

**EVALUATION REPORT**

**MEASURING CHANGE IN  
SURE START BRIDGWATER**

**SURE START BRIDGWATER 2004**

## **ACKNOWLEDGEMENTS**

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## 1. EXECUTIVE SUMMARY

### **Background**

- 1.1 A survey was carried out during spring 2001 and repeated in autumn 2003. The purpose of this survey was to assess the impact that the Sure Start Bridgwater programme has had on the local area. In addition, a number of other sources of data were analysed to establish whether any change had taken place in the Sure Start Bridgwater area.

### **Methods**

- 1.1. A postal questionnaire survey was carried out at the start of the programme to provide baseline data against which to measure change. The postal questionnaire was then repeated during 2003. In addition, analysis of secondary data collected by the programme and elsewhere was carried out.

### **Results**

- 1.2. The data shows that change has taken place in the following areas:

#### Improving Social and Emotional Development

- 1.3. The programme has been able to achieve and maintain progress towards the target relating to child protection. It is recommended that the programme looks towards developing a more locally relevant and challenging target for child protection.
- 1.4. The programme has been successfully providing support to all mothers identified as having post-natal depression.
- 1.5. There is still room for improvement with regard to the percentage of children that are contacted within two months of birth. Currently the programme is able to reach 86% of children within two months of birth.

#### Improving Health

- 1.6. There has been a 6% reduction in the number of Sure Start respondents reporting that they smoke.
- 1.7. There has been a 7.9% increase in the percentage of Sure Start respondents that report their health to be good or better.
- 1.8. There has been a reduction of 8.2% of Sure Start respondents who report eating five portions of fruit and vegetables each day. Factors that currently prevent Sure Start families from increasing their intake of fruit and vegetables include price, time and quality of produce.

### Improving Children's Ability to Learn

- 1.9. 49% of children assessed were considered to have a speech and language delay.
- 1.10. 70% of children are able to access good quality play and learning opportunities.
- 1.11. The use of library services has increased with 10.6% of Sure Start eligible families classed as 'active borrowers'. The library van has shown particular success in increasing the number of issues to local pre-schools.

### Strengthening Families and Communities

- 1.12. 37.9% of children aged 0-4 years live in households where no adult of working age is in employment.
- 1.13. To date there are 61 full time equivalent places in the Sure Start area.
- 1.14. The area where most improvement is noted in services and facilities is for pre-school children. 46.4% of Sure Start respondents consider services for pre-school children to have improved.
- 1.15. Fear of crime has reduced for Sure Start respondents across a range of different areas. In addition, there has been a reduction in the number of respondents reporting local problems for their area.
- 1.16. Analysis of data from the Health and Social Needs Database shows that Hamp continues to have high levels of deprivation, with levels of deprivation in Eastover increasing.

### **Conclusions**

- 1.17. The programme will need to consider how best to respond to the recent Health and Social Needs Analysis which shows that although the levels of deprivation in Eastover are increasing, Hamp currently has one of the highest levels of deprivation for children throughout Somerset.
- 1.18. The measuring change study shows that the programme is moving successfully towards a number of its key targets and outcomes. The programme now needs to focus on the areas where it needs to make further progress to meet the targets set out by the Sure Start Unit.

## 2. **BACKGROUND**

### **The Sure Start Approach**

- 2.1. Sure Start Bridgwater was launched in 2000 as a Sure Start local programme. Sure Start local programmes aim to support and provide additional services for families with children aged under four.
- 2.2. All Sure Start local programmes are provided with funds to develop their programmes in accordance with Sure Start objectives. The current objectives for Sure Start local programmes are as follows:
  - Objective 1: Improving Social and Emotional Development
  - Objective 2: Improving Health
  - Objective 3: Improving Children's Ability to Learn
  - Objective 4: Strengthening Families and Communities
- 2.3. The development of the Sure Start local programmes in the U.K have been strongly influenced by the National Head-Start programme in the United States which has been running since 1965. The approach and thinking behind Sure Start local programmes focuses on providing additional and concentrated services to children at an early age, and encouraging uptake of a range of children and family services. This approach is expected to lead to long term gains in terms of health, social and educational development for the cohorts of children who pass through the Sure Start programmes.

## **Sure Start Bridgwater**

- 2.4. Sure Start Bridgwater covers two areas, namely Hamp and Eastover. Hamp consists mainly of council and housing association housing, whilst Eastover tends to consist of mainly privately owned terraced housing.
- 2.5. Sure Start Bridgwater is an area based initiative. Services are provided to the target group living within the boundaries of a Sure Start programme. The Sure Start approach offers a one stop approach to access a range of different services, for example, health, education and social care. The services provided complement and build on the current services that exist.
- 2.6. Sure Start Bridgwater is based in a large house on the edge of the Hamp estate, known as Sure Start House. The house contains office space for Sure Start staff, as well as providing a venue for a nursery setting and drop in groups and services. Staff carry out outreach work from this base and hold a number of different types of groups and sessions at venues across the Sure Start Bridgwater area.
- 2.7. At Sure Start Bridgwater a multi disciplinary team has been developed to support the local community. This team consists of health, education, social care and community professionals. There are three core teams, the Education team, the Community and the Health team, with interagency working taking place both within and across the teams.
- 2.8. The work of Sure Start Bridgwater is overseen by the Management Group. A wide range of community members, parents, statutory and voluntary agencies are represented on this group. In addition, there are team meetings among the staff who deliver services as part of the Sure Start Bridgwater programme and any issues can be raised through the Management Group if necessary.
- 2.9. Sure Start Bridgwater was launched in autumn 2000. Evaluation of the programme began shortly after this date and a community questionnaire was carried out in order to provide baseline information against which we could measure change.
- 2.10. The work presented here aims to answer the following questions:
  - What changes have taken place in the Sure Start Bridgwater area over the past three years?
  - In particular, what changes have taken place for families with young children?
- 2.11. To answer these questions, the study draws upon a range of different evidence from the community questionnaire, along with secondary analysis of other locally available data.

## **What evidence is there that Sure Start local programmes work?**

- 2.12. Sure Start local programmes are required by the Sure Start Unit to employ or commission local evaluation to inform the development and progress of their programme. Over time, local evaluation will help to evidence what progress has been made by Sure Start programmes, and in what areas.
- 2.13. In order to answer the broader question about whether Sure Start works, and in what context it works, Birbeck College (University of London) have been commissioned to carry out a National Evaluation of Sure Start (NESS). However, it takes time to build up an evidence base about the impact and outcomes of Sure Start, and only after a number of years have passed will we be able to judge whether Sure Start programmes are effective.
- 2.14. Head Start programmes in the United States have been carrying out research and evaluation for a number of years. The evaluation from the Head Start programme relies on evidence from trials where children were randomly assigned to receive support, or to act as a control group against which we can measure change. Evidence<sup>1</sup> from Head Start suggests that early intervention with pre-school children and families may have a number of positive benefits which include increased educational and social-emotional development compared to other children of their age. Parents reported less depression and their children had higher immunization rates than children in the control group.
- 2.15. Evidence provided by Head Start has helped to shape Sure Start programmes. In addition, there is evidence about early years development which has helped to shape Sure Start local programmes.
- 2.16. The scope of the study discussed here, is to assess what changes may have taken place within the Sure Start Bridgwater area over the short term. We cannot yet answer questions about whether we are observing changing trends and long term impacts. However, we can look at what has happened within the Sure Start area since 2001.

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<sup>1</sup> [http://www.nhsa.org/research/research\\_re\\_bites-ehsc.htm](http://www.nhsa.org/research/research_re_bites-ehsc.htm)

### 3. **METHODS**

#### **Questionnaire**

- 3.1. During March 2001, a postal questionnaire was sent out to 3598 households. The sample frame was drawn from a list of residents registered with a GP who lived in the Sure Start Bridgwater area. This questionnaire provided baseline data about a range of issues important to the focus of Sure Start Bridgwater.
- 3.2. A second questionnaire was sent out to 4593 households within the Sure Start Bridgwater area during autumn 2003. The second questionnaire asked similar questions to the first questionnaire, with some additional questions added in order to capture data for those targets which may have been introduced since the first questionnaire was sent out.
- 3.3. In order to ensure a good response rate, two reminders were sent out for each round of the questionnaire. A postcard reminder followed by a replacement questionnaire was sent out at two week intervals.
- 3.4. All questionnaire data was input and checked to ensure high data quality. The data was then exported to SPSS (Statistics Package for the Social Sciences) and analysed. The data was weighted by age, gender and area to ensure that any differences observed in the two data sets were not caused by a change in the characteristics of people responding to the questionnaire on the second round.
- 3.5. Copies of the questionnaires are contained within the Appendices.

#### **Secondary Data Analysis**

- 3.6. A search was carried out to track locally available data which might provide additional indicators of change in the area. This data was then analysed and the results are presented later in this report.
- 3.7. Monitoring data is routinely collected by Sure Start Bridgwater. An analysis of the numbers of people accessing Sure Start services and progress towards targets was undertaken as part of this study.
- 3.8. The Health and Social Needs Analysis Group provided an important source of information for this study. They have produced two publications (1999<sup>2</sup>, 2002<sup>3</sup>) which look at wards across Somerset and rank them according to levels of deprivation. This data has been used to look at changes that have taken place between 1999 and 2002.

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<sup>2</sup> Health and Social Needs in Somerset 1999

<sup>3</sup> Health and Social Needs in Somerset 2003

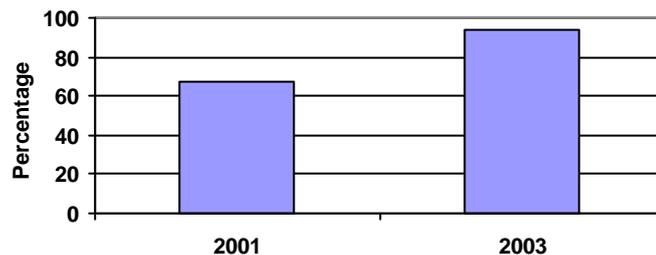
#### 4. RESULTS

- 4.1. The first questionnaire that was carried out in early 2001 had an adjusted response rate of 53% (1910). The response rate for the second questionnaire was 45.8% (2106).
- 4.2. One difficulty that any area initiative faces when trying to measure change occurs as a result of people moving in and out of the area. The results show that Sure Start families are particularly likely to move homes, with 42.9% (91) of our sample having moved home in the past three years, since the start of the Sure Start Bridgwater. Amongst the wider community, 22.8% (467) of respondents had moved home within the past three years.

#### **Has Sure Start Bridgwater increased reach and awareness of the programme ?**

- 4.3. Sure Start Bridgwater has increased awareness amongst Sure Start families by 26.4% since 2001. Amongst Sure Start households, awareness of the programme had increased from 67% (102) in 2001 to 93.4% (198) in 2003.

**Chart 1: Awareness of the Programme for Sure Start Families**



- 4.4. Sure Start Bridgwater has also increased awareness in the wider community since 2001. In 2001, 43.9% (790) of respondents had heard of Sure Start Bridgwater. By 2003 awareness had increased to 67.9% (1376) of respondents.
- 4.5. The use of Sure Start services has also increased considerably since 2001. Whilst 15.1% (16) of families had used Sure Start Bridgwater services in early 2001, 62.7% (133) of Sure Start eligible families report having used their services by autumn 2003. There is no significant difference in take up of services for Hamp and Eastover, with 62.6% (72) of Hamp respondents having used Sure Start services, compared to 62.9% (61) of Eastover respondents.

## **What evidence is there that Sure Start Bridgwater has helped to Improve Social and Emotional Development?**

### **Objective 1: Improving Social and Emotional Development**

In particular, by supporting early bonding between parents and their children, helping families to function and by enabling the early identification and support of children with emotional and behavioural difficulties.

#### **Public Service Agreement target**

To reduce the proportion of children aged 0-3 in the 500 Sure Start areas who are re-registered within the space of 12 months on the child protection register by 20 per cent by 2004.

#### **Service Delivery Agreement targets**

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

One hundred per cent of families with young children to have been contacted by local programmes within the first two months of birth.

- 4.6. The programme has been able to reach and maintain a reduction in the numbers of children who are re-registered on the child protection register. This target has been achieved and no children have been re-registered on the Child Protection Register. It is suggested that the programme gives consideration to developing a local target with regard to child protection.
- 4.7. There are some difficulties in accurately measuring post-natal depression. However, the monitoring data that is available suggests that all mothers that are identified as having post-natal depression are being provided with support. Support is provided through Home-Start and the post-natal depression support group provided by the programme.
- 4.8. The Sure Start Bridgwater database shows the reach figures for the programme. This figure provides information about the percentage of children that the programme has had contact with since the start of this year. In the Sure Start Bridgwater area, there were 676 children aged under four years as at October 2003. Of these children, the programme has had contact with a total of 560 children within the area, which means the programme has achieved a reach figure of 82.8% over the past year. In addition to this, staff have also seen a further 101 children outside of the programme area.
- 4.9. Sure Start Bridgwater has not yet reached the target to contact 100 per cent of families with young children within the first two months of birth. In 2002/2003, the

programme saw 86% (142/165) of families within the first two months of birth. This is a 6% increase on the year 2001/2002, when the contact rate was 80%.

### **What evidence is there that Sure Start Bridgwater has helped to Improve Health?**

#### **Objective 2: Improving Health**

In particular, by supporting parents in caring for their children to promote healthy development before and after birth.

#### **Public Service Agreement target**

To achieve by 2004 in the 500 Sure Start areas, a 10 per cent reduction in mothers who smoke in pregnancy.

#### **Service Delivery Agreement targets**

Parenting support and information to be available for all parents in Sure Start areas.

All local programmes to give guidance on breast feeding, hygiene and safety.

A 10 per cent reduction in children in the Sure Start area aged 0-3 years admitted to hospital as an emergency with gastro-enteritis, a respiratory infection or a severe injury.

- 4.10. Accurate and reliable data regarding the reduction of mothers who smoke in pregnancy and breast feeding is not available at this stage. Data is unable to be provided by the local health agencies in the format required to assess progress towards this target. However, smoking cessation groups which have been set up locally are being used by Sure Start families.
- 4.11. Parenting support and information is provided from a range of different professionals working within Sure Start Bridgwater. 60.6% (389) of Sure Start families have been given information and support during 2002/2003. In addition, drop in groups and support is available to provide support on breast feeding, hygiene and safety.
- 4.12. There were 20 emergency admissions in Sure Start Bridgwater. Sure Start Unit will provide additional data over time to allow the programme to judge whether a reduction in admissions have taken place.
- 4.13. During 2001, 31.1% (567) of respondents from the wider community reported that they smoke. During 2003 this had reduced slightly with 28.2% (570) of respondents reporting that they smoke. Amongst Sure Start families, in 2001, 36.6% (56) of respondents reported that they smoke, compared to 30.6% (64) in 2003. There has therefore been a greater reduction in smoking amongst Sure Start families than amongst the wider community.

- 4.14. In 2001, 68.9% (1253) of respondents from the wider community reported that their health was good or better. There has been little change in this area, and in 2003, 69.7% (1410) of respondents reported their health to be good or better. Amongst Sure Start families during 2001, 83.1% (127) of respondents reported that their health was good or better, compared to 91.0% (192) in 2003. Again, we can see that there has been a greater rise in self rated health amongst Sure Start families as compared to the wider community.
- 4.15. We asked respondents in the area about how their health compared to one year ago. For both 2001 and 2003, the majority of respondents in the wider community reported that their health was about the same as a year ago or better (72.7%/1328 and 74.3%/502 respectively). Amongst Sure Start respondents, there was also little change in the percentage of respondents reporting that their health was better than a year ago (86.2%/132 in 2001 compared to 86.6%/181 in 2003).

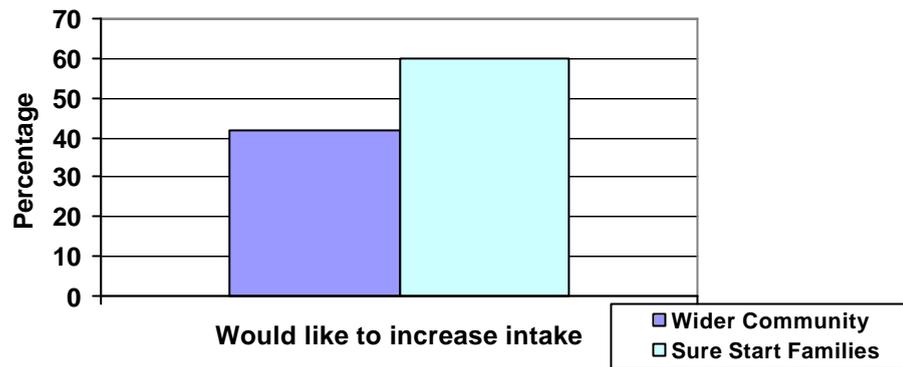
#### Long standing illness

- 4.16. There has been little change in the levels of long standing illness, disability or infirmity for respondents for the wider community. It will however be interesting to monitor changes over time. In 2001, 46.1% (820) of respondents from the wider community reported that someone in their household had a long standing illness, disability or infirmity, compared to 45.4% (908) in 2003.
- 4.17. For Sure Start respondents there has been a reduction in the numbers reporting long standing illness, disability or infirmity. In 2001, 30.8% (47) of Sure Start respondents reported that someone within their household had a long standing illness, disability or infirmity, compared to 26.1% (55) in 2003.

#### Fruit and Vegetable intake

- 4.18. There has been an increase in the percentage of residents from the wider community that report eating five plus portions of fruit and vegetables per day. In early 2001, 52.4% (897) reported eating five plus portions of fruit and vegetables per day. This increased to 57.3% (1006) by autumn 2003.
- 4.19. There has been a decrease in fruit and vegetable intake for Sure Start families responding to our survey. During 2001, 61.5% (91) of Sure Start families reported that they ate five or more portions per day. In 2003, 53.3% (105) of Sure Start respondents reported that they eat five plus portions per day.

**Chart 2: Fruit and Vegetable Intake**



Barriers to increasing fruit and vegetable intake

- 4.20. Amongst the wider community, 42.0% (809) of respondents would like to increase their intake of fruit and vegetables. There are a number of barriers which stop respondents who wish to increase their intake of fruit and vegetables from doing so. The largest barriers to increasing intake include the price of fruit and vegetables (21.4%/438), time (16.4%/335) and the quality of fruit and vegetables (7.0%/144).
- 4.21. Sure Start families are even more likely to want to increase their intake of fruit and vegetables. 59.9% (124) of Sure Start families would like to increase their intake, and as with the wider community find that price (32.5%/69), time (25.9%/55) and quality of produce (15.6%/33) stop them from doing so.

**What evidence is there that Sure Start Bridgwater has helped to Improve Children’s Ability to Learn?**

**Objective 3: Improving Children’s Ability to Learn**

In particular, by encouraging high quality environments and childcare that promote early learning, provide stimulating and enjoyable play, improve language skills and ensure early identification and support of children with special needs.

**Public Service Agreement target**

To achieve by 2004 for children aged 0-3 in the 500 Sure Start areas, a reduction of five percentage points in the number of children with speech and language problems requiring specialist intervention by the age of 4.

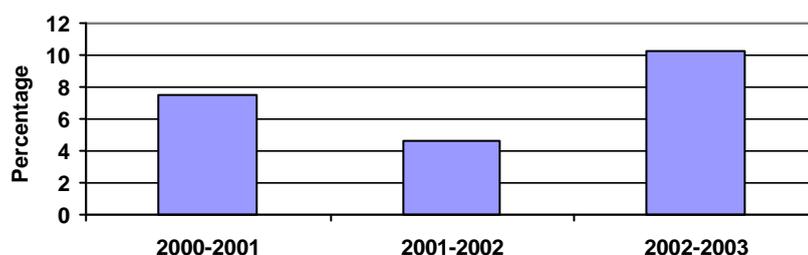
**Service Delivery Agreement targets**

All children in Sure Start areas to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school.

Increase the use of libraries by parents with young children in Sure Start areas.

- 4.22. We are not at a point to assess whether a change has taken place in the percentage of children with a speech and language delay as this year provides a baseline against which future change can be measured. However, during 2002/2003, in the sample tested, nearly half (49%/39) of children aged four years were considered to have a speech and language delay.
- 4.23. During 2002/2003, 70% of children in the Sure Start Bridgwater area were able to access good quality play and learning opportunities.
- 4.24. Data provided by the library service was analysed to assess whether use of library services by Sure Start families has increased since 2001. The chart below shows how library membership has changed over the past three years. After a decrease in the number of users for the year 2001-2002, the number of library users aged under four years has now begun to increase, with 10.3% (68) of Sure Start eligible families classified as 'active borrowers'.

**Chart 3: Active Borrowers in the Sure Start Area**



- 4.25. The mobile library service set up by Sure Start Bridgwater has successfully increased the number of items that it has issued on the mobile library van to children, adults and pre-schools. The total number of items issued in 2001-2002 was 1324. This grew to 1684 in the year 2002-2003. One of the most noticeable increases in the number of issues was to the pre-schools that the library van visits. The number of items issued to pre-schools increased from 156 items in 2001-2002 to 440 items in 2002-2003.

## What evidence is there that Sure Start Bridgwater has helped to Strengthen Families and Communities?

### **Objective 4: Strengthening Families and Communities**

In particular, by involving families in building the community's capacity to sustain the programme and thereby create pathways out of poverty.

#### **Public Service Agreement target**

By 2004 to reduce by at least 12 per cent the number of 0-3 year old children in Sure Start areas living in households where no one is working.

#### **Service Delivery Agreement targets**

Seventy five per cent of families reporting personal evidence of an improvement in the quality of services providing family support.

All Sure Start programmes to have parent representation on the local programme board.

All Sure Start programmes to have developed local targets for ensuring links between the local Sure Start partnership and Employment Service Jobcentres.

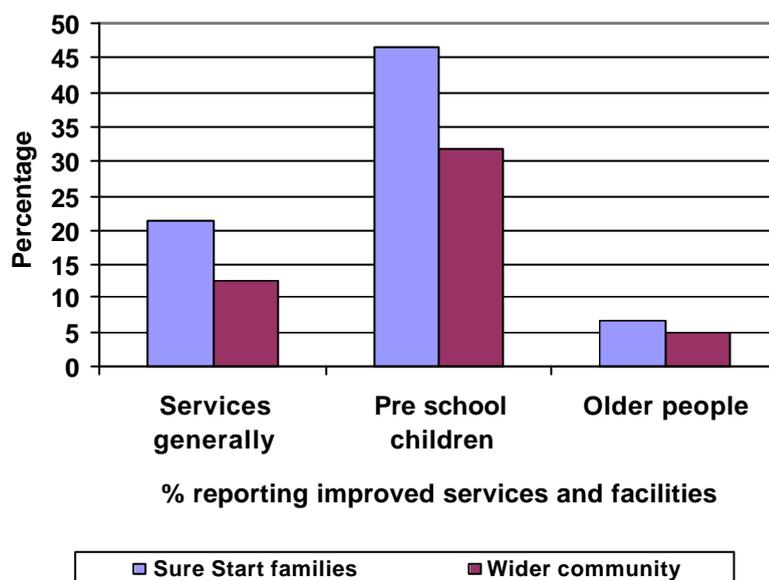
All Sure Start programmes to work with their EYCDP (Early Years Childcare Development Partnership) to help close the gap between the availability of accessible childcare for 0-3 year olds in Sure Start areas and other areas.

- 4.26. Data from the Sure Start Unit suggests that 37.9% of children aged 0-4 years live in households where no adult of working age is in employment. Progress against this target will be considered as and when we receive additional updated information from the Unit. The programme have developed links with '4 Wards for Work' to work towards the employment target.
- 4.27. Sure Start Bridgwater is working proactively with the Early Years Childcare Development Partnership to ensure accessible childcare, and to date there are 61 full time equivalent childcare places in the area.
- 4.28. Respondents in the Sure Start Bridgwater area were asked about whether they felt that the provision of services had changed over the past three years. The data shows that the area where most improvement is noted in services and facilities is for pre-school children. This change has been noted by both Sure Start families (46.4%/72) and the wider community (31.9%/321). Respondents also note that services have improved more generally in the area. The following table shows the reported changes.

**TABLE 1: Changes to Local Services**

	% of Sure Start families reporting improvements	% of wider community reporting improvements
Services and facilities generally in Sure Start area	21.3	12.4
Services and facilities for pre-school children in Sure Start area	46.4	31.9
Services and facilities for older people in Sure Start area	6.7	5.0

**Chart 4: Changes to Local Services**



- 4.29. Sure Start Bridgwater continues to have parents represented at management board level. During 2002/2003, 29% (5) of the management board were parents.
- 4.30. As part of the community questionnaire, we investigated people's perceptions of their local area, as a further measure of the extent to which Sure Start Bridgwater may have contributed towards strengthening families and communities.
- 4.31. Respondents were asked about whether they were happy living in their area. For both groups levels of happiness with the area in which they live have increased. In 2001 amongst the wider community, 72.3% (1302) of respondents reported that they were happy living in their area. In 2003, levels of happiness amongst this group had increased to 83.6% (1706). For Sure Start respondents, 79.0% (120) reported that they were happy with their area in 2001, compared to 84.9% (180) in 2003.
- 4.32. The percentage of people wishing to move from the area remains unchanged. The percentage of respondents which would like to move from the area is higher

amongst Sure Start families. In 2001, 44.1% (66) of Sure Start respondents reported that they would like to move from the area compared to 45.0% (95) in 2003. Amongst respondents from the wider community, 35.2% (636) reported that they would like to move from the area in 2001, compared to 33.8% (687) in 2003.

- 4.33. There has been a small rise in reported levels of friendliness amongst respondents, with levels of friendliness rising amongst those in the wider population from 86.6% (1565) in 2001 of respondents to 88.7% (1798) in 2003. For Sure Start families, 87.0% (131) of respondents reported that people in their area were friendly compared to 89.9% (187) in 2003.
- 4.34. There has been an increase in the number of respondents in the wider community who think the reputation of the area is good or very good. In 2001, 66.3% (1180) of respondents felt that their area had a good or very good reputation compared to 69.8% (1376) in 2003. There has been no such rise for Sure Start families. From those that responded it appears that they report little change in the reputation of the area over the past three years. 66.2% (95) of respondents reported that the reputation of the area was good or very good in 2001, compared to 66.8% (137) in 2003.
- 4.35. The survey considered fear of crime in the area as an indicator of the strengthening families and communities objectives. We have seen a reduction in the fear of crime across all areas for Sure Start families. Fear of crime has also reduced in the wider population across many but not all areas.

**TABLE 2: Areas where fear of crime has reduced**

Area where fear of crime has reduced	Wider Community (% worried or very worried)		Sure Start Families (% worried or very worried)	
	2001	2003	2001	2003
Sexual Assault	26.8% (458)	24.1% (424)	27.2% (41)	23.0% (47)
Assault/Mugging			35.2% (54)	32.4% (67)
Car crime			70.1% (106)	68.1% (143)
Domestic Violence	11.9% (204)	10.0% (178)	15.4% (23)	9.3% (19)
Burglary			68.5% (104)	65.2% (137)
Property Vandalism	58.2% (1017)	56.4% (1061)	63.2% (96)	51.9% (108)
Harassment	29.9% (513)	24.5% (439)	28.9% (44)	22.3% (46)
Verbal Abuse	33.9% (587)	29.2% (532)	35.0% (53)	25.9% (54)

Note: shaded areas indicate that fear of crime has risen – see following table

- 4.36. Fear of crime has not increased for any area overall for Sure Start families. Increases in the fear of crime have been reported for respondents in the wider community for the areas of assault, burglary and car crime.

**TABLE 3: Areas where fear of crime has increased**

Area where fear of crime has increased	Wider Community (% worried or very worried)		Sure Start Families (% worried or very worried)	
	2001	2003	2001	2003
Assault/Mugging	40.2% (696)	42.2% (776)		
Burglary	66.9% (1191)	67.8% (1331)		
Car crime	59.9% (1042)	62.0% (1157)		

Note: shaded areas indicate that fear of crime has risen

- 4.37. Respondents were asked to indicate areas that they considered to be a particular problem for their local area. For Sure Start respondents, all areas are seen as less of a problem with the exception of disturbance by neighbours, assaults and smells and fumes. The following two tables below illustrate in more detail and for the wider community the areas which respondents indicate have become more of a problem and less of a problem over the past three years.

**TABLE 4: Areas which are less of a problem**

Areas which are less of a problem	Wider Community (% reporting as a serious problem)		Sure Start Families (% reporting as a serious problem)	
	2001	2003	2001	2003
Poor Lighting			17.3% (26)	15.0% (31)
Drugs			36.8% (56)	36.1 (75)
Disturbance by children	19.2% (334)	15.3% (288)	22.7% (35)	13.5% (28)
Disturbance by neighbours				
Speeding Traffic	48.8% (852)	46.9% (904)	61.0% (93)	55.9% (118)
Burglaries	35.1% (614)	32.1% (608)	34.5% (52)	27.5% (57)
Litter			34.9% (53)	33.3% (70)
Assaults				
Vandalism	35.0% (613)	29.2% (559)	36.4% (55)	23.4% (49)
Nuisance from dogs	25.9% (449)	21.1% (400)	31.4% (47)	27.1 (57)
Smells and fumes				
Public transport			9.4% (14)	8.8% (18)

Note: shaded areas indicate that these areas are more of a problem

**TABLE 5: Areas which are more of a problem**

Areas which are MORE of a problem	Wider Community (% reporting as a serious problem)		Sure Start Families (% reporting as a serious problem)	
	2001	2003	2001	2003
Poor Lighting	12.3% (210)	12.8% (238)		
Drugs	34.0% (583)	35.4% (662)		
Disturbance by children				
Disturbance by neighbours	8.8% (152)	9.4% (177)	7.1% (11)	11.5% (24)
Speeding Traffic				
Burglaries				
Litter	36.1 (636)	40.0% (778)		
Assaults	10.9 (185)	14.3% (264)	10.3% (15)	13.6% (28)
Vandalism				
Nuisance from dogs				
Smells and fumes	16.0% (273)	20.6% (386)	17.0% (26)	17.8% (37)
Public transport	7.6% (130)	10.9% (202)		

Note: shaded areas indicate that these areas are more of a problem

### Health and Social Needs Analysis

- 4.38. The Health and Social Needs Analysis database looks at a number of different variables. Deprivation measures are calculated to consider the level of deprivation for three different groups, all ages, children (under 18 years) and older people (over 65 years). Each ward is ranked according to its level of deprivation in relation to other wards in Somerset.
- 4.39. The analysis looks in particular at what has happened for the ‘all ages’ measure, and the children’s measure. The analysis shows that for both of these measures, whilst there has been little change in deprivation levels for the ward of Hamp between 1999 and 2002, Eastover’s level of deprivation has increased since 1999.

**TABLE 6: Changes in Deprivation Measure (ranked across Somerset)**

	Hamp Rank in 1999	Hamp Rank in 2002	Eastover Rank in 1999	Eastover Rank in 2002
All ages measure	1	1	9	5
Children’s measure	1	1	14	11

## 5. DISCUSSION OF RESULTS

- 5.1 The following information draws the reader's attention to some of the complexities that are faced when trying to measure change in an area based initiative. Despite these complexities, the data collected still provides a valuable insight into changes that have taken place in the area over the past three years.
- 5.2 The data collected has been weighted for age, gender and area to ensure that changes are not simply as a result of a change in the characteristics of respondents. Although we can be confident about changes that have been noted by those responding to our survey, we cannot generalise to non-responders so easily.
- 5.3 There are many difficulties in measuring change within an area based initiative including pinpointing exactly what has led to change within an area. In the Sure Start Bridgwater area there are a number of different initiatives taking place alongside the Sure Start local programme such as the Education Achievement Zone, and the Single Regeneration Budget. These programmes have worked in collaboration with one another, and in a number of key areas their work often overlaps. Therefore, even when change has taken place, it is difficult to judge which area of the programme, or area based initiative has made the difference.
- 5.4 It will be interesting to see whether any changes that have taken place within the Sure Start Bridgwater area persist over time. At this stage we can only establish what has happened over a short period of time. Further evaluation will be necessary to establish whether these are changing trends for the area, and the National Evaluation of Sure Start will be able to provide more detailed information about whether the benefits persist over time.
- 5.5 There have been some difficulties in measuring change against some of the targets specified by the Sure Start Unit. As Sure Start Bridgwater was a trailblazer programme, some targets have been changed, and the data requested has not always been available from local partner agencies either in the way specified or of a particularly reliable nature. Data that was to be provided by the Sure Start Unit has in fact turned out to be limited and currently the programmes have only been provided with data at one point in time for a number of variables, which means that progress cannot be measured on a number of key issues.
- 5.6 As reported earlier, Sure Start families are particularly likely to move homes, with 42.9% (91) of our sample having moved home in the past three years. They may have moved from another home within the Sure Start Bridgwater area, or moved in from outside of the area. In addition, there will be a number of Sure Start families who have therefore moved out of these homes and possibly outside of the area who we are unable to trace. This causes difficulties in measuring change for Sure Start families, especially if they move away from the area.
- 5.7 The data provided will contribute to and complement the work of the National Evaluation team in building an evidence base about the impact of Sure Start programmes across the country.

## 6. CONCLUSIONS AND RECOMMENDATIONS

6.1. The data shows that change has taken place in the following areas:

### Improving Social and Emotional Development

- 6.2. The programme has been able to achieve and maintain progress towards the target relating to child protection. It is recommended that the programme looks towards developing a more locally relevant and challenging target for child protection.
- 6.3. The data that is available suggest that the programme has been successfully providing support to all mothers identified as having post-natal depression.
- 6.4. There is still room for improvement with regard to the percentage of children that are contacted within two months of birth. The latest figures suggest that the programme is still increasing its reach figures which currently stand at 86% of children contact within two months of birth.

### Improving Health

- 6.5. There has been a 6% reduction in the number of Sure Start respondents reporting that they smoke.
- 6.6. There has been a 7.9% increase in the percentage of Sure Start respondents that report their health to be good or better.
- 6.7. There has been a reduction of 8.2% in the percentage of Sure Start respondents who report eating five portions of fruit and vegetables each day.
- 6.8. Factors that currently prevent Sure Start families from increasing their intake of fruit and vegetables include price, time and quality of produce.

### Improving Children's Ability to Learn

- 6.9. 49% of children assessed were considered to have a speech and language delay.
- 6.10. 70% of children are able to access good quality play and learning opportunities.
- 6.11. Use of library services has increased with 10.6% of Sure Start eligible families classed as 'active borrowers'. The library van has shown particular success in increasing the number of issues to local pre-schools.

### Strengthening Families and Communities

- 6.12. 37.9% of children aged 0-4 years live in households where no adult of working age is in employment.
- 6.13. To date there are 61 full time equivalent places in the Sure Start area.
- 6.14. The area where most improvement is noted in services and facilities is for pre-school children. 46.4% of Sure Start respondents consider services for pre-school children to have improved.
- 6.15. Fear of crime has reduced for Sure Start respondents across a range of different areas.
- 6.16. There has been a reduction in the number of Sure Start respondents who see a range of different issues as problems for their area.
- 6.17. The programme will need to consider how best to respond to the recent Health and Social Needs Analysis which shows that although the levels of deprivation in Eastover are increasing, Hamp currently has one of the highest levels of deprivation for children throughout Somerset.
- 6.18. The measuring change study shows that the programme is moving successfully towards a number of its key targets and outcomes. The programme now needs to focus on the areas where it needs to make further progress to meet the targets set out by the Sure Start Unit.

## **APPENDICES**



## Appendix 1















## Appendix 2

