

**COMMUNITY SATISFACTION  
SURVEY 2004**

**RESEARCH REPORT PREPARED FOR  
SURE START WEST REDCAR**

**MAY 2004**

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### **Appendix - The Questionnaire**

## **A1 INTRODUCTION**

This report details the findings of a community satisfaction survey carried out by McCallum Layton on behalf of the Sure Start programme in West Redcar, in Spring 2004.

### **A1.1 Background And Objectives**

An initial baseline measurement of satisfaction with services for young children among local parents is to be collected early on in the operation of each Sure Start programme. A follow-up measurement is then to be collected 3 years later, to track progress. This is a formal local evaluation requirement of the National Sure Start Unit.

The survey objectives are, on the one hand, to collect certain baseline statistics required by the Unit, eg:

- μ Parents' perceptions of the quality of local services for young children
- μ The proportion of parents who report reading to their children regularly

and on the other, to collect information to allow the programme to measure the impact that Sure Start is having in the area.

### **A1.2 Method And Sample**

The survey was carried out by means of face-to-face interviews with parents of under 4's who live within the programme's defined boundary. Interviews were conducted by members of McCallum Layton's professional market research fieldforce, in March 2004.

The bulk of the interviewing took place out and about in the community - outside nurseries and primary schools, shops, GP surgeries etc, and on the street in between - and therefore gives us a random sample of local parents/carers. We planned to conduct 140 interviews in this way, which equates to around 20% of the programme's target audience; in the event, 147 were achieved.

In addition to this random sampling, the programme wished specifically to canvas the views of the 20 or so refugee/asylum seeker families in the area. A door-knocking approach was therefore used to achieve as many interviews as possible with these. Interviewers were accompanied by the programme's Refugee Support Worker so that he could provide any reassurance that may be necessary to encourage these individuals to take part in the survey, and act as interpreter if required. In total, a further 17 interviews were achieved among these families.

The charts and tables in this report are based on the random sample of 147, as these provide representative statistics for the community (and for the sake of comparability in future). A separate analysis has also been done, however, of the 17 refugee family respondents - wherever their views and experiences differ from the random sample, this is commented on in the text. Comparisons drawn between other sub-groups in the sample (such as age group, whether or not they are in paid employment etc) are based on the total of 164 interviews.

The research was introduced as being 'a survey being carried out in the area about services for young children' - no mention of Sure Start was made at the outset, in order that awareness of the programme could be measured during the interview itself. A copy of the questionnaire used can be found in the appendix to this report.

## **A2 SUMMARY AND CONCLUSIONS**

### **Summary Of The Key Findings**

The main survey sample represents an unbiased cross-section of parents of children aged under 4 in West Redcar. Respondents are interviewed at random outside schools, shops, and just walking about in the area. The following two key findings will therefore be particularly useful for the programme:

- μ 98% of parents of under 4's were aware of Sure Start
- μ 52% of all parents of under 4's have used or taken part in any Sure Start services/activities

31% of respondents only have children in the age range being targeted by Sure Start. Around two thirds of parents, then, also have older children. 8%, though, are very new parents, having only a child aged one or under.

A fifth of respondents, 22%, have been living in the area for 2 years or less.

According to these results, around two fifths of children aged under 4 (42%) are living in a household where there is no adult in paid employment, and a third, 34%, are living with a single parent.

69% of parents are making use of nursery/playgroup facilities (most commonly Lakes school nursery and the Roseberry Square playgroup), and 19% attend parent and toddler groups (mostly at Roseberry Square).

95% said that they read to their under 4's on a regular basis. 43% are making use of book library facilities (Roseberry Square or Redcar central library, in most cases).

8% use the mobile toy library.

The main health centres/GP practices being used by this sample are Coatham Road Health Centre and Saltscar and Coatham Surgeries, but there are a number of others also being used by respondents.

53% of respondents have any children at primary school, the main ones among this sample being Lakes, Greengates and Riverdale.

Nearly three quarters of respondents, 73%, expressed satisfaction with the area in general as a place to bring up children; 26% were dissatisfied. The reasons given by those expressing dissatisfaction generally related to perceptions of the area as rough and untidy, drug misuse and anti-social behaviour.

Concerning local services for young children, 87% expressed satisfaction overall, and 12% were dissatisfied. 43% said that they feel things are better for children in the area now compared to a year ago, but 17% said worse.

Satisfaction levels with specific types of service and facility locally (GP services, nurseries, schools, support services etc) were generally reasonably high. The exception was outdoor play areas - 47% expressed dissatisfaction with local provision. Only a third of respondents indicated satisfaction or dissatisfaction either way with speech and language support.

When asked what they would like to see improved in the area, in the context of services and facilities for young children, the most common response focused on outdoor play. Other themes concerned raising the level of safety and cleanliness in the area, together with providing more facilities for older children (to reduce the impact that anti-social behaviour can have on younger ones) and action to tackle crime.

As noted above, nearly all respondents have heard of Sure Start. Moreover, when asked what Sure Start is set up to do, most are able to give answers that reflect the true nature and activities of the initiative.

The most common means by which respondents first came to know of Sure Start were being told about the programme by a health visitor or midwife, word of mouth from another parent, or having received a leaflet through the door.

52% of all respondents have accessed Sure Start services/activities, and a further 21% have been contacted by the programme. If these are added to the users, then the total proportion of respondents that the programme can be said to be personally in touch with is 73%. A further 17% have at least seen information about the programme.

When users were asked what they would like to see improved about Sure Start, if anything, a quarter had suggestions to make. These tended to focus on the programme providing 'more of the same', though, rather than its needing to take action to address any perceived problems.

22% of all respondents have used either of the Sure Start crèches. 85% of all respondents indicated that they would be prepared to pay a nominal charge to use a crèche service; willingness is higher among those who have used the crèches than those who have not, but even 79% of non-users said they would be prepared to pay.

Of those who know about Sure Start but have not yet used it, 73% said they might do so in future. Reasons given for not having made use of the programme yet were most commonly to do with not having time, or not perceiving a the need.

The programme's efforts to engage the refugee/asylum seeker families housed in the area appear to have been successful – 88% have heard of Sure Start, and 41% have used services or activities.

These families are less likely than 'average' to have anyone in paid employment, but also less likely to be headed by a lone parent. They are rather less likely to use book libraries and to read to their children regularly.

### **Conclusions**

Perceptions of the area and of the services and facilities available to them and their young children are generally positive. Approaching their second birthday, the programme has clearly made a very good start, with strong awareness and usage.

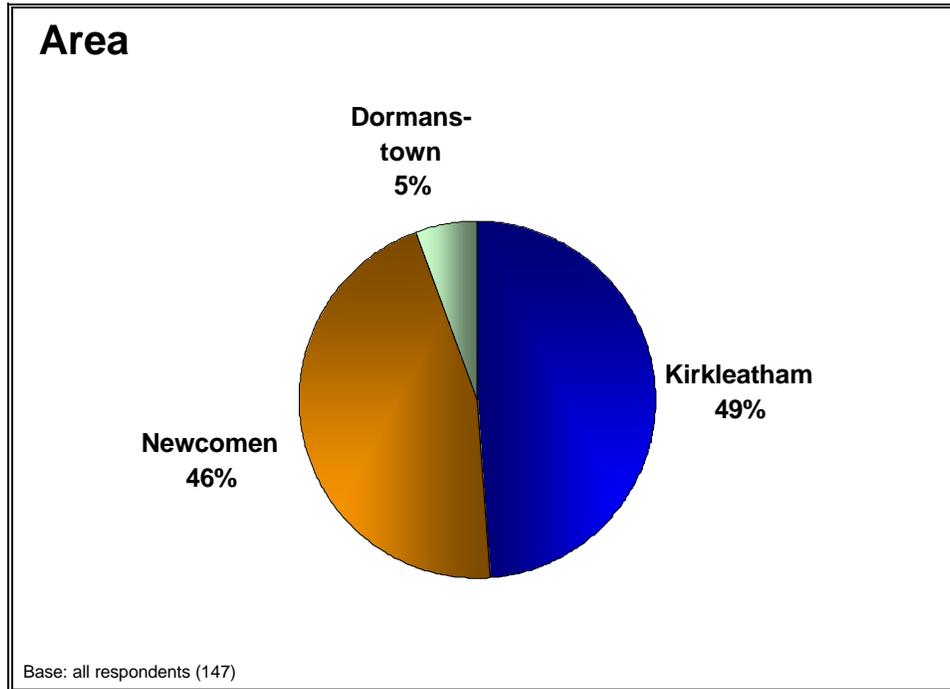
A number of issues are raised by these results, though, that the programme may wish to consider, going forward. Some of the key ones, in our view, are:

- μ Whatever the actual extent of drug misuse, crime and anti-social behaviour is in the area, a number of parents perceive these to be problems, and in some cases, getting worse. This factor can depress confidence, and create or increase a sense of isolation, which can make it all the harder for services to engage those most in need of them. What can the Sure Start programme do, in partnership with others, to improve this situation?
- μ Two fifths of the young children in the area are living in households where there is no adult in paid employment. Can the programme encourage an improvement in training and work opportunities locally?

- μ Half of parents in the area have not yet made use of Sure Start activities and services. While it would be unrealistic to hope to achieve 100% usage, what can be done to engage more of these non-users? Many of them say they do not have time, or do not perceive a need. Are services available at times to suit different 'lifestyles'? Are there ideas for new services that could be offered that parents might have an interest in, in order to get them 'through the door'?
- μ Nearly a quarter of parents have moved into the area within the last 2 years. Usage of Sure Start is higher among established residents than newcomers. Is the programme in a position to promptly identify new entrants to West Redcar, and gear up to make contact with them?
- μ Parents making use of nurseries, playgroups and parent & toddler groups think highly of these. A few of those who are not accessing parent & toddler groups feel that provision is poor. Are there sufficient facilities, accessible to the whole community?
- μ Perceptions of facilities and opportunities for outdoor play locally are very poor. What can be done to improve provision here?
- μ Usage of books among the refugee families is rather lower than the rest, presumably because of language issues. Can the programme help ensure these children do not miss out on forming good book usage habits?

**B1 SAMPLE PROFILE****B1.1 Area**

The majority of the representative sample respondents live in Kirkleatham or Newcomen, reflecting the spread of the population.



Nearly all of the refugee respondents (15 out of the 17) live in Newcomen.

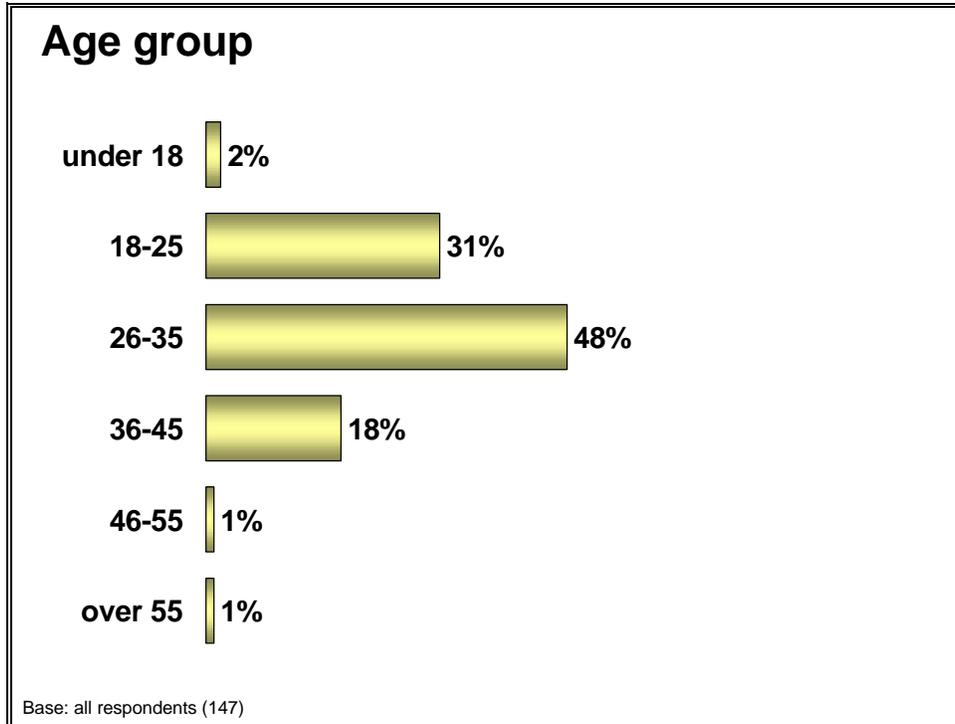
**B1.2 Gender**

The majority of respondents taking part in this survey (132 out of the representative 147) were female, but 10% were a male parent, guardian or carer.

24% of the 17 refugee family respondents were male.

### B1.3 Age

Most respondents (79%) were aged between 18 and 35, although 20% were older than this. Three individuals were aged under 18.



Among the refugee respondents, all but one was aged between 18-35.

### B1.4 Profile Of The Children

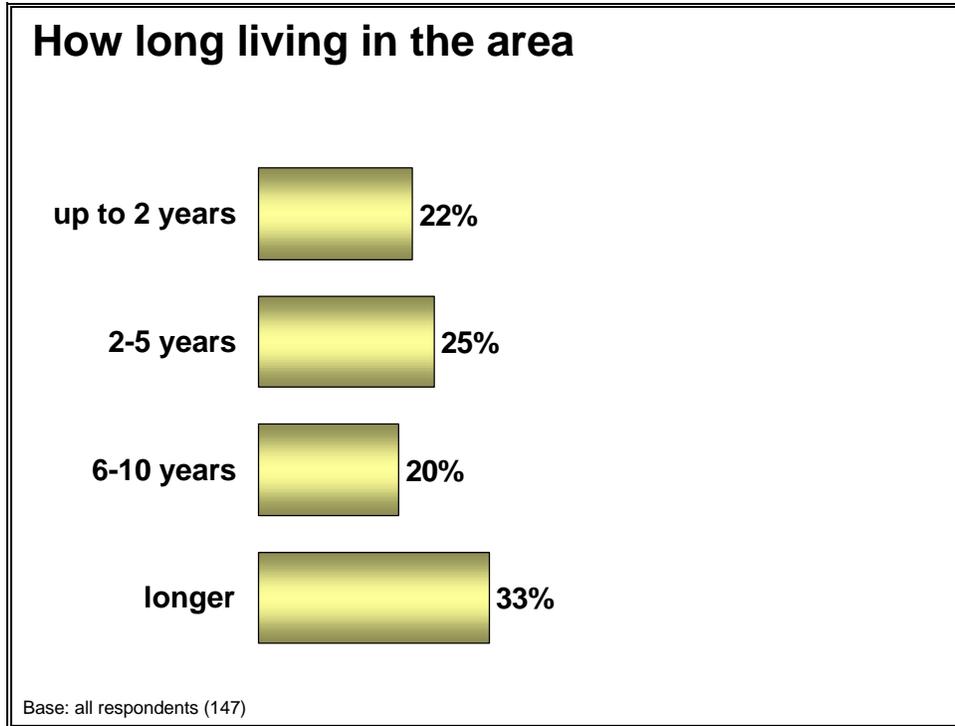
Respondents were asked for the age(s) of all their children. In total, these 147 respondents have 331 children (mean average 2.3 each). They have a total of 152 children aged under 4 (mean average 1.0 each).

31% of the sample only have children in the target age range for Sure Start (under 4). However, 69% also have older children - 53% have any 4-7's, 31% have any 8-11's, and 16% have any secondary school age children. 5% have any children aged over 18.

Just under one in 10, 8%, only have a child aged one or under, and hence are very new parents.

**B1.5 Length Of Time Living In The Area**

All respondents were asked how long they have been living in West Redcar:

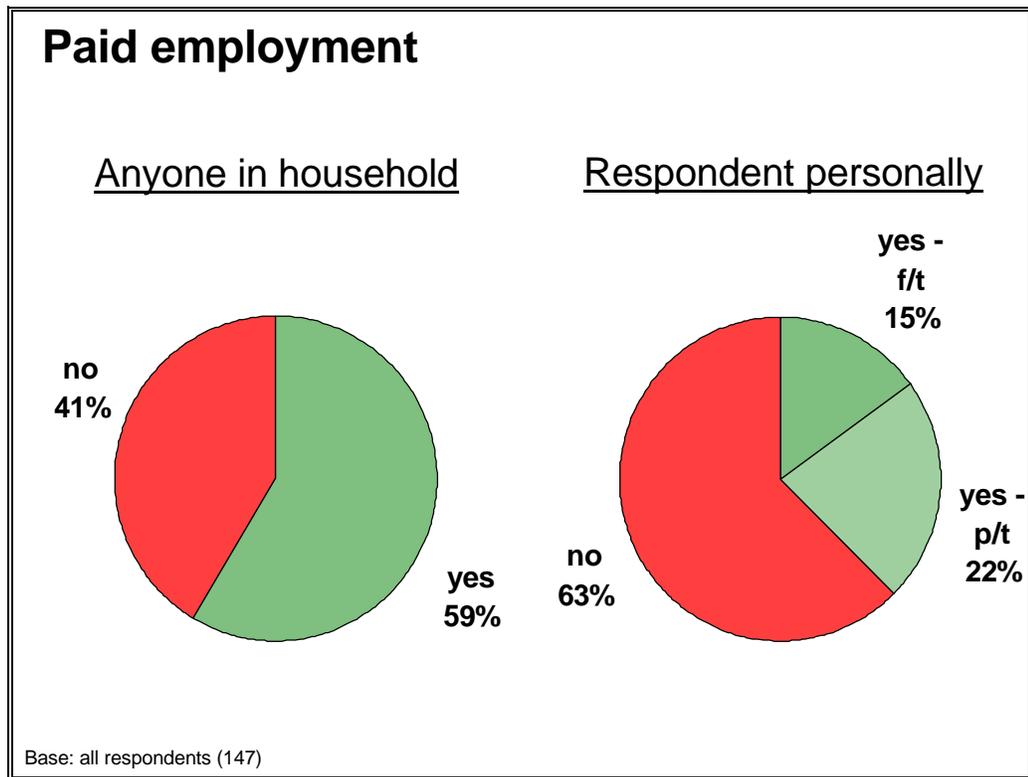


A third are well established residents, having lived in the area for longer than 10 years. Nearly a quarter, though, are new to the area, having moved in within the last 2 years.

All of the refugee respondents have moved in within the last 5 years.

## B1.6 Employment

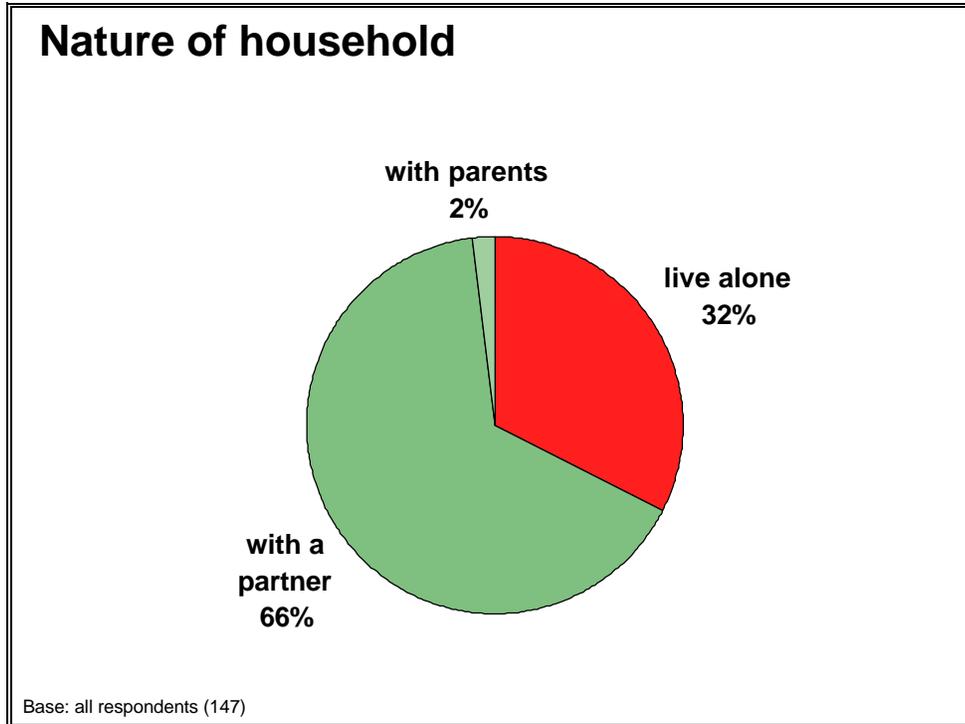
All respondents were asked if there are any adult(s) in their household in paid employment, and if so, whether they personally are in paid employment, either full-time or part-time:



41% of respondents, and 42% of the 152 children under 4 that are looked after by this sample, are in households where there is no adult in paid employment. Among the refugee sample, as many as 79% of their under 4's are in a household where there is no-one in paid employment.

## B1.7 Lone Parents

Respondents were asked whether they live on their own, with a partner, with their parents etc:



Just under a third of the representative sample, 32%, said they are living on their own. These households contain 34% of the under 4's. Among the refugee sample, this figure was slightly lower, at 26%.

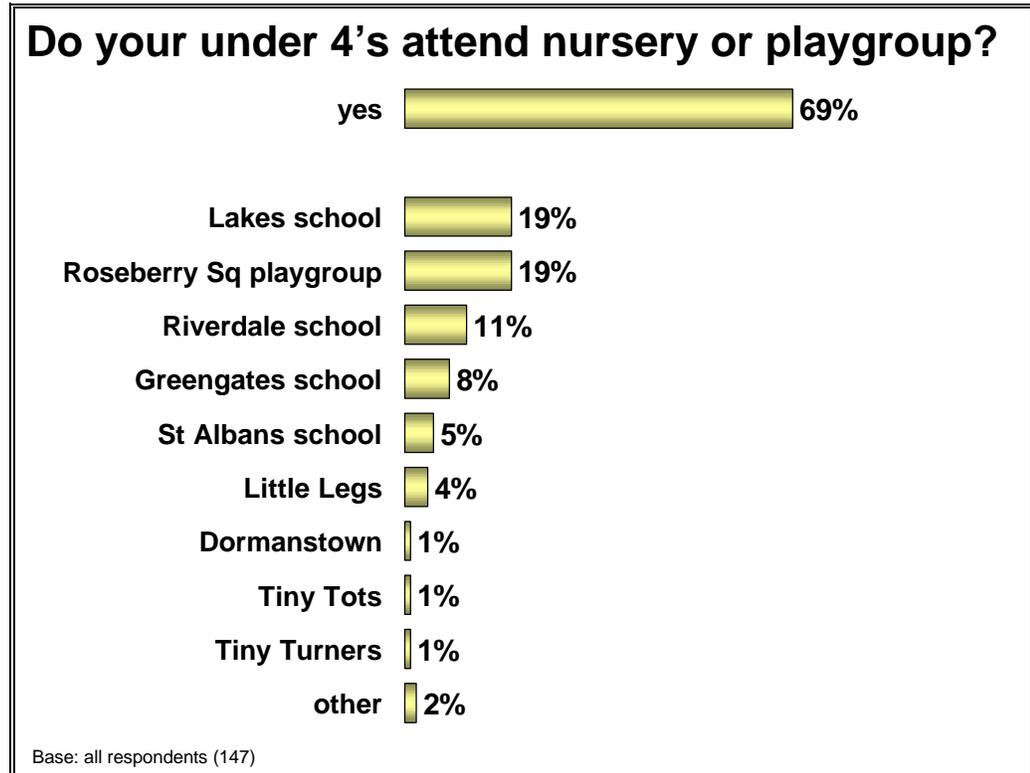
Those respondents aged up to 25 were the most likely to be living on their own (47%).

Of those living on their own, 13% are in paid employment. 27% of them have moved into the area within the last 2 years.

## B2 USAGE OF FACILITIES

### B2.1 Nursery/Playgroup Usage

Over two thirds of respondents said that their under 4's attend nursery or playgroup.



The facilities being used most commonly are the Lakes and Riverdale school nurseries and the playgroup at Roseberry Square. The 'others' shown above, mentioned by just one respondent each, were Redcar day nursery, Balty, and Redlands school.

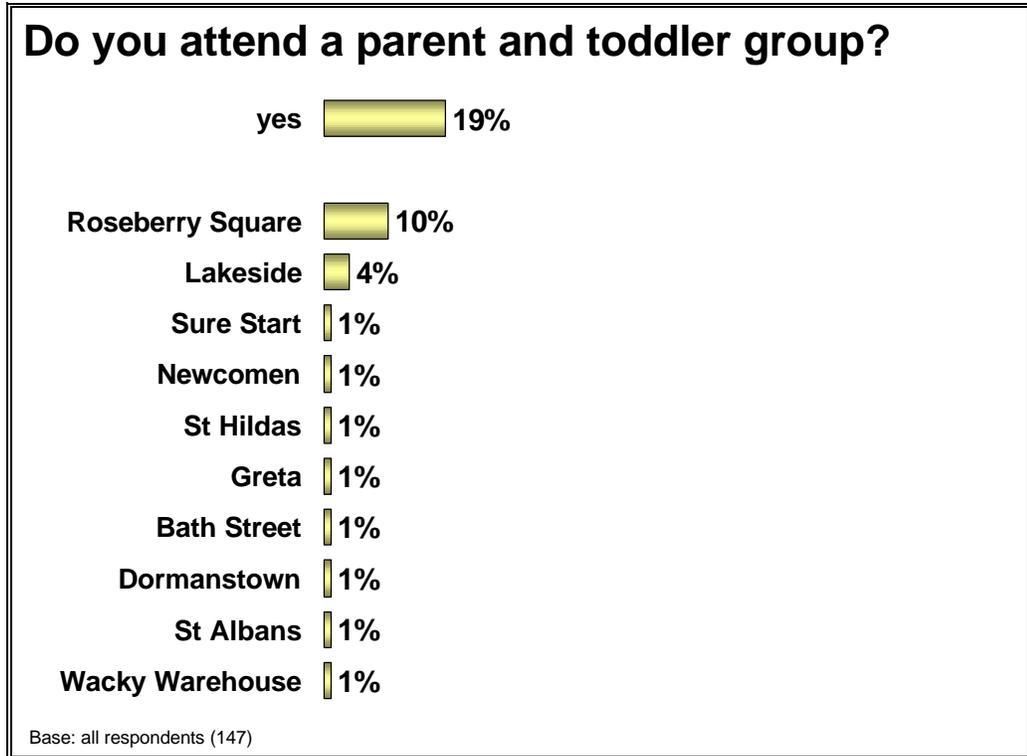
Those in paid employment are rather more likely (at 78%) than those who are not (62%) to be using nurseries and playgroups.

Kirkleatham residents are rather less likely to be using such facilities, at 62%, compared to 72% in Newcomen.

Among the refugee sample, 59% are making use of nursery/playgroup facilities.

## B2.2 Parent & Toddler Group Usage

About a fifth of respondents said that they attend any parent and toddler group:

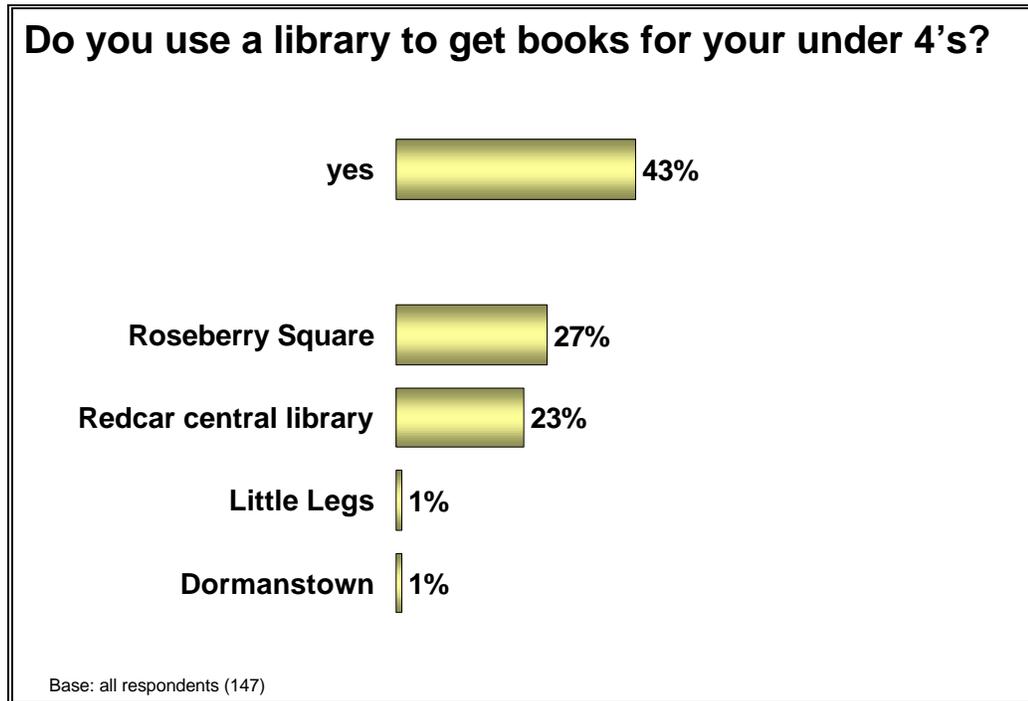


18% of the refugee respondents said that they use such facilities.

### B2.3 Library Usage

Respondents were asked if they use the mobile toy library to get toys for their under 4's, and 8% said that they do. 18% of the refugee respondents said that they do.

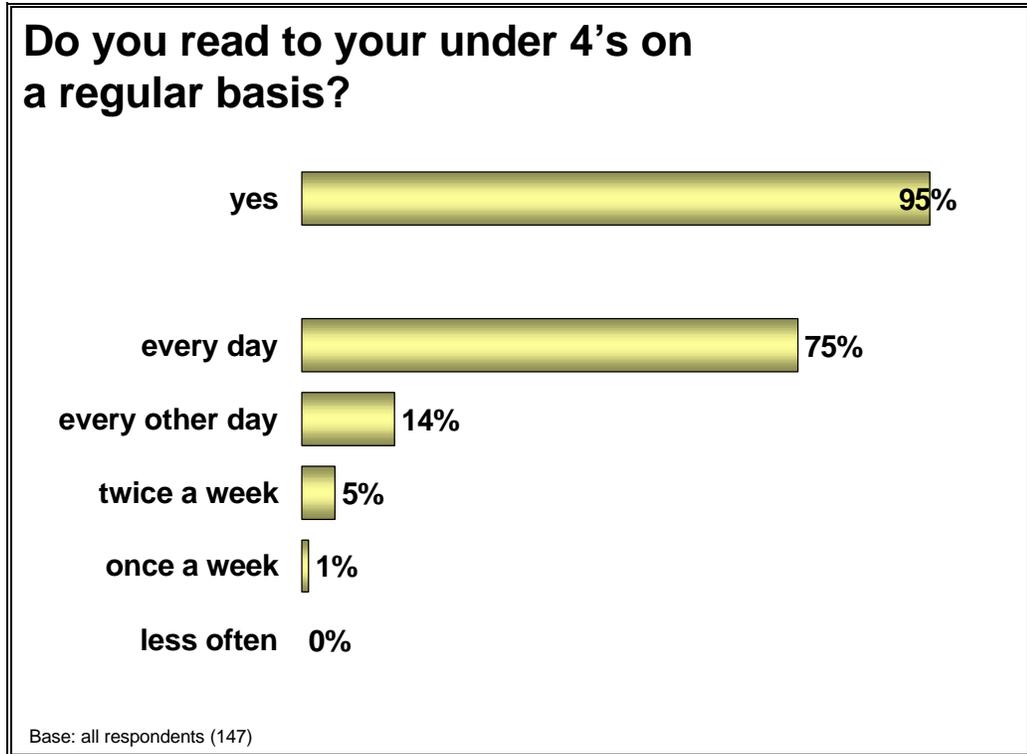
Over two fifths use any library facilities to get books for their under 4's:



Just 29% of the refugee sample said they use a library.

**B2.4 Reading Activity**

Respondents were asked if they, or their partner if applicable, read to their under 4(s) on a regular basis, and if so, how often:



The majority said they do, every day or every other day.

Among the refugee respondents, the proportion was a little lower, with 82% saying they read to their child(ren) regularly.

## B2.5 Health Centre/Surgery Usage

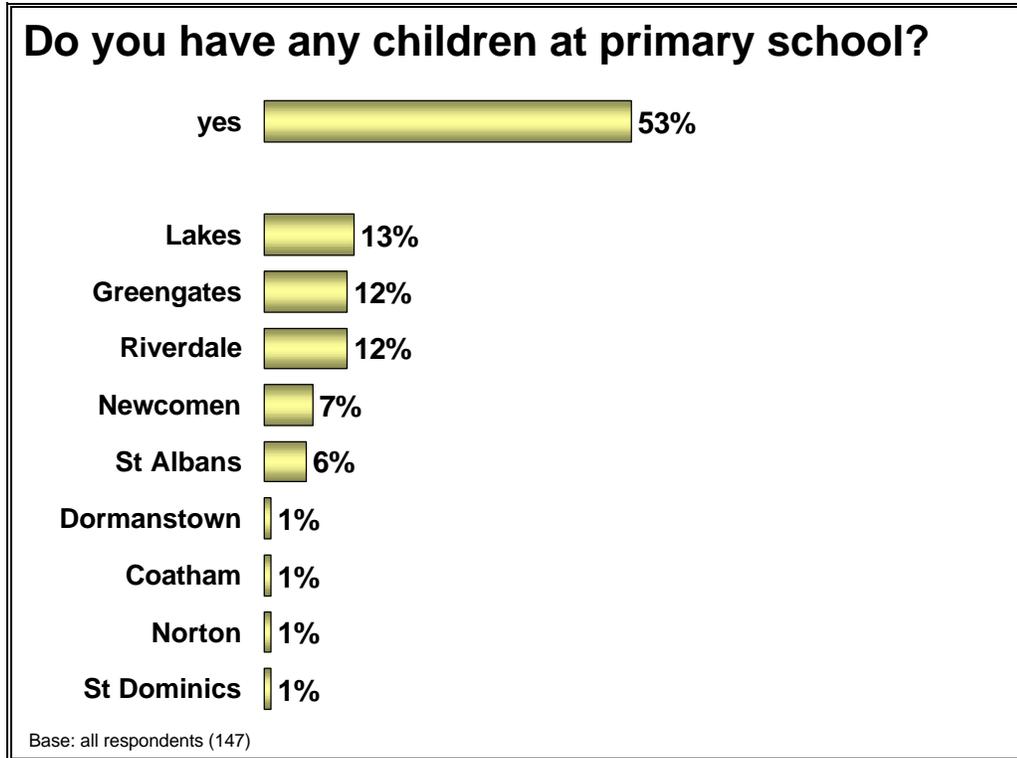
Respondents were asked which GP practice or Health Centre they use:



Three practices emerged as key ones for the community, but some parents are making use of surgeries out of area.

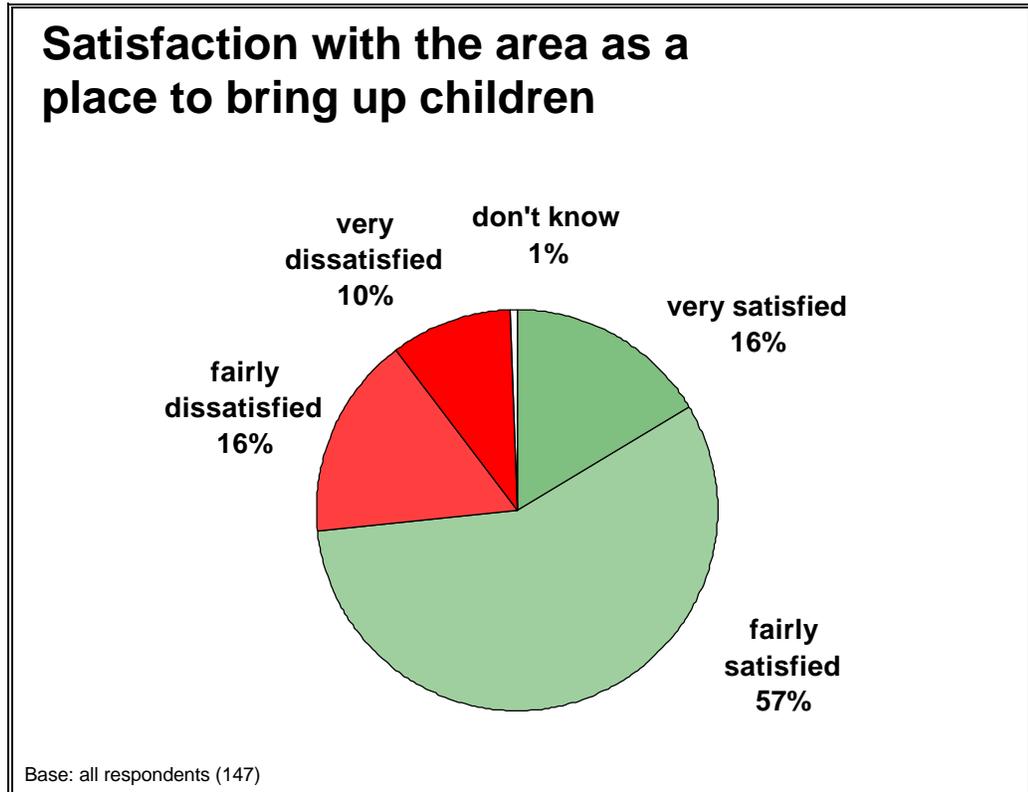
**B2.6 Primary School Usage**

Respondents were then asked if they have any children at primary school, and if so, which one:



**B3 VIEWS ON THE AREA****B3.1 Satisfaction With The Area**

All respondents were asked how satisfied they are with the area, as a place to bring up their children.



The balance of response to this was positive. However, 26% indicated they are dissatisfied with the area. The proportion dissatisfied among the refugee sample was 18%.

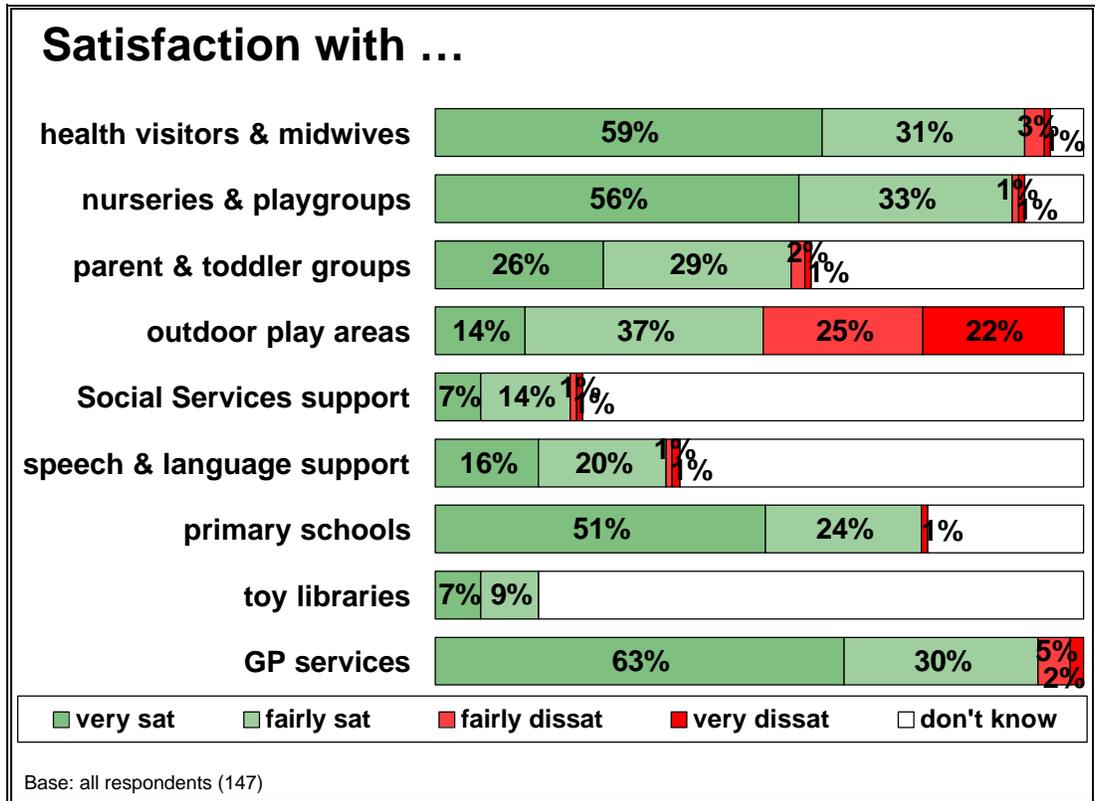
These were then asked why they are not satisfied with the area (the figures shown are the number of respondents making each type of comment):

<i>Base: dissatisfied with area</i>	<b>(38)</b>
	No.
Streets untidy	15
Drugs	13
Area is rough	8
Vandalism	6
Gangs hanging around	6
Adult behaviour/attitudes	6
Nothing for children to do	3
Robbery/theft	3
Children misbehaving	3
Not a safe area to live	2
Bullying	1

In addition, one refugee respondent commented on racist behaviour in the area.

**B3.2 Satisfaction With Services For Young Children – Specific Services**

Respondents were then read a number of types of facility and service, and asked for each one, how satisfied or dissatisfied they are with what is available for young children in this area:



While some respondents could not comment on some of the services, the bulk of the answers given were positive.

The exception to this pattern concerns outdoor play areas, where nearly half said they are dissatisfied.

Six respondents indicated dissatisfaction with health visitors and midwives. All of these are in paid employment. Similarly, those in paid employment were rather less satisfied with GP services than those who are not.

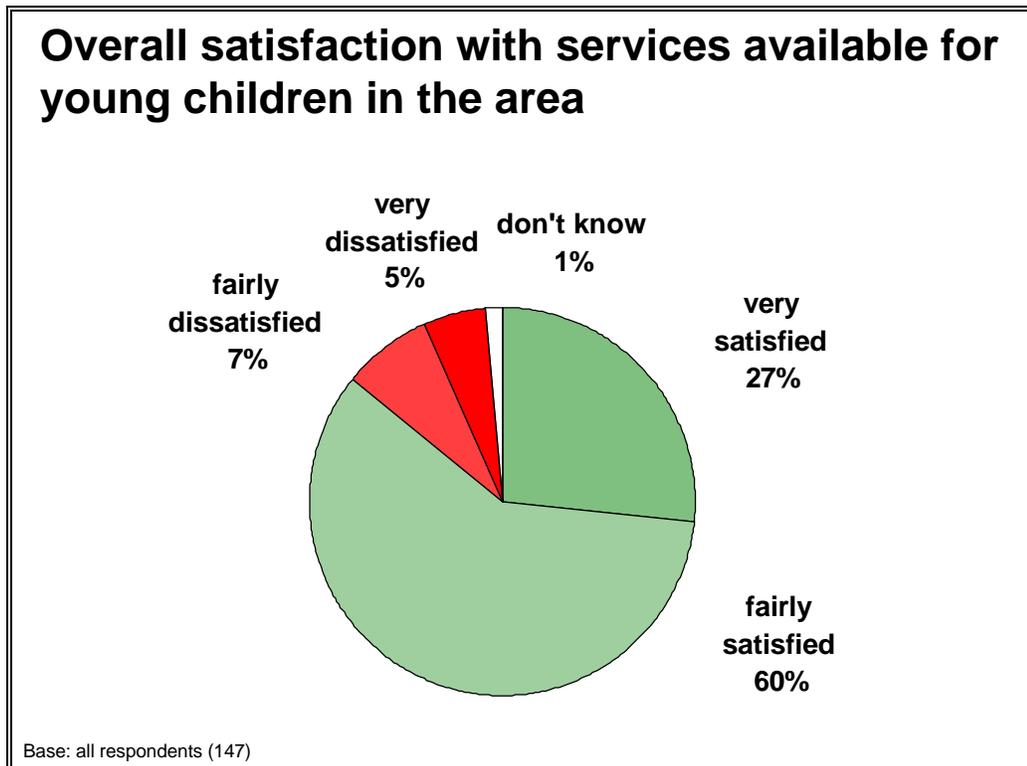
Of the 3 individuals indicating dissatisfaction with nurseries/playgroups, one goes to Lakes school nursery and another to Riverdale school nursery; the third is not actually using such facilities at the moment. Of the facilities used most commonly, Roseberry Square playgroup and Little Legs achieve particularly high satisfaction ratings – 73% and 86% of users respectively said they are very satisfied with provision.

Of the 4 respondents dissatisfied with parent and toddler groups, one attends St Albans, and the other 3 are not using any such groups currently. This can either mean that their perceptions of provision are out of date, or that they are not making use of what is available because they are not happy with, or cannot access, provision in the area. 75% of the 16 Roseberry Square parent and toddler group users said they are very satisfied with this aspect of provision in the area.

74% of respondents could not answer as far as Social Services support was concerned, and 63% for speech and language support.

### **B3.3 Satisfaction With Services For Young Children – Overall**

When asked how satisfied they are overall with services available for young children in this area, respondents answered as follows:



87% reported satisfaction overall with services for young children locally. 12% were dissatisfied.

Just one of the 17 refugee respondents was dissatisfied.

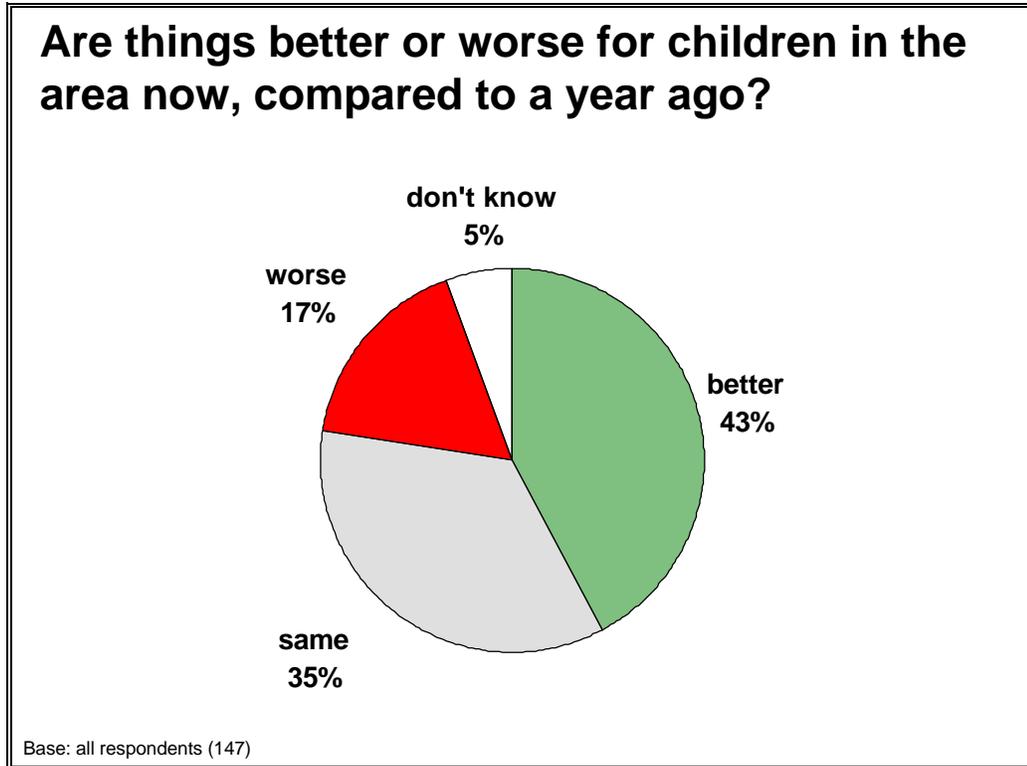
All respondents were then asked what they would like to see improved, if anything. The full range of answers given is shown in the following table (the figures are percentages):

<i>Base: all respondents</i>	<b>(147)</b>
	%
Any improvements suggested	71
Nothing/don't know	29
<u>Improvements</u>	
More/better outdoor play areas	37
Clean up streets/play areas	12
More things to do generally	10
Improve safety in the area (security, cameras etc)	8
More activities/trips	7
Sports centre/swimming pool	7
Get drugs off the streets	4
Youth clubs for older children	3
Tackle vandalism/crime	3
More for toddlers to do	3
Wardens to watch parks/schools	3
More/better advice from GPs	3
More nurseries/nursery places	1
Address negative adult attitudes towards children	1
More parent and toddler groups	1
Services for children with problems	1
A mosque in the area	1
Build a picnic area	1
More going on at Community Centre	1
More advice/support for parents	1
Refurbish Roseberry Square	1
Run breakfast clubs at school	1
An indoor play area	1
Improve housing	1
Community police able to make arrests	1
Make roads safer	1
Smaller nursery class sizes	1
Tackle anti-social behaviour	1

Respondents living in Newcomen were particularly likely to suggest improvements to outdoor play provision (41%).

**B3.4 Compared To A Year Ago**

All respondents were then asked if they thought things are any better or worse for young children in the area now, compared to a year ago:



On balance, things are felt to be getting better.

Those saying they felt things are either better or worse were asked in what way. Those who thought 'better' made the following comments (figures are the number of respondents making each comment):

<i>Base: things better now</i>	<b>(62)</b>
	No.
Sure Start's involvement	35
New play areas/parks being improved	26
More things to do	15
More activities/trips	10
More/better nurseries/playgroups	5
Toy library	3
More facilities for younger children	3
Area seems safer	2
Opportunities to meet other parents	2
Street wardens	1
Less vandalism/crime	1
Speed bumps on roads	1
Sports centre	1
Schools have improved	1
Don't know	1

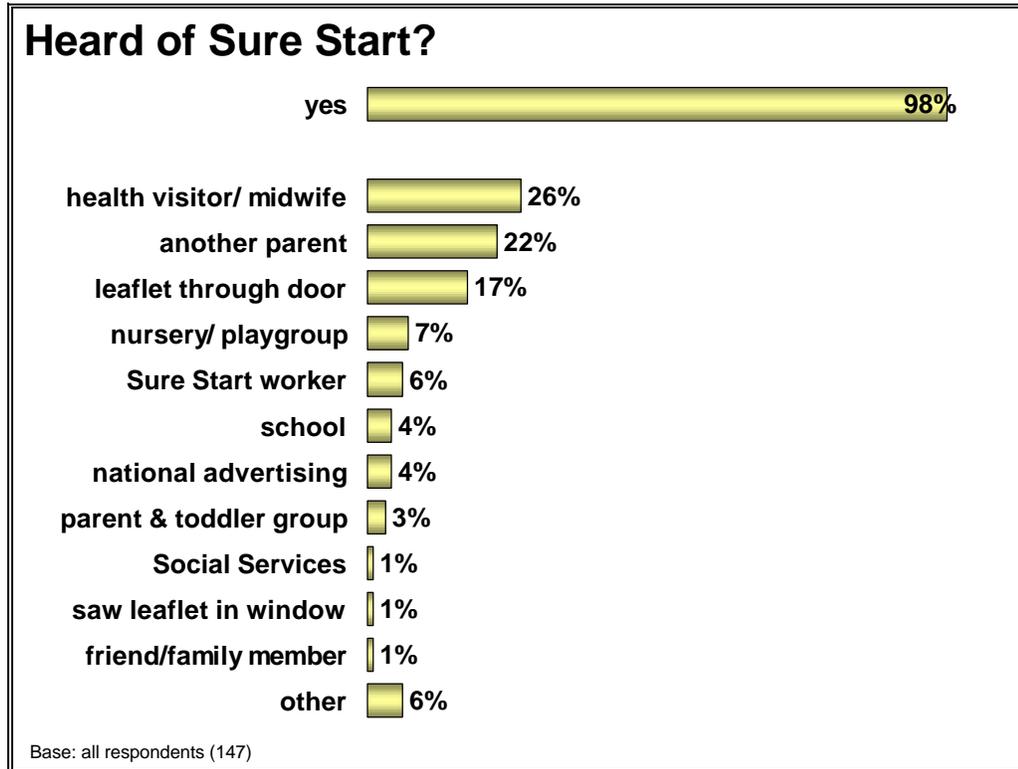
The 25 respondents who said they thought things are worse now gave the following reasons for their view (the figures are again numbers of respondents):

<i>Base: things worse now</i>	<b>(25)</b>
	No.
Drugs	7
Untidiness of the area	6
Vandalism	5
The area in general	3
Children's behaviour/attitudes	2
Nothing's been done to change things	2
Gangs hanging around	2
Adults' behaviour/attitudes	2
Nothing for children to do	1
Young children out late at night	1
Youngsters copying older children's bad behaviour	1
Street crime	1

## B4 AWARENESS AND USAGE OF SURE START

### B4.1 Awareness

All respondents were asked if they had heard of Sure Start, and if so, where they had first heard of it from:



Nearly all have heard of the initiative, and most of this awareness has been generated locally.

The 'other' sources of awareness mentioned by one respondent each were: a gala, a security guard on the site, having watched it being built, a poster, mentioned at a party, by letter, a GP, and one had been involved in getting the programme set up.

88% of the refugee sample said they have heard of Sure Start.

Those who had heard of the programme were asked what they thought Sure Start is set up to do (the figures are percentages):

<i>Base: heard of Sure Start</i>	<b>(144)</b>
	%
Any answer given	91
Don't know	9
<u>What is Sure Start set up to do ?</u>	
Helping families	36
Providing support/advice	17
Organising activities/trips	17
Childcare - nurseries/playgroups/creches	10
Giving children a better start in life	7
Helping children generally	6
Providing opportunities to help adults interact	5
Improving how children interact with each other	5
Providing more facilities	5
Providing courses/classes	4
Gives everyone something to do	4
Providing opportunities for young children to play/meet	3
Encouraging people to get out of the house	3
Giving parents a break	3
Helping people find employment	3
Helping adults learn	3
Helping children develop	3
Opportunities to meet new people	2
Educating children	2
Encouraging families to do things together	2
Promoting children's health	1
Helping the community	1
Toy libraries	1

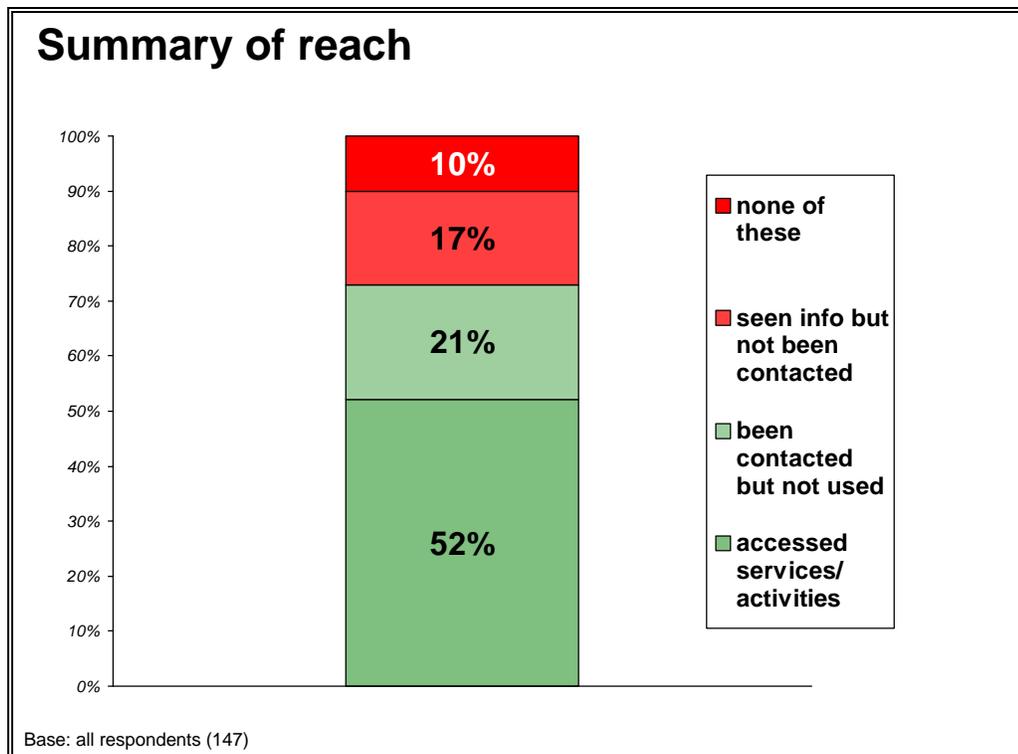
## B4.2 Reach

Those who had heard of Sure Start were then asked whether they have used any of the services or taken part in any activities provided by Sure Start in this area. 53% of them said that they have, which equates to 52% of all respondents.

Those respondents who had heard of Sure Start but have not used any services/activities, were asked whether anyone has contacted them to tell them about what services and groups are available from Sure Start. 46% of these said they have been contacted.

They were also asked if they have seen any leaflets or other information about what Sure Start does, and 78% of these said that they have.

The chart below, then, summarises the extent of the programme's reach so far, based on all respondents:



Usage was noticeably higher (at 69%) among respondents who have lived in the area longer than 10 years than among newer arrivals (43%).

Among the refugee sample, these summary statistics were as follows:

Base:	(17)
	%
Used	41
Contacted but not used	35
Seen information but not been contacted	6
None of these	18

Respondents who have had any contact or seen any information about Sure Start but not (yet) accessed any service (this equates to 38% of all respondents) were asked why not (the figures are numbers of respondents):

<i>Base: had contact/ information but not used</i>	<b>(56)</b>
	No.
Any reason given	49
No particular reason/don't know	7
<u>Why not accessed Sure Start:</u>	
Not enough time	22
Don't need it/not interested	9
Children are too young	5
Don't know much about it	4
Waiting to start	3
Times are not suitable	2
Don't want to go on my own	1
I'm pregnant	1
I've been away	1
It's still being built	1

When asked if they might use Sure Start services/activities in future, 73% of these non-users said they might. 5% said not, and 21% could not say.

### B4.3 User Perceptions

Those who have used any groups, services, activities etc run by the programme were asked what they think are the best things about Sure Start:

<i>Base: used Sure Start</i>	<b>(76)</b>
	%
Any aspects mentioned	95
Don't know	5
<u>Good things:</u>	
The activities/trips	47
The support/advice available	21
Staff are friendly	14
It's cheap	9
Range of different things to do	8
The courses/classes	5
Somewhere to go	5
The creche	5
Enables parents to have a break	4
It's free	4
Children learn to interact well	4
Encourages parents to get out and involved	4
Parents can interact	4
Swimming	4
Gives children a better start	3
Covers all age groups	1
Good leaders	1
Play area	1
Parent & toddler groups	1
Everything	1

They were then asked if there is anything that could be improved about Sure Start and what it does:

<i>Base: used Sure Start</i>	<b>(76)</b>
	%
Any improvements mentioned	25
Nothing needs improving	64
Don't know	11
<u>Improvements:</u>	
More courses/classes	4
More trips	4
More activities	4
More crèche places	3
More staff	3
More places available	3
Could do an afterschool club	1
Crèches twice a week	1
Could do things for older children in the evenings	1
More buses so that everyone can go on trips	1
More swimming sessions	1
Better organisation	1

#### **B4.4 The Sure Start Crèches**

Respondents were asked specifically about the two crèches run by Sure Start in the area. 22% of all respondents have used either Lakeside or Oxbang Close crèche (17% have used Lakeside and 13% Oxbang Close – 8% have used both).

Whether or not they have used one of the crèches, respondents were asked if they would be prepared to pay a nominal amount to use a crèche service. 85% said that they would. Willingness to pay among the refugee respondents was 60%.

All except two of those who have experience of the Sure Start crèches said that they would be prepared to pay. 79% of non-users also said they would be prepared to pay.