19 (100%)	251 (100%	50 (100%)	67 (100%)	128 (100%)
	Mar 03	Apr 03	May 03	Jun 03	Jul 03
Ernesettle	61 (34.5%)	113 (39.8%)	134 (41%)	153 (34.7%)	165 (34.4%)
Whitleigh	51 (28.8%)	82 (28.9%)	102 (31.2%)	135 (30.6%)	160 (33.3%)
West Park	29 (16.4%)	43 (15.1%)	44 (13.5%)	75 (17%)	73 (15.2%)
Honicknowle	24 (13.6%)	37 (13%)	37 (11.3%)	55 (12.5%)	62 (12.9%)
Out of Area	12 (6.8%)	9 (3.2%)	10 (3.1%)	23 (5.2%)	20 (4.2%)

Total	177 (100%)	284 (100%)	327 (100%)	441 (100%)	480 (100%)
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The data in Table 8 has been collated for the period 1st October 2002 until 31st July 2003, as October is when the first activities started running. As the Table demonstrates attendance across all areas has increased steadily in the nine months that activities have been running. The area which has the most attendance is Ernesettle consistently throughout the 9 month period. Whitleigh has the second highest attendance rates closely followed by Honicknowle and West Park. The out of area attendance figures remain minimal. This demonstrates the gradual establishment of SSFW in the local area and the growing trust the community are showing in SSFW and its staff.

5. Families Attending an Activity:

The following data has been collated for the period 1st October 2002 until 31st July 2003, as October is when the first activities started running. It is important to note that the smart start database will count all families who attend an activity, therefore if one family attends 2 activities in a month they will be recorded twice.

Table 9. Distribution of Families Attending Any Activity by Month:

Month	Number of Families Attending per Month	Percentage of Total Number of Families Attending
October 2002	8	1.1 %
November 2002	69	9.1 %
December 2002	27	3.6 %
January 2003	44	5.8 %
February 2003	70	9.2 %
March 2003	78	10.3 %
April 2003	94	12.4 %
May 2003	109	14.3 %
June 2003	119	15.7 %
July 2003	142	18.7 %
Total	760	100 %

As Table 9 shows the number of families seen on a monthly basis has been steadily increasing over the ten months that SSFW has been providing services as it becomes established. As Table 9 shows there is a general increase of between 2 - 4 % of families attending per month. The largest increase from one month to the next was between October and November 2002 and between January and February 2003.

6. Children Under 4 Attending Any Activity:

The following data has been collated for the period 1st October 2002 until 31st July 2003, as October is when the first activities started running.

Table 10. Distribution of Children Attending Any Activity by Month:

Month	Number of Children Attending per Month	Percentage of Total Number of Children Attending
October 2002	8	1 %
November 2002	76	9.7 %
December 2002	17	2.2 %
January 2003	18	2.3 %
February 2003	20	2.6 %
March 2003	45	5.7 %
April 2003	110	14 %
May 2003	122	15.6 %
June 2003	178	22.7 %
July 2003	190	24.2 %
Total	784	100 %

As Table 10 shows there has been a gradual increase in the number of children attending any activity over the ten months that SSFW has been running activities and services. The percentage increases show that the most dramatic increases in attendance occurred after March 2003. The increase in attendance slows towards July as services are suspended over the summer.

7. Activity Analysis:

Table 11 shows the large number of activities and services provided by SSFW and contained within the smart start database. This is shown alongside the start dates/duration and the number of families seen in order to show the variety of services offered by SSFW and the uptake. In order to demonstrate attendances at activities it was decided to specify 6 regulated activities to analyse based around the different groups that SSFW provides services and activities for.

Table 11. List of Services and Activities run by SSFW:

Activity/Service	Duration	Number of Families Seen
7 aside football	Mar 03	2
Ante-natal Clinic	Jul 03	5
Aromatherapy	Feb 03 - Jul 03	48
Arts Festival	Jun 03	20
Baby Clinic (Bethany)	Dec 02 - Jul 03	143
Baby Clinic (Ernesettle)	Nov 02 - Jul 03	235
Baby Clinic (Honicknowle)	Oct 02 - Jul 03	155
Baby Massage	Apr 03 - Jul 03	46
Baby Talk	Jan 03 - Apr 03	32
Book Start Plus	Jan 03 - May 03	16
Breastfeeding Group	Jul 03	14
Clothes Sale	May 03	8
Certificate of Pre-school Practice Course (CPP)	Jan 03 - Jul 03	45
CPP Creche	Jan 03 - Jul 03	45
Craft Group	May 03 - Jul 03	14
Craft Group Creche	May 03 - Jul 03	20
Cranial Osteopathy	Feb 03 - Jul 03	123
Dads Football	Jun 03 - Jul 03	7
Exercise Class	May 03 - Jul 03	16
Exercise Creche	May 03 - Jul 03	16
Friday Group (Ernesettle)	Nov 02 - Jul 03	175
Friday Group (Woodfield)	Feb 03 - Jul 03	119
Head Start	Jun 03 - Jul 03	15

Head Start Creche	Jun 03 - Jul 03	19
Home Safety Equipment	May 03	6
Homeopathy	Jun 03 - Jul 03	10
Kangaroo Club	Mar 03	9
Lunch Bunch	Apr 03 - Jul 03	44
Minor Illness Course	Jun 03 - Jul 03	10
Minor Illness Creche	Jun 03 - Jul 03	11
Monday Group	Mar 03 - Jul 03	24
Music Zone	Apr 03	7
Outreach Home Visiting Team	Jan 03 - Jul 03	418
Parent's Together	Jan 03 - Jul 03	30
Parent's Together Creche	Mar 03 - Jul 03	27
Play Scheme	Feb 03	34
Playtime	Jun 03	6
Pre-Nursery	Jun 03 - Jul 03	8
Rhyme Time	Jul 03	8
Rhyme Time - Parents Together	Mar 03	8
Rhyme Time - Squirrels	Mar 03	6
Saturday Stop	Jul 03	4
School Fair	Jul 03	21
Toy Library	Jun 03 - Jul 03	55*

* please note that this number includes only up until July 15th - data to be inputted and updated.

7.1 Activity 1 - Aromatherapy (weekly):

Aromatherapy is one of the services that SSFW buys in for its users. The service began in February and is provided on a weekly basis by appointment. It is available for both adults and children.

Table 12: Distribution of Family Attendances at Aromatherapy:

Month	Number of Families Attending per Month	Percentage of Total Attending
Feb 03	9	18.8 %
Mar 03	11	22.9 %
Apr 03	7	14.6 %
May 03	7	14.6 %
Jun 03	7	14.6 %
Jul 03	7	14.6 %
Total	48	100 %

Average visitors per month: 8

7.2 Activity 2 - Baby Clinics (3 clinics run weekly):

Baby Clinics are run as part of primary care provision by local Health Visitors, where parents come to receive milk for their babies and children. SSFW offers a 'stay and play' clinic after each of the clinics. Parents are encouraged to stay and talk with workers and play with their children. There are three baby clinics in the SSFW area, each of which runs once a week.

Table 13: Distribution of Family Attendances at Bethany Baby Clinic:

Month	Number of Families Attending per Month	Percentage of Total Attending
Dec 02	4	2.8 %
Jan 03	5	3.5 %
Feb 03	10	7 %
Mar 03	12	8.4 %
Apr 03	18	12.6 %

May 03	27	18.9 %
Jun 03	29	20.3 %
Jul 03	38	26.6 %
Total	143	100 %

Average visitors per month: 18

Table 14. Distribution of Family Attendances at Ernesettle Baby Clinic:

Month	Number of Families Attending per Month	Percentage of Total Attending
Nov 02	21	8.9 %
Dec 02	31	13.2 %
Jan 03	21	8.9 %
Feb 03	12	5.1 %
Mar 03	5	2.1 %
Apr 03	42	17.9 %
May 03	34	14.5 %
Jun 03	36	15.3 %
Jul 03	33	14 %
Total	235	100 %

Average visitors per month: 26

Table 15. Distribution of Family Attendances at Honicknowle Baby Clinic:

Month	Number of Families Attending per Month	Percentage of Total Attending
Oct 02	19	12.3 %
Nov 02	13	8.4 %
Dec 02	8	5.2 %
Jan 03	27	17.4 %
Feb 03	1	0.6 %
Mar 03	6	3.9 %
Apr 03	14	9 %
May 03	8	5.2 %

Jun 03	27	17.4 %
Jul 03	32	20.6 %
Total	155	100 %

Average number of visitors per month: 16

Table 16. Distribution of Family Attendances at All Baby Clinics:

Month	Number of Families Attending per Month	Percentage of Total Attending
Oct 02	19	3.5 %
Nov 02	34	6.3 %
Dec 02	43	7.9 %
Jan 03	53	9.8 %
Feb 03	23	4.2 %
Mar 03	23	4.2 %
Apr 03	74	13.6 %
May 03	69	12.7 %
Jun 03	102	18.8 %
Jul 03	103	19 %
Total	543	100 %

Average number of visitors per month: 54

7.3 Activity 3 - Baby Massage (5 week courses):

Baby massage is a service offered to teach parents techniques for massaging and soothing their babies and young children. Both parents and babies attend a five week course. Three of these courses have been run across a three month period.

Table 17. Distribution of Family Attendances at Baby Massage:

Month	Course	Number of Families Attending	Percentage of Total Attending
April	1 + 2	20	43.5 %
May	2	11	23.9 %
June	No course	0	0 %
July	3	15	32.6 %
Total		46	100 %

Average number of visitors per course: 15

7.4 Activity 4 - Certificate in Pre School Practice (CPP) Course and Creche:

The Certificate in Pre-school Practice Course is run for parents who are interested in formalising their skills and obtaining a child care qualification. In order for the course to run successfully a crèche is provided alongside to allow those have young children to attend without distraction. The course runs consistently throughout the months with the crèche running parallel. As Table 18 shows the number of children attending the crèche does not always tally with the number of adults attending the course. There are many possible explanations for this, for example if a parent is caring for a friends child that child would be put in to the crèche as well as the carers own child, or a parent who usually utilises the crèche facility may have made alternate arrangements for child care on the day.

Table 18. Distribution of Family Attendance at CPP Course and Creche:

Month	Number of Adults Attending CPP Course	Percentage of Total Number of Adults Attending	Number of Children Attending CPP Creche	Percentage of Total Number of Children Attending
Jan 03	6	13.3 %	6	13.3 %
Feb 03	4	8.9 %	4	8.9 %
Mar 03	6	13.3 %	6	13.3 %
Apr 03	6	13.3 %	8	17.8 %
May 03	6	13.3 %	6	13.3 %
Jun 03	11	24.4 %	8	17.8 %
Jul 03	6	13.3 %	7	15.6 %
Total	45	100 %	45	100 %

Average number of children attending crèche per month: 6

Average number of adults attending course per month: 6

7.5 Activity 5 - Outreach Home Visiting Team (daily visits):

The Outreach Home Visiting Team consists of five workers (2 generic, 1 special needs, 1 young parent specialist, 1 midwife) who go in to the homes of parents with young children in order to offer help, advice and support where it is needed most. The service began in January 2003 and the case load has built steadily over the last 9 months as more contacts are made. This is a generic service for all users of SSFW. Families and individuals are referred through two separate processes; individuals can self refer whilst using other services or by phone, and families are referred through other agencies.

Table 19. Distribution of Family Visits by Outreach Home Visiting Team:

Month	Number of Families Visited	Percentage of Total Families Visited
Jan 03	23	5.5 %
Feb 03	22	5.3 %
Mar 03	29	6.9 %
Apr 03	63	15.1 %
May 03	86	20.6 %
Jun 03	102	24.4 %
Jul 03	93	22.2 %
Total	418	100 %

Average family visits per month: 60

7.6 Activity 6 - Ernesettle Friday Group (weekly):

The Friday Group is a coffee morning group run in the local community for parents to drop in and chat, find out about services on offer and participate in the steering of SSFW services and activities. It is run weekly at the local Children's Centre and the attendance rates have grown gradually over the 9 months it has been operational.

Table 20. Distribution of Family Attendances at Friday Group:

Month	Number of Families Attending per Month	Percentage of Total Attending
Nov 02	14	8 %
Dec 02	9	5.1 %
Jan 03	21	12 %
Feb 03	21	12 %
Mar 03	17	9.7 %
Apr 03	22	12.6 %
May 03	29	16.6 %
Jun 03	18	10.3 %
Jul 03	24	13.7 %

Total	175	100 %
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Average visitors per month: 19

8. Family Use of Services/Activities In Last Three Months:

Within the last three months 142 of the 312 (45.5 %) families registered with SSFW have used one of the services/activities. The table below shows the distribution of services used by families in this period, it shows that the majority of families using SSFW services are using one. This is seen as a very positive indication that Sure Start are reaching out to the local community. Once members have been introduced to one service they can be directed to others provided by SSFW as it becomes established and trust grows. Encouragingly, 13 % of families are using 4 or more of the services you see offered in table 11 within the last three months.

Table 21. Service Use by Families in Last Three Months:

Service Use	Number of Families Using Services	Percentage of Total Attending
Used 1 Service	79	55.6 %
Used 2 Services	31	21.8 %
Used 3 Services	13	9.2 %
Used 4 Services	10	7 %
Used 5 Services	4	2.8 %
Used 6-10 Services	5	3.5 %
Total	142	100 %

The database shows that 78 children under the age of four have not attended any activity for 3 months or more. It is important to note that this does not indicate that these children have never attended but refers only to the period 1st May - 31st July. It also indicates that of the 965 individual members 429 (44.5 %), from 194 households have not attended any activity provided by SSFW. Of these 80 (8.3 %) are under the age of four. There may be many explanations for this data, when applying for membership the primary carer is asked to complete the form for the whole family, all adults and children. It may, therefore, be that the primary carer

registers the whole family on the membership form but only themselves and the youngest child(ren) attend SSFW activities, for example baby clinic.

References:

Sarantakos. S, (1998), 2nd Ed., Social Research, London, Macmillan