

SureStart Townfield
Local Evaluation
January to March 2004

Final Report

Report from



March 2004

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Sure Start Townfield aims to give children under four years the best possible start in life to stand them in good stead when they start school. The Programme aims to provide services that help parents build secure relationships with their children and to understand their health and social needs so that children can reach their full potential as future citizens. Services delivered under the Programme should be parent/carer led and based on the Sure Start Townfield Partnership's commitment to promote fully integrated accessible services responding to the needs of all (Sure Start Townfield Vision cf. Final Plan January 2001).

Sure Start Townfield commissioned Hemsall Consultancies to undertake an evaluation of the project; the evaluation is planned in two phases. In phase one (January to March 2004) the evaluation aims to establish what's working, how and why for existing users, and what might be done differently. Phase one has the following specific aims:

- ◆ to establish service user's awareness and satisfaction levels
- ◆ to ascertain the impact of the Programme
- ◆ to assess the reach of the programme
- ◆ to assess the extent to which parents/carers feel the Programme is parent led

Phase two of the evaluation (April 2004 onwards) will build upon this work with a focus on exploring barriers to participation; identifying groups and individuals who do not currently access services and to consult with those individuals, community groups and representatives to find out why they do not engage. Phase two will also seek to identify mechanisms, services and communication routes that will encourage participation.

2.1 Consultations with Parents and Carers

2.1.1 Outcomes of Accessing Services

Feedback from service users was generally highly positive. Parents and carers identify a range of benefits derived from their involvement with Sure Start Townfield. In particular parents/carers benefit from the wide range and high level of advice and support available to them, and feel that the children benefit from the wide range of activities offered.

Parents/carers report that Sure Start Townfield has made a tangible difference to their lives and to the lives of their children. Benefits derived from accessing services include:

- ◆ providing children with opportunities to socialise and play with other children
- ◆ opportunities to meet with other parents/carers
- ◆ accessing advice and support on a wide range of issues including child development and health
- ◆ being provided with the opportunity to train and to learn new skills, in turn increasing self-esteem and self-confidence
- ◆ accessing activities and events that parents/carers and children might otherwise be unable to access

Day trips are particularly well regarded by parents and carers as they provide activities during holiday periods which might otherwise not be accessible (often due to the associated expense and/or transport difficulties).

The experience of accessing services is reported positively; members of the Sure Start team, service providers and other service users are welcoming and supportive. Attending services for the first time can be anxiety-provoking for some, however, the reception that service users report experiencing encourages further participation. The issue may therefore become one of encouraging first-time use of services to increase levels of participation.

Whilst accessing advice and support is considered to be one of the key benefits derived from involvement with Sure Start, not all parents/carers would seek support from Sure Start; and some of those that have feel that requested support and advice has not always been forthcoming.

One of the main themes arising from consultations with parents/carers was their view that Sure Start Townfield services should be extended so that more parents/ carers with young children could benefit from accessing the services offered. It is felt that the geographical boundaries imposed on Sure Start Townfield are unfair on those living outside of the area that need the type and level of support that Sure Start provides.

Services are generally considered to be easy to travel to, however there is a sizeable minority of parents/carers who do not feel safe walking around the Townfield area. This may be considered as a barrier to accessing for some parents/carers.

- 2.1.2 Information** The services of Sure Start Townfield are promoted effectively in a variety of ways. In general parents/carers report that the level of information that they have is about right. Just under half of the respondents to the parent/carer questionnaire survey however, indicated that they did not have information on all of Sure Start Townfield services and just over a third of respondents indicated that information could be more useful or helpful. Findings suggest that there is a requirement for more detailed information (not necessarily a greater quantity) regarding services and how to access those services (including, for example, a monthly 'calendar'); in particular information or access routes to information regarding child development and health.

The majority of parents/carers report finding out about services and activities through information sent directly to the home. Many parents/carers access information through a variety of sources with Sure Start workers, posters and service providers playing a key role in the dissemination of information.

- 2.1.3 Input to Services** Sure Start Townfield is perceived by service users to be open to suggestions and input from parents/carers. The majority of parents/carers feel that they can input suggestions and comments and they will be listened to. One example discussed was the incorporation of feedback regarding day trips into plans for the coming year:

It is acknowledged that the Parent's Forum, a key element in the process of parent/carer input to decision making, is not well attended; Sure Start staff actively promote the Forum and encourage participation, however numbers attending remain low. New initiatives (e.g. 'coffee mornings' with crèche facilities to promote the Forum and invite participation) may increase the level of parent/carer involvement, however it will be necessary to develop a better understanding of the barriers to involvement and/or the reasons why parents and carers choose not to become more involved. Some suggestions regarding potential barriers were discussed, including:

- ◆ the potential that language might be a barrier to parents/carers with English as an additional language
- ◆ promotional materials are distributed in English with translation available upon request
- ◆ the title 'Parents Forum' sounds formal and may be off-putting to some
- ◆ parents/carers may lack information regarding the actual delivery of the Parents Forum, and the required level of input that they might anticipate having to commit to

Parents/carers are represented at Partnership Board level; the position of Vice-Chair is held by a parent/carer and parents/carers have 3 votes on the Board. Members of the Parents Forum are conscious of the need for input from parents and carers, and are committed to ensure that it continues to happen. It is felt that the continued involvement of parents and carers is necessary for the continuation of the Sure Start Programme.

- Recommendations
- ◆ Promote the detail of services offered by Sure Start Townfield by offering more detailed service information (including the availability of support and advice across a range of issues and access details and how to access services)
 - ◆ Consider introducing a 'mentoring' system supporting existing service users to actively encourage non-service users to access services
 - ◆ In phase two of the evaluation work with members of the Parents Forum to identify barriers to participation in the Parents Forum amongst existing service users
 - ◆ Maintain the commitment to the Programme demonstrated by members of the Parents Forum by providing regular feedback regarding the planning and delivery of services, and in particular outcomes following parent/carer input

2.2 The Reach of Sure Start Townfield

Since the start of the Programme 926 parents/carers and 574 children have registered with Sure Start Townfield. The profile of both adults and children registered with Sure Start Townfield, as with the population as a whole, demonstrates a large ethnic diversity.

The level of success of the Programme cannot be determined by comparing the profile of registered parents/carers and children with the profile of the population as a whole; however comparison does provide an indication of the extent to which members of the community have been provided with information regarding services and an opportunity for involvement.

Whilst there is a broad correspondence between the ethnicity of registered parents/carers and children and the wider population a larger proportion of ethnic minority parent/carers and children have registered with Sure Start Townfield compared to the profile of the population of Townfield as a whole. This may be taken to suggest that the programme has been successful in reaching members of ethnic minority groups.

The estimated proportion of eligible families registered with Sure Start Townfield is between 66% and 71%. 13% of registered parents/carers are single parents and 0.3% are teenaged parents.

There have been a total 2,270 child contacts made by members of the Sure Start team (including health, social services and other service providers). The ethnicity of the children contacted by the Programme broadly corresponds to the profile of children registered, suggesting that the Programme is reaching members of all ethnic communities in line with registrations (albeit it that the ethnicity of a significant minority of child contacts is not known).

2.3 Partner Questionnaire Survey

2.3.1 The Impact of Sure Start Townfield

Involvement with Sure Start Townfield has had some affect on the ways of working within a number of responding organisations, albeit that Sure Start Townfield has not had a universal affect. There is evidence of joint working and planning between some responding organisations and Sure Start, however, this is not the experience of all responding organisations. Amongst respondents there are some limited examples of changes made to services to 'reconfigure' services since the introduction of Sure Start and of 'added value' achieved through the service whilst working with Sure Start. Examples include:

- ◆ an increase in training and networking opportunities;
- ◆ opportunities for joint-funding of posts;
- ◆ an increase in dental registrations (across all age groups) in Townfield;
- ◆ increased support for vulnerable families and children with poor language skills

The capacity of local community and voluntary groups is felt to have increased to a limited extent; however the perceived level of increased capacity is affected for some partners by a lack of information regarding the outcomes of the Programme's work.

Feedback regarding the impact of Sure Start services on local children and families is generally positive, examples include:

- ◆ the range of initiatives and services being offered;
- ◆ positive feedback from those accessing services and organisations working with families in Townfield;
- ◆ an increase in dental registrations

2.3.2 Communication

The level of communication between partners and Sure Start Townfield is considered to be poor to satisfactory across all respondents; however a number of respondents considered the level of communication to be high.

A low level of communication might be considered to be appropriate for some partners on the basis that in general the effectiveness of communication was considered to be satisfactory to good.

The delivery of Sure Start services is discussed widely by respondents at meetings other than at Sure Start Board and Partnership meetings (in cases where respondents attend those meetings).

Partners are involved in delivering collaborative services working with a variety of local statutory groups and community organisations.

Concern was raised by a small number of respondents that there needs to be a greater level of engagement with hard to reach groups and children with additional needs.

- Recommendations
- ◆ It was acknowledged at the start of the evaluation that a number of professionals, community groups and voluntary organisations may not have had contact with the Programme since the planning stages and early delivery stages. The partner's questionnaire survey had the additional aim of starting to re-engage early partners. It is recommended that all identified professionals, community groups and voluntary organisations are issued with a summary review of the evaluation, with details of planned action as a means of continuing to re-engage
 - ◆ Continue to consult with partners in phase two of the evaluation focussing on the wider impact of Sure Start Townfield and to explore barriers to participation experienced by groups and individuals who do not currently access services

A postal questionnaire was sent to all families registered with Sure Start Townfield at the end of February 2004 to obtain top-line information regarding:

- ◆ awareness of Sure Start Townfield and the services offered;
- ◆ opinions of services;
- ◆ perceived input to decision making and service development
- ◆ outcomes against identified indicators (registration with Dentist; attendance at ante-natal classes; library use and membership; levels of employment and training/studying for employment)

All completed questionnaires received by 19th March 2004 have been analysed; findings are outlined in the following sections and a copy of the questionnaire instrument is included in the appendices.

3.1 Respondents

A total of 64 completed questionnaires were returned by the 19th March 2004, representing an estimated 15% of eligible families registered with the Programme. It is acknowledged that the response rate is relatively low particularly taking into consideration the level of support provided by members of the Programme team to encourage service users to participate. The low response rate may provide an indication of the proportion of registered users who chose to engage with Programme services; it is recommended that this issue is explored in subsequent phases of the evaluation.

81% of respondents were aged between 22 and 39 years old; respondents aged between 30 and 39 years of age accounted for the largest proportion of respondents (49%). The percentage of respondents by age group is shown in the following table:

AGE RANGE OF RESPONDENTS

Age group	% of total
18 – 21 years old	3%
22 – 29 years old	32%
30 – 39 years old	49%
40 years old and older	16%

base: 63

All respondents were female; 8% (5 respondents) were expecting a baby. Two thirds of respondents (67%) had been registered with Sure Start Townfield for more than one year, as shown in the following table:

PERIOD OF REGISTRATION WITH SURE START TOWNFIELD

Period	% Registered
0 – 3 months	8%
4 – 6 months	6%
7 – 12 months	19%
More than one year	66%

base: 63

Age and Number of Children Under 4 Years

25% of respondents had two children under the age of four years; 72% had one child under the age of four years. Two respondents (3%) indicated that their child (children) had now reached four years of age.

In total respondents had 78 children, just under half of whom (47%) were aged between one and two years old.

AGE AND NUMBER OF CHILDREN (ALL RESPONDENTS)

Age range	Number	% of all respondent's children aged under 4 years
0 – 6 months old	9	12%
6 – 11 months old	7	9%
1 or 2 years old	37	47%
3 years old	25	32%

base: 78

3.2 Ethnicity

The profile of respondents, as with the profile of parents/carers registered with Sure Start Townfield demonstrates a large ethnic diversity, as shown in the following table:

ETHNICITY OF RESPONDENTS

Ethnicity	% of total respondents
White	48% of which
White British	40%
Other White	8%
Dual Ethnicity	7% of which
Dual White/Black Caribbean	3%
Dual White/Black African	2%
Other Dual Ethnicity	2%
Asian/Asian British	35% of which
Indian	14%
Pakistani	16%
Other Asian	5%
Black/Black British	8% of which
Black Caribbean	3%
Black African	5%
Chinese or other Ethnicity	5%

base: 63, percentages rounded

3.3 Levels of Information

Respondents were asked to comment on the level of information regarding Sure Start services that they have. 8% of respondents indicated that they only know about the services that they use; 36% of respondents indicated that they have some information about other services but not very much and 56% of respondents indicated that they have been told about all of the services available.

79% of respondents indicated that the level of information that they have about Sure Start Townfield is appropriate (about right). 19% of respondents indicated that it was insufficient (not enough) and 2% of respondents indicated that they had not received any information.

The majority of respondents were positive about the usefulness/helpfulness of the information that they have, however a significant minority indicated that the information that they have about Sure Start Townfield could be improved:

- ◆ 61% indicated that the information that they have about Sure Start is very useful/helpful;
- ◆ 38% indicated that the information that they have provides some useful/helpful information but not enough
- ◆ 2% indicated that the information that they have is not useful/helpful

3.4 Sources of Information

The majority of respondents (88%) receive information about Sure Start Townfield services via newsletters or letters to their home. A third of respondents report that this is their only source of information whilst two-thirds report accessing information from more than one source:

SOURCE OF INFORMATION

Source	% of respondents accessing information via source
Newsletters/letters to home	88%
Sure Start workers	53%
Posters or leaflets	33%
Service providers	27%
Home Visitor/home visit	13%
Other parents/carers	13%
Health Visitor/Health Clinic	9%
Advertisements (e.g. local paper)	8%
Sure Start website	5%

base: 64, multiple responses

3.5 Opinions of Sure Start Townfield

Respondents were asked to read a series of statements relating to Sure Start and the Townfield area and invited to indicate how much each statement reflects their own opinion using a five point scale (ranging from strongly disagree to strongly agree).

3.5.1 Input to services

The majority of respondents feel that parents/carers can have their say in the services that Sure Start Townfield offers, and would know who to talk to at Sure Start if they had a suggestion to make about Sure Start services that they feel are needed in the area.

It is notable however that a large minority of respondents were unsure regarding both statements, and in the case of knowing who to talk to with a suggestion about services needed in the area, 13% indicated that this was not the case.

RATINGS

Statement	1 Strongly Disagree	2 Disagree	3 Unsure	4 Agree	5 Strongly Agree	Mean Rating
Parents and carers can have their say in the services that Sure Start offers	0%	7%	20%	51%	22%	3.9
If I have a suggestion to make about services that I feel are needed in the area, I know who to talk to at Sure Start	3%	10%	24%	41%	21%	3.7

3.5.2 Advice and Support

Respondents generally feel that they could ask for support from Sure Start if required and that support has been provided when requested. A large majority of respondents feel that the advice and support that they have received has been useful/helpful and know where to get information if they had any concerns about their child's development or health. 10% of respondents indicate that they are not sure if they feel that they could ask for support and advice and 8% indicate that they feel that they would not be able to.

15% of respondents indicate that requested support and advice has not always been provided and 14% are unsure. 15% of respondents indicate that they would be unsure of where to get information if they had any concerns regarding their child's development or health.

RATINGS

Statement	1 Strongly Disagree	2 Disagree	3 Unsure	4 Agree	5 Strongly Agree	Mean Rating
I feel that I could ask for support from Sure Start if I needed it	3%	5%	10%	51%	31%	3.9
When I have asked for support or advice from Sure Start, it has always been provided	4%	11%	14%	41%	32%	3.9
The advice and support that I have received from Sure Start has been useful/helpful	2%	7%	4%	46%	41%	4.2
If I have any concerns about my child's development or health I would know where to get information	0%	8%	15%	51%	26%	3.9

3.5.3 Experience of Accessing Services Responses indicate that a very large proportion of respondents find the staff that run the services to be always helpful, that the activities and services that they use are welcoming and supportive and that other parents/carers using the services are welcoming. Mean ratings for all three statements relating to the experience of accessing services and meeting with staff and other parents/carers provide strong indication that the experience of accessing services is positive for the large majority of service users.

RATINGS

Statement	1 Strongly Disagree	2 Disagree	3 Unsure	4 Agree	5 Strongly Agree	Mean Rating
The Sure Start activities and services that I use are welcoming and supportive	0%	3%	5%	52%	40%	4.3
Other parents/carers using the services are welcoming	1%	1%	16%	60%	21%	3.9
The staff that run the services are always helpful	0%	3%	7%	47%	43%	4.3

3.5.4 Activities and Outdoor Play Areas Agreement with statements relating to the provision of activities and outdoor play areas is generally high. 69% of respondents feel that there are plenty of activities for their child to do in the area and 72% feel that there are local outdoor play areas that they can use with their child.

It is notable that 24% of respondents are unsure regarding the level of provision of activities for their child to do in the area. A number of respondents provided indication that they had children older than three years of age and that accessing provision for older children can be problematic. This was supported by focus group discussions with a number of parent/carers. The percentage of respondents who were unsure regarding the level of provision of activities might reflect respondent's views regarding older- age children.

13% of respondents did not feel that there are local outdoor play areas that they could use with their child and 15% were unsure.

RATINGS

Statement	1 Strongly Disagree	2 Disagree	3 Unsure	4 Agree	5 Strongly Agree	Mean Rating
There are local outdoor play areas that I can use with my child	1%	12%	15%	41%	31%	3.9
There are plenty of activities for my child to do in the area	2%	5%	24%	47%	22%	3.8

3.5.5 Travel in Townfield

85% of respondents feel that it is easy to travel to Sure Start services and activities; however, 20% indicate that they do not feel safe walking around the area.

RATINGS

Statement	1 Strongly Disagree	2 Disagree	3 Unsure	4 Agree	5 Strongly Agree	Mean Rating
It's easy for me to travel to Sure Start services and activities	3%	3%	9%	48%	37%	4.1
I feel safe walking around the area	5%	15%	14%	44%	22%	3.6

3.6 Most Useful Services

Respondents were asked to provide the name of the service that they use that they consider to be the most personally useful. 78% of respondents provided the name of a service, or services that they considered to be most useful.

The most often cited service was 'trips' (day outings), cited by 18% of those providing a response. The following table shows the five services/activities cited by respondents most frequently; all responses are included in the appendices.

MOST USEFUL SERVICE – FIVE MOST COMMONLY CITED SERVICES

Service/Activity	% respondents citing
Trips	18%
Fundays	14%
Playbus	14%
Toy Library	12%
Parent/Mother and Toddler Group	10%

base: 50

Respondents were asked to indicate from a list of possible benefits the reasons that they found services to be useful. On average respondents indicated 3 to 4 main benefits; the most commonly cited benefit of accessing services was the opportunity for the child (children) to play with other children, cited by 81% of respondents. The opportunity for parents/carers to meet with other parent/carers is also highly regarded with 66% of respondents indicating that this was a benefit of accessing services:

REASONS SERVICES ARE USEFUL

Reason/Benefit	% indicating
My child can play with other children	81%
The range of activities offered for my child	67%
I get to meet with other parents/carers	66%
It provides child development support	47%
It provides child health support	34%
I can have a few hours off to do other things	33%
I can access support for myself	31%
Another reason/benefit*	14%

base: 58

***Another reason/benefit** includes: availability/timing of services/activities; having somewhere to go; accessing peer support; child learning to share; free crèche; a chance to give something back.

3.7 Least Useful Service

Respondents were also asked to indicate which service currently or previously used was the least useful personally. The majority of respondents (86%) did not indicate a service. A third of respondents (33%) indicated that there were no services that they currently or had previously used that were not useful; 53% of respondents made no comment.

Of those services that were identified as personally least useful, the most commonly cited service was the playbus (cited by 56% of those responding to the question and 8% of all respondents; also cited as 2nd = most useful). A number of reasons as to why the playbus was considered to be least useful were offered:

- ◆ lack of time to use
- ◆ lack of space; suitable premises near site that would provide more space
- ◆ not as exciting as other activities
- ◆ lack of availability at site; constant maintenance required

3.8 Barriers to Accessing Services

Respondents were asked if there are any Sure Start Townfield services that they have wanted to use but had been unable to. 38% indicated that this had been the case; of those 29% indicated that they had been unable to access more than one service.

Over half of those indicating that they had been unable to access services that they had wanted to use (54%) indicated that they had been unable to access training and/or courses (including IT training). 15% of those citing training and/or courses indicated that the level of training available was not high enough to meet their needs; 15% indicated that a lack of crèche provision (specifically places available in the crèche) prevented them from accessing training and/or courses.

Across all identified services that respondents had been unable to use, identified barriers are shown in the following table:

BARRIERS TO ACCESS

Problem/Barrier	% indicating
The hours available are not convenient	42%
Transport or travel difficulties	38%
Another reason	29%
I can't take my other children (aged over 4)	25%
I don't know enough about the service	17%
I don't know anyone else who uses the service	8%

base: 24

3.9 Additional Services Required

Respondents were asked to indicate from a list of possible services or activities which they felt should be made available for families with young children in the area.

The most commonly cited service was a crèche (cited by 66% of respondents). Weekend and/or evening activities and more safe outdoor play facilities (e.g. parks) were each cited by 60% of respondents:

SERVICES/ACTIVITIES THAT SHOULD BE MADE AVAILABLE

Service/Activity	% indicating
Crèche facilities where I can leave my child	66%
Weekend and/or evening activities	60%
More safe outdoor play facilities	60%
Activities for the whole family	55%
More indoor play activities for children	52%
Full day care facilities	48%
Support to help parents/carers work	42%
Parenting support	40%
Easier access to health services	39%
Information about healthy eating	32%
Support with child development problems	32%
Opportunities to spend time with other parents/carers	24%
Another service/activity	3%

base: 62, multiple responses

3.10 Key Outcomes

- 3.10.1 Work/ Training for Work** 39% of respondents were currently in work; of whom 28% were working full-time, 72% were working part-time.
- 22% of all respondents (36% of those not currently in work) were training or studying for work.
- 55% of all respondents were aware that Sure Start Townfield offers support to people with young children in the local area that are looking for work. 70% of respondents indicated that they might be interested in the support to work service (which includes respondents who indicated that they were not aware of the service)
- 3.10.2 Registration with Dentist** 94% of respondents indicate that they and their family are registered with a Dentist.
- 3.10.3 Attendance at Ante-Natal Class** Respondents were asked to indicate if they currently attend, or had attended, an ante-natal class. 35% of respondents stated that they either currently attend, or had previously attended, an ante-natal class.
- 3.10.4 Use and Membership of Local Libraries** 88% of respondents have visited local library; 84% have joined a local library.

3.11 Comments

Respondents were invited to provide any comment that they would like to make about Sure Start Townfield. A relatively high proportion of respondents (61%) chose to do so. All comments have been categorised into broad areas of comment (some comments would fall into more than one category) to provide an indication of the nature of the comments made.

Comments regarding service provision and/or service needs accounted for 49% of all comments made. Positive feedback regarding Sure Start Townfield accounted for 33% of all comments; 8% of comments were requesting additional information; 5% referred to transport or travel and 5% were general comments.

Comments are shown verbatim below, according to the assigned category:

Service Provision and/or Service Needs

“I would like some playgroups (crèches) run by Sure Start. The trips are brilliant and the parent and toddler groups are brilliant”

“Is very good that facilities offered by Sure Start but problem is that for full-time working parents these services are not easily accessible as all during weekdays. Means that I have to take time off if I want to use the service. Would really like to use playgroup but not possible with my job to take every Friday off. That is why I feel more services should be offered at the weekend. Would also be helpful if appointments could be made available in the evening e.g. recently used Sure Start Speech and Language Therapist - had to book time off work. Would have been helpful if evening appointments available. Just generally think that more could/should be done to offer facilities and services to full-time parents, e.g. day trips on the weekend and not just weekdays”

“The playgroups and the toy library are the two services I use most at the moment and I find them extremely friendly and helpful. The only problem I would complain about is the lack of heating in St Mary's Hall, and Methodist church groups!”

“I would very much be grateful if you can provide some time in a club activity for older children like 5 years and up to 12 years old so that they can learn to play football or table tennis - other activities which would keep them busy during the weekend of weekdays if possible. Especially in winter they get bored and nothing to do. As I have a 10 year old boy as well, but he hasn't got any friends and would like to make some and have fun”

“I have joined two courses that prepare you to get back to work. The problem is parents don't turn up and the course is cancelled. More should be done on this matter”

“Sure Start Townfield should run more courses to help the mothers with young children to get a good job. Mothers who come to get education should be provided with travel facilities which will be very helpful and during the courses some snacks or food if provided will be very nice”

“Sure Start have helped me through some difficult times. The only comment that I have that is negative is it's a shame that the age stops at 4. During the school holidays when you have another child older than 4 you can't use the Sure Start facilities so raising the age might be a good thing”

“My home visit was very unhelpful as my care worker did not seem to understand my situation being a single mother with no-one to rely on. Her suggestions were totally unrealistic which led me to the conclusion she didn't understand different background needs. More staff training needed to help with this”

“Groups/courses etc. should be available during the daytime where there is a crèche available. Evening times from 6pm onwards are very unsuitable considering children have their tea and then are preparing to go to bed. I am very disappointed that I cannot attend the positive steps update course due to it starting at 6.30 pm in the evening which is too late. I'm a single parent and don't have anyone to look after my child”

“Sure Start is the best. The trips that you do during school holidays should also be for families with children from the age of 5 to 7 years as well as under 5's”

“They are really fantastic, especially (named Sure Start staff). Always friendly and welcoming. My only comment is that I would like a monthly listing of what is actually available within the Sure Start programme. The newsletter is very good but it doesn't actually list everything that is available. I filled out a questionnaire before Christmas - maybe at the Christmas party – regarding more information on the child development classes and she said that she would send me something – I never got sent anything”

“About IT courses - I would be grateful to know if anything can be done like offering stage 2 of IT Foundation because it might be a very good deal since everyone wants to do it since all employers are looking for it if one is looking for a job. Sure Start has really changed my life. Keep up with the good work”

“It's a wonderful service offered to parents and children. Parents should regularly be asked what they would like on offer so courses/activities can be arranged to meet parent's needs, considering their time and commitments”

“When Sure start first started in this area I was on a year's maternity leave and enjoyed taking part in many of the meetings. I have since returned to work at (deleted) as a (deleted) and my daughter attends nursery. I am a lone parent on tax credit. It would be good to have a nursery/daycare where I didn't have to pay childcare and activities outside of school time that my daughter and I could meet other parents and children”

“Can we have more day trips for example to Disneyland Paris”

“I would really wish if Sure Start goes for a bit older children, have the park replace so kids can use them, have more activities for children”

“I think that maybe you should have some exercise classes as there are none at the moment”

“I am very satisfied with the activities Sure Start Townfield have organised and run for my children. Both my children attend three activities a week. They are gaining a very good head start in life outside their direct family home. I am very grateful for this. If I could also keep up to date with the outside world (although I work part-time) i.e. training, I would feel more at ease so that when I do return to full-time work when the kids are in school I know I have not fallen behind and thus the benefits of Sure Start for us both (kids and parents) would have been achieved”

“I am very disappointed that Sure Start have not set up a playgroup for the age range 2 1/2 to 4. This is a crucial development time and the Townfield area has only one such playgroup at Botwell which is heavily over-subscribed. Although crèche facilities are run for groups these are for all ages and the crèche workers obviously have to centre attention on the babies. A playgroup needs to be set up with some structure for young children in preparation for going to nursery and school”

Positive Feedback

“I have been very impressed with the Sure Start facilities on offer. I have only used a few of the services but have been extremely impressed. The playbus in particular is outstanding. My child looks forward to it week by week. The staff running the bus are of the highest possible standard; the activities on the bus are suitable for all age ranges and are varied from week to week. Thank you”

“Sure Start is one of the best community programmes ever started. It offers me the kind of support I need while bringing up young children. I also get the kind of training so I can obtain skills to help me move forward with my life. My children get to socialise with other children and I get to meet other mums. My whole family can enjoy a range of activities so what more can I ask? It's great having a Sure Start in the area”

“During my child's early years I have really enjoyed using Sure Start and receiving newsletters and support. It is a shame that now she is growing older we have to stop, so I will have to make space for more under 5's in the area to benefit from this great service. Thank you”

“Excellent programme, we wish it the best for the future”

“I find it very useful, informative and well organised. All the staff are very friendly and helpful – very professional.”

“I had problems after having my second child. If it wasn't for my health visitor I would not have know about Sure Start. Sure Start helped me get my life back; I was at break point. Now I'm back to work, happy with my children and with Sure Start I am building my confidence to be stronger. I think Sure Start should be available to everyone all over the Country. It's excellent, I love it! Thank you Sure Start”

“Keep up the good work you are doing”

“Just to say the whole team are faultless, so helpful no matter what your problem is, if they don't know they will find out for you. I know since I have been taking my grandchild, they have come on leaps and bounds and has also learnt to play with other children”

“I would like to say that I have had great support from Sure Start, my children have made lots of friends on the playbus and at the crèche. I feel that Sure Start should be available to all children under 4 years old and in all areas. A big thank you to (named staff)”

“My child is getting a good start with the activities and services that Sure Start is providing”

“The people at Sure Start Townfield do an excellent job, they are always helpful and friendly. I really appreciate the opportunity to take my family to events and places that I would otherwise not know about. People's attitudes in this area make it not the best place to grow up so it's quite refreshing to find people wanting to make a difference”

“I think Sure Start is brilliant and it's a shame Sure Start is not in other Boroughs. The staff are very approachable and informative”

“Great service. It's a shame the age finishes at 4; both my children are in full-time school but I've joined Sure Start as a volunteer to help others”

Requests for Additional Information

“I am not sure of what other services are available as I speak mainly Urdu and am not aware of what else can be of help to me. I shall be grateful if there is an information pack in Urdu”

“My Sure Start worker left. I have not heard anything about who I am to talk to now. Do you help with housing needs? I have not used any of your services yet as at the moment the little one is too young but I will in the future”

“I want to have information about your services for first time parents and how to look after them”

Transport/Travel

“Barra Hall is not a convenient building for Townfield. It is not central and to get to it on foot you have to cross the park from the church which is not a safe route. The building is too imposing on the outside and not welcoming on the inside”

“I would like you to help people who are not working and they are coming for classes or training to help them about transport because it's not easy coming with kids on the pushchair, so just help with transport”

General Comment

“I think you are doing very well. I haven't used your services yet because I don't know anyone to whom I come and join you but this year I will use your services as my baby is one year olds and it is easy for me to take (the baby). (The baby) will enjoy it too”

“I want to train but can't afford to pay for the training course”

4.1 Accessing Services

The participants involved in consultations had varying degrees of experience with Sure Start Townfield. Participants can be broadly classified as belonging to one of two groups; those that have a good knowledge of the services offered and who access a range of different services and activities and those who have a more limited knowledge of the services offered and who had accessed only one service.

The majority of those accessing only one service live outside of the catchment area for Sure Start Townfield but were attending a group were take-up from inside the catchment area had been low resulting in the decision being taken to allow access to people living in a wider area.

Those living in the wider area had initially heard about the group that they attended by word of mouth and lacked information about additional services and activities (on the basis that they would be unable to access them). Participants living in the Townfield area had received information about services and activities in a variety of ways. It was generally felt that the Programme and the range of services offered are well promoted. In particular participants reported that they receive comprehensive information direct to the home on a regular basis and/or are provided with information via home visits and health services.

One of the main issues regarding access discussed by participants is the geographical boundaries within which the Programme operates. A number of participants expressed the view that parents/carers and young children are being unfairly excluded from services:

“I’ve got a friend who is very bitter about Sure Start because she can’t access it. She needs help and she lives on the doorstep”

Participants generally felt that Sure Start should be extended to a wider area to allow others to access services:

“People around here really need Sure Start. Sure Start should look at individuals rather than at postcodes and penalise them”

“This would be a life-saver to them”

One participant had found out about Sure Start when she was in the early stages of pregnancy having received a letter from the Sure Start team informing her that someone would visit her at home. The participant initially felt that the offer of a visit was ‘a bit strange’ and did question the possible motives of such a visit:

“I didn’t want to take them up on their offer to come round at first”

The participant registered with Sure Start whilst expecting her first child but had not attended any services whilst pregnant. The participant had been provided with some information but reported that she had been ‘a little confused’ regarding Sure Start and how to access services; on that basis the participant felt that more information should be made available to expectant mothers. Whilst information is available, people may need to be reminded on a number of occasions that services are available. Expectant mothers, particularly those expecting their first child, may not necessarily recognise the benefits of accessing services immediately, or may be wary of accessing services. The participant also felt that the Sure Start area should be extended so that other people with young families can access them:

“I’m lucky, I live in the area”

Participants who did not have full access to Sure Start services echoed the need for support for expectant parents, in particular for young first-time mothers. Whilst they were given advice, the advice that they were able to access concerned the pregnancy itself whereas participants felt that they would have benefited from a range of practical advice, including how to care for a young baby.

Participants reported that accessing services for the first time can be a little anxiety-provoking. For younger participants in particular this can be partially attributable to the fact that they perceived that they were treated with a lack of regard by e.g. 'professionals and shop assistants:

“Professionals don’t listen to us, they think we don’t know what we are talking about because we are young”

“They look at you differently and undermine you”

Expectations of the reception that participants may perceive they will receive appear to be over-turned once services have been accessed for the first time:

“The only place we are treated as adults is at Sure Start”

4.2 Benefits of Involvement

Parents/carers report that there are a range of benefits derived from accessing Sure Start Townfield services, both for themselves and for their children. In particular participants highlight the range of support, advice and information that they have accessed through involvement with Sure Start. The advice and information that participants have accessed ranges from issues relating to child development and health (e.g. weaning, dental health etc.) and accessing childcare to self-development (e.g. training courses and employment skills).

Participants reported that they felt comfortable asking for advice and support, regardless of the issue:

“They are just at the end of the phone for whatever worry you have, as well as all the groups they run, which are endless”

“Any problem that you have they point you in the right direction”

Participants reported having accessed support with positive outcomes; from dealing with schooling difficulties experienced by a child to helping to over-come post-natal depression by reducing the amount of isolation that they had experienced:

“It gave me opportunities to get out of the house, I used to be indoors all of the time, it was very isolating”

Participants discussed the range of training programmes available to parents/carers via Sure Start Townfield, feeling that they provided parents/carers with the opportunity to train in a variety of new skills, including parenting skills, self-development (e.g. assertiveness/communication training), IT training, crafts and employment skills.

Training helps parents/carers develop self-esteem and self-confidence:

“I did the job-search programme – I couldn’t write a CV before and now I can”

Participants also valued the access that they had been given to a range of professionals (e.g. Inland Revenue and Job Centre Staff) who have visited the offices to provide advice and support.

Participants reported that children benefit from accessing activities and having the opportunity to play with other children and a wider variety of toys than they would normally have access to:

“(the child) looks forward to coming and didn’t want to leave, (the child) enjoyed playing with the other children”

Trips arranged during school holidays provide opportunities for families to experience activities that they may not otherwise be able to (often because of the associated expense and/or transport difficulties).

4.3 Input to Decision Making

Members of the Parents Forum participated in focus group discussions and spoke at some length regarding the level of input to decision making that parents/carers have. It was acknowledged that the Parents Forum is not well attended currently but felt that the Programme staff had done as much as possible to invite and encourage participation.

One example cited of the efforts made to encourage participation was the coffee morning held in February 2004; the intention is that this will be a regular event. The event was reasonably well attended (in the region of 21 parents/cares and children attended). Participants remarked that one of the first questions prospective members of the Parent's Forum asked concerned the amount of time that parents/carers would have to devote to the Forum. The suggestion was made that perhaps the title 'Forum' made the group sound formal and perhaps this would be off-putting for some.

It was also suggested that language might be a barrier for some parents/cares who have English as an additional language; whilst the Parent's Forum is well promoted, mailings/publicity are distributed in English unless otherwise requested (translated materials available upon request).

Parents/carers hold three seats on the Programme Board and have three votes on the Board (other Board members have one vote). It was felt that this provides parents/carers with real power at a strategic level albeit that ideas and suggestions might be over-turned:

“So they (the parents/carers) have the power, but at the end of the day it's still up to the Board and Sure Start staff”

Input from parents is not limited to the Parents Forum; participants felt that most people using Sure Start services would know that if they had any suggestions or comments they could discuss them with a member of staff and that those ideas and comments would be represented on their behalf (note: this suggestion has found support in responses to the parent/carer questionnaire survey).

One example of where feedback has been incorporated into planning is in the case of day trips arranged during the holidays. It was felt that in the past (2003) trips had been arranged without consultation with parents/carers and that some of those trips had been less successful. Participants gave examples of long coach journeys (e.g. 1 – 2 hours) without toilet facilities which they felt were unsuitable for children under four years of age. Some of the trips were considered to be 'boring' with little to do when they arrived. However, Participants felt that the Programme staff were consulting much more and that plans for the current year have taken account of the feedback that the Programme staff have solicited and received.

4.4 Suggestions for Improvements to Services/Activities

A number of participants felt that the Playbus was not successful because of the lack of space and because of short-term availability due to maintenance issues. It was suggested that the maintenance issues should be addressed to resolve short-term lack of availability which can cause potential service users to experience frustration and disappointment.

Participants felt that there were issues regarding trips during school holidays – specifically that people book places and do not take up those places on the day, resulting in the coach leaving with spare places with people having been put on a waiting list for some of the more popular events not being able to access a place. Discussion centred around a recent change to the rules governing places on trips – previously places were being taken up by people who were not registered. This has now changed and people are required to pay a small deposit to secure a place (refundable upon arrival) however, the deposit (£5) is quite small for some of the more expensive trips (e.g. Legoland/seaside). Rather than increase the deposit which would mean that people on limited budgets might not be able to book a place it was suggested that people who do not take up booked places are contacted to explain the problems that this creates, or given a 'warning' that they may not be able to book places in the future if they fail to take up booked places. It was also felt that trips should leave at the appointed time, rather than wait for late-comers, some of whom may be non-attendees.

5.1 Townfield Population Data

The population of Townfield ward, as measured in the 2001 Census, was 11,626. 5.6% of the total population were aged under four years (650 children).

POPULATION – AGE

Age Group	Number	%
Less than 1 year	142	1.2%
1 year old	175	1.5%
2 years old	163	1.4%
3 years old	170	1.5%
Sub total 0–3 year olds	650	5.6%
4 years old	180	1.5%
5 – 7 years old	518	4.5%
8 – 9 years old	347	3.0%
10 – 14 years old	881	7.6%
15 – 19 years old	822	7.1%
20 – 29 years old	1764	15.2%
30 – 44 years old	2725	23.4%
45 years and over	3739	32.2%
Total	11626	100.0%

source: 2001 Census, ONS

The 2001 Census records a total of 4,446 households in Townfield, 34.4% of which had dependent children (compared to 31.9% in the Borough of Hillingdon). 9.6% of all households were headed by a lone parent with dependent children (compared to 6.9% in the Borough of Hillingdon).

Ethnicity

The population of Townfield demonstrates a large ethnic diversity. The ethnicity of the Townfield population is shown in the following table:

POPULATION – ETHNICITY

Ethnicity	Number	% of total
White	7632	65.6% of which
White British	6861	59.0%
Irish	410	3.5%
Other White	361	3.1%
Dual Ethnicity	342	2.9% of which
Dual White/Black Caribbean	88	0.8%
Dual White/Black African	46	0.4%
Dual White/Asian	128	1.1%
Other Dual Ethnicity	80	0.7%
Asian/Asian British	2672	23.0% of which
Indian	1811	15.6%
Pakistani	410	3.5%
Bangladeshi	105	0.9%
Other Asian	346	3.0%
Black/Black British	789	6.8% of which
Black Caribbean	263	2.3%
Black African	494	4.3%
Other Black	32	0.3%
Chinese or Other Ethnicity	191	1.6% of which
Chinese	40	0.3%

% rounded. Source: 2001 Census, ONS

5.2 Registration and Service User Data

The registration database shows the total number of families, parent/carers and children under 4 years of age that have registered with Sure Start Townfield since the start of the programme. Registration data represents the total number of families, parent/carers and children who have registered with the programme since October 2001.

Given the focus of Sure Start – to work to promote the development of babies and children, and particularly those who are disadvantaged - the level of success of the programme cannot necessarily be determined by comparing the profile of adults and children registered with the programme to the profile of the population as a whole. This would assume that disadvantage is equally dispersed amongst all members of the community and that all individuals registered with the programme are accessing services equally. Registrations do not equate with use; some of those registered with Sure Start Townfield may not have accessed services whilst others may have accessed a number of services.

The profile of individuals who have registered does however provide an indication of the extent to which members of the community have been provided with information regarding the services available and an opportunity for involvement with those services.

Since the start of the programme, 926 parent/carers and 574 children have registered; the profile of parent/carers and children registered with SST, as with the population as a whole, demonstrates a large ethnic diversity. Whilst there is a broad correspondence between the ethnicity of registered parent/carers and children and the total population; a larger proportion of ethnic minority parent/carers and children have registered with SST compared to the profile of the population of Townfield as a whole. This may be taken to suggest that the programme has been successful in reaching members of ethnic minority groups.

The following tables show the ethnicity of parent/carers and children registered with Sure Start Townfield as at February 2004, compared to the ethnicity of the population of Townfield as a whole.

ETHNICITY – REGISTERED PARENT/CARERS

Ethnicity	Registered (Number)	%	Total Population (%)
White	(382)	41.3%	65.6% of which
White British	(340)	36.7%	59.0%
Irish	(9)	1.0%	3.5%
Other White	(33)	3.6%	3.1%
Dual Ethnicity	(119)	12.9%	2.9% of which
Dual White/Black Caribbean	(5)	0.5%	0.8%
Dual White/Black African	(0)	0.0%	0.4%
Dual White/Asian	(27)	2.9%	1.1%
Other Dual Ethnicity	(87)	9.4%	0.7%
Asian/Asian British	(243)	26.3%	23.0% of which
Indian	(90)	9.7%	15.6%
Pakistani	(45)	4.9%	3.5%
Bangladeshi	(7)	0.8%	0.9%
Other Asian	(101)	10.9%	3.0%
Black/Black British	(41)	4.4%	6.8% of which
Black Caribbean	(18)	1.9%	2.3%
Black African	(19)	2.1%	4.3%
Other Black	(4)	0.4%	0.3%
Chinese or Other Ethnicity	(74)	8.0%	1.6% of which
Chinese	(2)	0.2%	0.3%
Not Stated	(13)	1.4%	
Unknown	(54)	5.8%	
Total	926	100.0%	

% rounded. Source: 2001 Census/SST Registration Database.

ETHNICITY – REGISTERED CHILDREN

Ethnicity	Registered (Number)	%	Total Population (%)
White	(177)	30.8%	65.6% of which
White British	(159)	27.7%	59.0%
Irish	(4)	0.7%	3.5%
Other White	(14)	2.4%	3.1%
Dual Ethnicity	(68)	11.8%	2.9% of which
Dual White/Black Caribbean	(3)	0.5%	0.8%
Dual White/Black African	(0)	0.0%	0.4%
Dual White/Asian	(12)	2.1%	1.1%
Other Dual Ethnicity	(53)	11.8%	0.7%
Asian/Asian British	(113)	19.7%	23.0% of which
Indian	(46)	8.0%	15.6%
Pakistani	(19)	3.3%	3.5%
Bangladeshi	(3)	0.5%	0.9%
Other Asian	(45)	7.8%	3.0%
Black/Black British	(16)	2.8%	6.8% of which
Black Caribbean	(7)	1.2%	2.3%
Black African	(7)	1.2%	4.3%
Other Black	(2)	0.4%	0.3%
Chinese or Other Ethnicity	(53)	9.2%	1.6% of which
Chinese	(3)	0.5%	0.3%
Not Stated	(41)	7.1%	
Unknown	(106)	18.5%	
Total	574	100.0%	

% rounded. Source: 2001 Census/SST Registration Database.

As at February 2004 there were a total of 582 families registered with Sure Start Townfield. In 2003 there were a total of 640 families with children aged under four years old living in Townfield (source: PCT/SST). This would suggest that in the region of 90% of eligible families have registered with Sure Start Townfield. However, 54 families held on the current database have moved away from the area, and 115 registered families no longer have children aged under four years (10 of those have also moved away). The 640 families registered on the database, once these figures are taken into account is reduced to 423 eligible families.

There are approximately 30 expectant mothers registered with SST; it is possible that a proportion of these will not currently have children aged under four years old, but would be considered eligible as expectant families. The estimated proportion of eligible families registered with SST is therefore between 66% and 71%. (The higher figure is based on the assumption that all 30 expectant mothers do not currently have children aged under four years of age and were therefore discounted in the original calculation)

122 registered parent/carers are lone parents (13% of total) and 3 registered parents are teenage parents (0.3% of total).

Access

In total services have been visited by 5,951 individuals (the number of parent/carers and children who have visited each service at least once. As a number of individuals will access more than one service, this figure represents the cumulative total of visitors to services). The total number of visits to all services is 9,606 (the cumulative number of visits to services).

Services have been operational for varying amounts of time and are offered at different frequencies (e.g. weekly; ad hoc or one off etc.). It is not therefore meaningful to compare the percentage of total contacts for each service. To provide an indication of use, the ratio of visitors (contacts) to visits has been calculated. On average, the ratio of visits (contacts) to visits across all services is 1.6 (i.e. the number of visits made is 1.6 times greater than the number of visitors). By definition the lowest visitor: visit ratio is 1.0. The highest visitor: visit ratio is found for the Brookside Toddler Group and Home Start (ratios of 3.5 and 3.4 respectively). For reference, the number of visitors, visits and visitor: visit ratio for each service and the operational period and frequency for each service are show in the appendices

There have been a total of 2,270 child contacts made by members of the Sure Start Townfield team (including Health, Sure Start Officers and other service providers (source: SST M3 returns). The number of child contacts is included in the total visitor (contact) figure of 5,951; therefore the total number of parent/carer contacts is 3,231.

The ethnicity of the children seen by the programme staff broadly corresponds to the profile of the children registered with the programme, suggesting that the programme is reaching members of all ethnic communities in line with registrations (albeit it that the ethnicity of a significant minority of child contacts is not known).

The following table shows the proportion of child contacts by ethnicity compared to the ethnicity of the children registered with the programme:

CHILD CONTACTS – NUMBER AND ETHNICITY

Ethnicity	Contacts %	Registered children % of total
White British	32.2%	27.7%
Irish	0.7%	0.7%
Other White	2.0%	2.4%
Dual White/Black Caribbean	0.2%	0.5%
Dual White/Asian	2.9%	2.1%
Other Dual Ethnicity	12.7%	9.2%
Indian	7.1%	8.0%
Pakistani	2.9%	3.3%
Bangladeshi	0.6%	0.5%
Other Asian	4.0%	7.8%
Black Caribbean	2.7%	1.2%
Black African	0.9%	1.2%
Other Black	0.2%	0.4%
Chinese	0.1%	0.5%
Other Ethnicity	6.7%	8.7%
Not stated/unknown	24.3%	25.6%

Source: SST M3 returns

Questionnaires were sent to 66 professionals, community groups and voluntary organisations identified by Sure Start Townfield in February 2004.

The questionnaire aimed to explore:

- ◆ The impact that SST has had within the local area
- ◆ The reconfiguration of services since the introduction of Sure Start
- ◆ Levels of joint working
- ◆ Levels of communication
- ◆ Involvement in the delivery of Sure Start services

The identified recipients of the questionnaire survey had been involved in the planning and/or early delivery stages of the Programme.

A total of 11 completed questionnaires were received by 9th March 2004. A list of the professionals, community groups and voluntary agencies that were issued with a questionnaire, and a copy of the questionnaire and covering letter are included in the appendices. Findings from the questionnaire survey are detailed below.

6.1 Respondents

Organisation	Respondent	Respondent's Position
The Warren Health Centre	Theresa Allsop	Team Leader
Hillingdon PCT – Borough of Hillingdon (LBH)	Carol Page	Teenage Pregnancy London Co-ordinator
Hillingdon PCT (LBH)	Hilary Pickles	Director of Public Health
Social Services	Sue Wizconski	Team Manager – Referral and Assessment Team
McMillan Nursery School	Ludmila Morris	Head Teacher
Hillingdon Association of Voluntary Services	Fiona Millar	Children's Services Development Officer
Dental Clinic	Claire Foster	Director of Community Dental Services
Home-Start Hillingdon	Linda Trueman	Senior Co-ordinator
Educational Psychology Service/Portage Service	Shami Rait	Area Senior Educational Psychologist and Portage Team Manager
Minet Nursery and Infant School	Lydia Keyte	Head Teacher
Early Years Development & Childcare Partnership (EYDCP)	Alison Booth	EYDCP Manager

Relationship between Respondent Organisation and Sure Start Townfield

Organisation	Expressed Relationship
The Warren Health Centre	User of Sure Start services
Hillingdon PCT – LBH	Respondent represents the Teenage Pregnancy Strategy and sits on the Sure Start Board as a Partner (as does Sure Start vice versa). Sure Start funds specific support work around teenage parents but then also prevention then becomes a by product of support. The Teenage Pregnancy Unit and Sure Start are jointly funding in partnership a Young Mothers Group Co-ordinator. The Teenage Pregnancy Unit and Sure Start appear in respective action/ implementation plans and strategies.
Hillingdon PCT (Director of Public Health)	As Director of Public Services the respondent has been aware of Sure Start from its initiation but is not a planning partner. As budget holder for the PCT contribution to Health Hillingdon the respondent is indirectly involved through them.
Social Services	Respondent does not sit on planning groups and is therefore unable to provide information. Sure Start is located on the same site as Social Services and have a high profile in the work of Social Services
McMillan Nursery School	The respondent would be best described as a planning partner, although the organisation has worked collaboratively with SST in connection with services to children's centres since May 2003 (working party). Discussions have been held regarding how services offered by SST could be extended to all families in the Botwell ward.
Hillingdon Association of Voluntary Services (HAVS)	HAVS is an umbrella organisation in the voluntary sector. HAVS provides SST and other voluntary organisations in the Borough with information and advice on funding. HAVS has a mechanism for voluntary organisations to attend forums on various issues and these forums inform and integrate the voluntary sector input into the local Strategic Partnership mechanism. The Sure Start Manager attends the children and families forum. The respondent is a member of the Sure Start Partnership.
Dental Clinic	The Community Dental Service (CDS) is a service provider. The initial plan included Oral Health Promotion (OHP) to families; participation in health forum; training of SST workers/health visitors in OHP; liaison with SST over families with high dental need and facilitating registration with general dental practices and CDS as appropriate. SST agreed to act as link with families and refer to OHP/CDS those people who required assistance. CDS also offered support to training of parents as co-workers
Home-Start Hillingdon	Service provider, advisor to the Board.
Educational Psychology Service/Portage Service	Passed on information re: pilot project; commissioned to put together 'Holding Hands' project for Slough Sure Start. Respondent has had no real role within Sure Start to date apart from a few meetings to discuss possible partnership links and a bid submitted for a portage worker to deliver (ESPP – Key Worker) model, which unfortunately was rejected. The respondent has now been invited onto the Board.

Organisation	Expressed Relationship
Minet Nursery and Infant School	The relationship with SST is essentially informal although 75% of families live in the Townfield ward. Any contact with SST is in relation to children in the nursery who are still under four and living in the Townfield ward. The organisation has asked SST to support induction to the nursery. SST has funded the production of a video exemplifying starting nursery – a copy is available to Sure Start workers. The organisation alerts Sure Start to children who are to be admitted to nursery prior to their admissions. The organisation has asked Sure Start to help to address self-help skills of children prior to starting nursery class.
EYDCP	Planning partner; EYDCP plans the provision of new childcare and early education places in Hillingdon alongside the information agency (CIS).

6.2 The Impact of Sure Start

Respondents were asked to comment on a number of factors relating to the impact that Sure Start Townfield has had, both on the organisation that they represent and on local families, children and community and voluntary groups.

Two respondents did not provide any comment to the question and three respondents stated that there had been no impact/affect on ways of working.

Comments from the remaining six respondents were:

- ◆ Useful example of action to address inequalities and to demonstrate that even in 'affluent' Hillingdon we have areas of need
- ◆ Mindful of the catchment area; routinely flagging up potential referrals
- ◆ The idea of Sure Start is great and is one of the first branches into partnership working. (To respondent) it has highlighted more difficulties than benefits. It has stimulated interest and led to an analysis of the best ways to work in other partnership projects. It has stimulated development of core pathways but withdrawal of funding has now brought this development to an end
- ◆ Partnership working with Sure Start has increased training resources and networking within the Sure Start area and surrounding areas

6.2.1 How involvement with Sure Start has affected the ways of working within the organisation or sector

- ◆ The EYDCP and Sure Start work closely in the planning of provision in Townfield. The CIS exhibit at many of the SST fun days and work closely in the dissemination of information on training, job opportunities and other joint initiatives. In addition, SST has had a major input into the bid and partnership developed with the Children's Centre and other Sure Start funded programmes
- ◆ Regular contact with Sure Start workers. Ante Natal parents identified and seen by Sure Start. Referrals taken and acted on quickly. More support for vulnerable families and children with poor language skills

6.2.2 Changes made to services to 'reconfigure' services since the introduction of Sure Start

Seven respondents provided comment regarding changes made to 'reconfigure' services since the introduction of Sure Start:

- ◆ We are not in the prescribed Sure Start area so we have not been part of the provision in Townfield. We are now formulating ways of working together and offering similar support to the families in our catchment area
- ◆ We provide information to Sure Start on children we plan to admit to our nursery class prior to admission in the hope that Sure Start will support induction to nursery class. We alert Sure Start to newly arrived families with children under four years
- ◆ We were both new strategies and have developed and grown together in consultation with each other. The Teenage Pregnancy Co-ordinator and Sure Start Manager have a good working relationship
- ◆ It has provided support to vulnerable families relieving us to do more promotional work
- ◆ The decision to site the childminding network at Sure Start was taken in collaboration with the local Programme and with the assistance of funding for part of the Co-ordinators role
- ◆ Home-Start supports families with children under 5 whereas Sure Start only supports up to 4
- ◆ Introduced 'link member' to facilitate registration and provision of dental treatment in CDS clinics – now ended due to withdrawal of funding

6.2.3 Added value

Respondents were asked to identify any 'added value' achieved through the service whilst working with Sure Start (defined as any unexpected positive outcome that is additional to the service that they were originally aiming to achieve). Eight respondents did not identify 'added value' achieved through the service whilst working with Sure Start (of those, two respondents stated that they do not currently work with Sure Start). Of the three respondents who did provide comment, responses were as follows:

- ◆ Opportunities for joint funding posts (i.e. speech therapist with the Children's Centre/EEC). Training opportunities for staff at EEC/Children's Centre
- ◆ Training opportunities for Home-Start and staff; networking/awareness of resources in Townfield and surrounding areas; access to services in the SST area
- ◆ There has been a marked rise in dental registrations (all ages) in the Townfield area

6.2.4 The extent to which Sure Start has increased the capacity of local community and voluntary groups

In general, respondents felt that SST has increased the capacity of local community and voluntary groups to a limited extent (2 respondents felt that SST had increased to a large extent; 6 to a limited extent; 3 felt unable to comment).

Asked to provide a rationale for the rating produced, comments were as follows:

Unable to respond

- ◆ Difficult to assess not being in Townfield
- ◆ Do not have the evidence to comment
- ◆ Not sufficiently close to the detail to be able to answer this

To a limited extent

- ◆ The community is ethnically diverse and I don't believe that Sure Start adequately engages with newly arrived families and those that are hard to reach
- ◆ More services available for families
- ◆ It is difficult to make this assessment due to a lack of specific information about outcomes, so based on the assumption that the increased level of resources must have had an impact
- ◆ I have not had feedback from all areas but I think that much resource has been spent on fun days etc. without as much regard to building capacity

- ◆ I am aware of the partnerships Sure Start has with other voluntary organisations. There could be more opportunities for this if Sure Start themselves had a greater capacity
- ◆ Personal observation

To a large extent

- ◆ Due to feedback from Sure Start meetings and seeing activities in the community i.e. Fun Bus, children/family activity days
- ◆ From my knowledge, the Sure Start's reputation locally and the work they undertake

6.2.5 The impact of Sure Start services on local children and families

Ten respondents offered comment regarding the impact of Sure Start services on local children and families. Responses were as follows:

- ◆ Discussions with the Sure Start manager indicate a wealth of exciting initiatives and services being offered to the Townfield families. Unable to give first-hand data as the families our centre serves are not directly in Townfield
- ◆ The young parent's seminar event evaluated positively and is to be repeated soon. We have a parent who is now training to be a midwife and one that works voluntarily at HWK Care to Learn – supporting applications
- ◆ Very effective in families where a parent has post-natal depression
- ◆ Families receiving therapy and childminding/crèche services
- ◆ Families have stated that they have benefited from the provision of wrap-around care – speech therapy, counselling, play therapy, childcare
- ◆ Increase in dental registrations; very positive feedback from health and much interest in dental issues from parents
- ◆ Support to establish Nurture Group sessions at Minet. Positive outcomes recorded for children, parents and staff
- ◆ As an organisation we do not work with families therefore we have no direct knowledge of their use of Sure Start only the statistics we are given from Sure Start; they are very positive
- ◆ Dental registrations in Townfield ward are higher than the deprivation might anticipate – but we have not yet analysed longitudinal data to show that this is explained by Sure Start
- ◆ Excellent facilities for those families who fall within the very limited catchment area. Feeling of exclusion/denial for those families without

6.3 Communication

Respondents were asked to rate the amount of communication with the Sure Start office/direct team, and the effectiveness of that communication (a respondent might rate the level of communication as low but the effectiveness of that communication as good, on the basis that a low level of communication is appropriate for their needs/service).

On average respondents rated the amount of communication with Sure Start Townfield as poor to satisfactory (mean rating 2.8, scale 1 (very low) to 5 (very high)). Four of the nine respondents responding to the question rated the amount of communication with Sure Start Townfield as high.

On average respondents rated the effectiveness of communication as satisfactory to good (mean rating 3.1, scale 1 (very poor) to 5 (excellent)). Four of the nine respondents responding to the question rated the effectiveness of communication as good.

Respondents were asked if they had any suggestions as to how communication could be improved; suggestions were as follows:

- ◆ A more speedy response to our communications; we use email, telephone and letters
- ◆ Sure Start website; meetings of 'front line' service providers i.e. EYDCP development workers and Sure Start funded workers
- ◆ We are currently reviewing our meeting/communication structure to address interface between Sure Start project manager, Home-Start senior co-ordinator and Home-Start co-ordinator who provides service to Sure Start
- ◆ If the Sure Start team were more open in communication; if the Sure Start team welcomed the dental team to work alongside and more resources available to manage the communication (from dental side); Sure Start worker assigned to dental liaison
- ◆ Attendance at Board meetings is likely to help
- ◆ Earlier notification of dates for Sure Start Partnership meetings; preferably dates for one year
- ◆ I get the information I need and know where to go if I want more
- ◆ More use of email

6.4 Delivery/planning of services

The delivery of Sure Start services is discussed widely by respondents at meetings other than Sure Start Board and Partnership meetings. Ten respondents provided information regarding discussion of Sure Start services beyond discussions held at Board and Partnership meetings (in the cases where respondents attend those meetings). Responses were as follows:

- ◆ The Children's Centre Working Group (held approximately every 6 weeks)
- ◆ Discussed delivery of Sure Start services with the schools allocated (an Educational Psychologist
- ◆ Supporting teenage parents at Teenage Pregnancy meetings including social and emotional development of babies, children and parents; training and education for parents and childcare support/provision; domestic violence; access to local sexual health services
- ◆ At regular locality and team meetings monthly/bi-monthly; update given on new groups/activities available
- ◆ Children's Centres Steering Group
- ◆ Home-Start Hillingdon attend six-monthly Service Level Agreement meetings with funders (LBB and PCT) and Sure Start delivery is acknowledged as part of our overall service delivery in the Borough
- ◆ Community Dental Health groups; local Dental Committee; Oral Health Advisory Group
- ◆ Pre-school Co-ordinating Group; Portage Service meetings; Minet Infant and Nursery School as the allocated EP for the school
- ◆ Represent the voluntary sector at a number of Partnerships and include information from Sure Start when pertinent. Also inform Sure Start of any issues arising from these Partnerships which may affect them: Area Child Protection Committee; Children's Services Strategy Group; Preventative Strategy/Vulnerable children's Group; Teen Pregnancy Strategy; Children with Additional Needs Group; Behaviour Forum. Also ensure Sure Start receives any 'one off' invitations to groups, conferences, one off events, training courses etc. that are sent to HAVS from a variety of local and national organisations
- ◆ Team meetings – sometimes discuss Sure Start input into cases

Respondents were asked if they worked with organisations other than Sure Start to deliver/plan services. Ten of the eleven respondents indicated that this was the case. Collaborative services provided, planned and/or funded for each service, with the partners involved, are shown in the following table:

Organisation	Collaborative Services	Partners
McMillan Nursery School	Work with the local PCT and are in the process of providing a self-esteem group and a combined babies/crawlers and toddler group provision. Have offered speech therapy to families and are in the process of advertising for another therapist to replace the person who has re-located. The Early Bird Programme run by the Autistic Society will be commencing in March 2004.	
Minet Nursery and Infant School	Adult education classes for parents in the school; Family Learning; EAL for Parents; Parenting Classes; EP Services; Speech and Language; Physio	Adult Education EP Service PCT
Hillingdon PCT/LBH	On a strategic level, statutory and non-statutory agencies	Hillingdon PCT LBH Hillingdon Women's Centre Brook Young People's Family Planning Services Tudor Wing (GUM) Maternity Services Social Services Looked after Children Services Schools Parents Governors Teachers Housing Uxbridge College Education Welfare Youth Services
The Warren Health Centre	Home Start; Social Services; Housing; Education; First Steps; Early Years	
EYDCP	Planning partner; EYDCP plans the provision of new childcare and early education places in Hillingdon alongside the information agency (CIS).	Children's Fund Youth Service Play Network

Organisation	Collaborative Services	Partners
Home-Start Hillingdon	Home-Start UK, LBH, PCT	LBH PCT
Educational Psychology Service/Portage Service	EYDCP; LEA Special Needs Officers, School Improvement Service (Foundation Stage); CDC, considering joint/multi-disciplinary health assessments	Health Social Services Schools Early Years settings etc.
HAVS	Organisation works with 450 organisations in LBH. 95 of these organisations work with children and/or families. Also integrated in to the Local Strategic Partnership structures at all levels	List of voluntary groups available on the website (www.havs.org.uk) Statutory partners include: Health Education Social Services Police Environment Housing Learning and Skills Council EYDCP National Voluntary Groups
Hillingdon PCT	As an Executive Board member of the PCT the respondent is involved formally in providing, planning and funding all the services needed for the people of Hillingdon	All LSP partners and many others across NW London sector
Social Services	Health; Education; CAMS; GP's; CPN's	

Respondents were asked to indicate, if they were not working with other services, what barriers were being experienced. One respondent provided comment:

- ◆ There are no other partners engaged with the organisation at present. The organisation offered support to the Smoking Cessation team, and Speech and Language Therapy; this was not taken up

6.5 Comments

Respondents were invited to make any comment that they felt relevant. Comments provided were as follows:

- ◆ My impression is that Sure Start Townfield has not sufficiently investigated alternative strategies for engaging with hard to reach families. They rely heavily on written communications and just telling families about their services is not sufficient. Many parents need to be approached more directly and regularly
- ◆ I still think that the concept of Sure Start is excellent but am frustrated by what appears to be a lack of joined-up working and not much evidence of empowerment to the local community which was my original aim. I only wish dental funding had been continued so that we could address this
- ◆ I am concerned that SEN in the Townfield area has not really been addresses/ identified; 82% on the SEN register live in the Sure Start area. This needs to be considered within future planning of services
- ◆ Some resources seem under-used due to limited catchment and poor take-up. E.g. 'sensory room'

I Consultations with Parents and Carers

Consultations were undertaken with parents/carers in three service provision settings. Consultations took the form of facilitated focus group discussions and individual interviews with parents/carers at the point of service delivery.

A total of thirteen parents/carers contributed to the consultations.

Interviews were semi-structured to allow participants to express their views regarding their experiences of Sure Start Townfield and to focus on the elements that they felt were most relevant to them.

2 Service User's Questionnaire Survey

A postal questionnaire was sent to all families registered with Sure Start Townfield at the end of February 2004 to obtain top-line information regarding:

- ◆ awareness of Sure Start Townfield and the services offered;
- ◆ opinions of services;
- ◆ perceived input to decision making and service development
- ◆ outcomes against identified indicators (registration with Dentist; attendance at ante-natal classes; library use and membership; levels of employment and training/studying for employment)

The questionnaire survey was promoted by members of the Sure Start team and via the display of posters at the point of service delivery.

Questionnaire recipients were also issued with a reply-paid envelope to return completed questionnaires to Hemsall Consultancies. The questionnaire was dispatched at the end of February 2004, with a two week deadline for responses to ensure that findings could be incorporated into the phase one evaluation prior to the end of March report delivery date.

3 Partners Questionnaire Survey

Postal questionnaires were sent to 66 professionals, community groups and voluntary organisations identified by Sure Start Townfield in February 2004. The questionnaire aimed to explore:

- ◆ the impact that Sure Start Townfield has had within the local area;
- ◆ the reconfiguration of services since the introduction of Sure Start;
- ◆ levels of joint working;
- ◆ levels of communication;
- ◆ involvement in the delivery of Sure Start services

The identified recipients of the questionnaire had been involved in the planning and/or early delivery stages of the Programme. It was acknowledged at the start of the evaluation that a number of professionals, community groups and voluntary organisations may not have had contact with the Programme since the planning stages and early delivery stages. The partner's questionnaire survey had the additional aim of starting to re-engage early partners.

4 Quantitative Data Analysis

Quantitative data analysis was based on monitoring data collated since the inception of the Programme and 2001 Census data.

Your views about **SureStart** Townfield

Dear Parent/Carer – Your views about SureStart Townfield are important to us – please have your say by completing and returning this questionnaire. All information that you provide will be treated confidentially and used by SureStart Townfield only.

1 Approximately how long have you been registered with SureStart Townfield?

Please tick the appropriate box

- 0 – 3 months 4 – 6 months 7 – 12 months More than 1 year

2 How many children aged up to four years old do you have?

Please tick any relevant box

	<i>Number of children</i>			
	1	2	3	4
Aged 0 – 6 months old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aged 7 – 11 months old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aged 1 or 2 years old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aged 3 years old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Or, are you expecting a baby? Yes No

3 Which SureStart service that you use is the most useful to you?

Please write the name of the service

Why do you find this service to be the most useful?

Please indicate the most useful aspects of the service by ticking any relevant box

- My child can play with other children
- The range of activities offered for my child
- It provides child development support
- It provides child health support
- I get to meet with other parents/carers
- I can have a few hours off to do other things (eg attend appointments with other children, shopping attend training etc)
- I can access support for myself
- Another reason (*please write the reason below*)

4 Which SureStart service that you use or have used is the least useful to you?

Please write the name of the service

Why do you find this service to be the least useful?

Please write your answer below

5 Are there any SureStart Townfield services that you have wanted to use but have been unable to?

Please tick

- Yes No

What services? *Please write*

Why have you been unable to use the service(s)?

Please indicate any problems that have prevented you from using the services by ticking any of the relevant boxes below – please tick any box that applies

- The hours that the service is available are not convenient
- Transport or travel difficulties
- I can't take my other children (they are aged over 4)
- The fees or costs are too expensive
- I don't know anyone else who uses the service
- I don't know enough about the service
- Another reason (*please write the reason below*)

6 Do you have enough information about the range of services that SureStart Townfield offers?

Please tick the relevant box below

- I only know about the services that I use
- I have some information about other services but not very much
- I have been told about all of the services available

7 How do you get information about SureStart Townfield services?

Please tick any relevant box

- From other parents and carers
- From newsletters or letters to my home
- From posters or leaflets
- From SureStart workers
- From the people running the services
- From my Home Visitor/a home visit
- From my Health Visitor or Health Clinic
- From advertisements (eg in the local paper)
- From the SureStart Website
- Other (*please write any other sources of information below*)

8 How useful or helpful do you find the information that you have about SureStart?

Please tick the relevant box below

- Not helpful/useful at all
- It provides some useful/helpful information but not enough
- Very useful/helpful

9 Is the amount of information that you have about SureStart

- Too much
- About right
- Not enough
- Not received any information at all

10 Please read the following statements and for each statement indicate how much it reflects your opinion by ticking the relevant box

	Strongly disagree	Disagree	Unsure	Agree	Strongly agree
10.1 The SureStart activities and services that I use are welcoming and supportive	<input type="checkbox"/>				
10.2 Other parents/carers using the services are welcoming	<input type="checkbox"/>				
10.3 The staff that run the services are always helpful	<input type="checkbox"/>				
10.4 If I have a suggestion to make about services that I feel are needed in the area, I know who to talk to at SureStart	<input type="checkbox"/>				
10.5 I feel that I could ask for support from SureStart if I needed it	<input type="checkbox"/>				
10.6 When I have asked for support or advice from SureStart, it has always been provided	<input type="checkbox"/>				
10.7 The advice and support that I have received from SureStart has been useful/helpful	<input type="checkbox"/>				
10.8 If I have any concerns about my child's development or health I would know where to get information	<input type="checkbox"/>				
10.9 It's easy for me to travel to SureStart services and activities	<input type="checkbox"/>				
10.10 I feel safe walking around the area	<input type="checkbox"/>				
10.11 There are local outdoor play areas that I can use with my child	<input type="checkbox"/>				
10.12 Parents and carers can have their say in the services that SureStart offers	<input type="checkbox"/>				
10.13 There are plenty of activities for my child to do in the area	<input type="checkbox"/>				

Strongly disagree
Disagree
Unsure
Agree
Strongly agree

11 What other services or activities do you feel should be made available for families with young children in the area?

Please tick any box that applies

- More indoor play activities for children
 - More safe outdoor play facilities (eg parks)
 - Easier access to health services (eg GP, Dentist, Health Visitors etc)
 - Parenting support
 - Crèche facilities where I can leave my child
 - Support to help parents/carers work
 - Activities for the whole family
 - Information about healthy eating
 - Support with child development problems
 - Opportunities to spend time with other parents and carers
 - Weekend and/or evening activities
 - Full day care facilities
 - Other (*please write below*)
-

In this last section we would be grateful if you could tell us a little about yourself

12 Are you and your family registered with a Dentist?

Please tick

- Yes No

13 Did you attend or are you currently attending an ante-natal class?

- Yes No

14 Have you visited a local library?

Please tick

- Yes No

Have you joined a local library?

Please tick

- Yes No

15 Are you currently working?

- Yes No

If you are currently working, are you

- Full-time
- Part-time (up to 16 hours per week)

If you are not currently working are you training or studying for work?

Please tick

- Yes No

16 Are you aware that SureStart Townfield offers support to people with young children in the local area that are looking to work?

- Yes No

17 Is this service (support into work) something that you might be interested in now or in the future?

- Yes No

18 Are you

- Female? Male?

19 Please indicate your age

by ticking the relevant box

- Under 18 years old 30 – 39 years old
- 18 – 21 years old 40+ years old
- 22 – 29 years old

20 Do you have regular access to the Internet?

- Yes No

21 Please tick the box that applies to you

White/White British

- White British
- White Irish
- White Other

Black/Black British

- Black Caribbean
- Black African
- Black Other

Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Asian Other

Dual Ethnicity

- Dual White/Black Caribbean
- Dual White/Black African
- Dual White/Asian
- Dual Other

Other Ethnic Group

- Chinese
- Other (*please write*) _____

Do you have any comments about SureStart Townfield that you would like to make? Please use the space below

Thank you for completing this questionnaire – your input to the evaluation of SureStart Townfield is very important and will be treated in the strictest confidence.

If you would like to talk to someone about this questionnaire, or would like to complete the questionnaire with a member of the research team or a member of SureStart staff, please contact:

Hempsall Consultancies – research team **telephone (0116) 233 7205**

SureStart Townfield
telephone 01895 277877

All completed questionnaires should be returned in the reply-paid envelope to:

Hempsall Consultancies
71 Narrow Lane
Aylestone
Leicester LE2 8NA

Appendix Three – Most Useful Services

Service	% of respondents indicating
Trips	18.0%
Fundays	14.0%
Playbus	14.0%
Toy Library	12.0%
Parent/Mother and Toddler Group	10.0%
Crèche	8.0%
Monkey Music	8.0%
Action Kids	4.0%
Cuddles	4.0%
ESOL	4.0%
Sewing Classes	4.0%
Sure Start	4.0%
Courses	4.0%
Library	4.0%
Arts and Crafts	2.0%
Barra Hall	2.0%
Childcare	2.0%
Child Development	2.0%
Childminder	2.0%
First Steps	2.0%
Speech and Language	2.0%
Volunteer Training Course	2.0%
Yoga	2.0%
Baby Books	2.0%
Clinic	2.0%
Counselling	2.0%
IT Training	2.0%
Parents Forum	2.0%
Playgroups	2.0%

Appendix Four – Number of Service Visits

Activity	Visitors	% of total visitors	Visits	% of total visits	Ratio visitors to visits
Brookside Toddler Group	81	1.4%	281	2.9%	3.5
Home Start	161	2.7%	545	5.7%	3.4
New Beginnings	8	0.1%	22	0.2%	2.8
Family Group	49	0.8%	136	1.4%	2.8
Relaxation Group	21	2.2%	57	0.6%	2.7
Parenting Classes	25	0.4%	65	0.7%	2.6
Yoga	30	0.5%	68	0.7%	2.3
Early Start	5	0.1%	11	0.1%	2.2
Positive Steps	50	0.8%	106	1.1%	2.1
Play Bus	897	15.1%	1815	18.9%	2.0
ESOL	48	0.8%	94	1.0%	2.0
Parent & Toddler Group (1)	151	2.5%	292	3.0%	1.9
Developmental Movement	159	2.7%	302	3.1%	1.9
Home Therapy	140	2.4%	269	2.8%	1.9
Parent & Toddler Hayes Methodist	561	9.4%	1007	10.5%	1.8
Getting together	18	0.3%	32	0.3%	1.8
St Marys Toddler Group	128	2.2%	224	2.3%	1.8
Amanda's Action Kids	56	0.9%	98	1.0%	1.8
Cuddles	116	1.9%	182	1.9%	1.6
Monkey Music	409	6.9%	609	6.3%	1.5
Toy Library	329	5.5%	469	4.9%	1.4
Speak Easy	29	0.5%	41	0.4%	1.4
Craft Sessions	157	2.6%	209	2.2%	1.3
Summer Trips	180	0.3%	232	2.4%	1.3
Additional home visits	669	11.2%	825	8.6%	1.2
Half Term Trips	476	8.0%	583	6.1%	1.2
Parents Forum	24	0.4%	27	0.3%	1.1
Story time/library	93	1.6%	98	1.0%	1.1
Picnics in the park	73	1.2%	82	0.9%	1.1
Speech and Language measures	56	0.9%	56	0.6%	1.0
Fun Days	481	8.1%	496	5.2%	1.0
First Aid	14	0.2%	14	0.1%	1.0
Library Useage	155	2.6%	157	1.6%	1.0
Come and play @ Creche	10	0.2%	10	0.1%	1.0
Holding Hands	2	0.0%	2	0.0%	1.0
Parent Forum Events	90	1.5%	90	0.9%	1.0
Totals	5951	99.1%	9606	100.0%	1.6

Appendix Five – Operational Period and Frequency of Services

Activity	Start and Finish dates
Parent & Toddler Group (1)	Dec 01 – May 02: weekly
Parent & Toddler Hayes Methodist	June 02 – to date: weekly
Speech and Language measures	Nov 01 – to date: variable
Additional home visits	Oct 01 – to date: variable
Toy Library	March 02 – to date: x 2 a week
Parents Forum	May 02 – to date: monthly
Cuddles	May 02 – to date: weekly
Developmental Movement	March 02 – to date: sessional
Home Start	June 02 – to date: variable
Half Term Trips	Feb 02 – to date: variable
Home Therapy	April 02 – to date: variable
Fun Days	Feb 02 – to date: variable
Brookside Toddler Group	May 02 – to June 03: x 2 weekly
Positive Steps	June 02 – to date: sessional
Getting together	Aug 02 – to date: weekly ***
Play Bus	Sept 02 – to date: 4 x each week
Monkey Music	Sept 02 – to date: weekly
Relaxation Group	Sept 02 – to date: sessional
St Marys Toddler Group	Oct 02 – to date: weekly
Parenting Classes	Oct 02 – to date: sessional
ESOL	Nov 02 – to date: sessional
Story time/library	Nov 02 – to date: weekly
New Beginnings	Dec 02 – to date: sessional
Family Group	Jan 03 – to date: weekly
Speak Easy	Jan 03 – to date: sessional
First Aid	Jan 03 – to date: sessional
Yoga	Feb 03 – to date: weekly
Library Useage	Jan 03 – to date: variable
Craft Sessions	April 03 – to date: weekly
Amanda's Action Kids	June 03 – to date: weekly
Picnics in the park	July 03 – Aug 03: 6 picnics
Summer Trips	June 03 – Aug 03: 6 trips
Come and play @ Creche	Aug 03 – to date: x1
Holding Hands	Nov 03 – date: variable
Early Start	Nov 03 – Dec 03: sessional
Parent Forum Events	Dec 03 – Dec 03: one off

