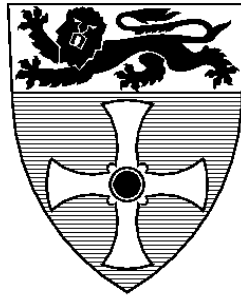


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Sure Start Leam Lane Evaluation

Report of the Baseline Survey
May 2004

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Executive Summary

- This survey is part of the first phase of a three-year evaluation study, and it was conducted in order to provide a snapshot of parents and carers use of, and views about, services for families with children under the age of five in the Leam Lane area.
- The interviews were conducted during the period December 2003 to April 2004 by a team of five interviewers. The majority of the survey interviews were conducted in the Fewster Square area, and 102 interviews were conducted.
- The interviews collected demographic and biographical information from each respondent and the majority of respondents (80%) were living in the Leam Lane area. The length of time which they had lived in Leam Lane ranged from 3 months - 50 years, with an average (mean) of 16 years.
- The minority of respondents were male - 14, compared with 88 female and in terms of ethnicity, the majority - 89 respondents - were identified as White British. The average age of the sample who declared their age (79 people) was 32.8, with an overall age range of between 18 and 62 years.
- More respondents were, or had been, married than were single, although single parents and carers represent over a third of the sample. Over a third of those interviewed were currently employed and the majority of these were working part time.
- Half the respondents were identified as not working and the largest group of these people were looking after their families and homes. Of these carers, two-thirds of interviewees were parents and around a quarter were grandparents or other family members.
- The total number of children cared for by the interviewees was 175, of whom 134 were aged 0-4. Half of the carers in the sample were caring for a single child and a further third for two children.
- Children under one year old represent 23% of the sample, children aged 1-2 make up 32% and pre-school children, aged 3-4 account for a further 32%.
- General awareness of Sure Start was high, with the majority of respondents stating that they had heard of Sure Start and only 7% reporting that they had not. Knowledge about Leam Lane Sure Start was very high but clear ideas about the aims of Sure Start were less common.
- Most respondents found out about Sure Start via their Health Visitor or through the leaflets distributed in the area but the variety of methods reported to us suggests that Sure Start has been successful in permeating into local networks and in raising general awareness.

- The interviewers asked parents and carers which services they were using in the area before showing them the list of programmes. However, there were only six respondents who spontaneously mentioned programmes they had, or were currently attending, even though actual levels of use were somewhat higher.
- Interviewers asked parents and carers for reasons why they did not use Sure Start programmes. Interestingly, more respondents considered that they had no time to be involved in groups, rather than feeling that programmes were running at the wrong time.
- When asked about 'non-Sure Start' programmes in the area, responses were mainly parent and toddler groups associated with schools and churches in the local area and have a 50 % average recognition rate. This suggests that Sure Start's publicity has achieved, in a very short time, a profile for its' programmes which has nearly equalled more established groups.
- The pattern which seems to be emerging is that parents and carers tended to start using one particular parent and toddler group, or at most, two groups and to be unaware of the others. Felling Pool and the Leam Lane library are popular local resources. The park, however, provoked strong negative reactions.
- There was strong interest in Messy Days, with more than half of interviewees feeling that they would like to take advantage of this with their children and just over a quarter expressed an interest in PEEP for 1s. Those respondents who had actually used the groups were uniformly positive.
- Reasons for not wanting to use the new Sure Start programmes are very similar to those given for the programmes already in place, with the specific age limitation of PEEP for 1s being the most often cited reason.
- When asked what else people would want, the majority (38) of people reported that they would like to see an improved environment, such as increased security, a safer park, traffic calming measures, etc. 28 people responded with a request for activities for older children and/or a mixed age group. On a positive note, 14 people reported that they felt they had good services and 'everything we need'.

The Baseline Survey

This survey is the first part of Phase 1 of the three year evaluation of Leam Lane. The survey was conducted in order to provide a snapshot of parents and carers use of, and views about, services for families with children under the age of five in the Leam Lane area. These results are not intended to be a 'true' baseline, since they were obtained after the Sure Start programme had been running for some time and changes in management and personnel have delayed the implementation of the survey. Nevertheless, the results of the survey give a clear picture of parents and carers' awareness and knowledge of Sure Start and of their concerns and levels of satisfaction with services.

Methodological information

The survey interviews were conducted during the period December 2003 to April 2004 by a team of five interviewers. The schedule used is reproduced in Appendix 1, which was designed in consultation with, and with information provided by Leam Lane Sure Start staff. The majority of the survey interviews were conducted in the Fewster Square area, ranging from St Augustine's to Oliver Henderson Park. 102 interviews were conducted, and these took place on different days of the week, and varying times of the day in order to catch as many different respondents as possible.

The interviews collected demographic and biographical information from each respondent. The main focus of the interview was the use of services for the under-fives, both those provided by Sure Start and by other groups. The interview tried to elicit respondents' views about the services they had used and their reasons for not using other services. In addition, there was a section of the interview which focussed on their needs for additional or different services and support for their children, for themselves in their role as carer and for improvements to the Leam Lane area in general.

While every effort was made by the interview team to get respondents' views on all aspects of the interview, inevitably there were some omissions, referred to throughout the report as 'missing' data. With regards to this street-based survey, 'missing' data were predominantly non-responses to questions, for example, a respondent can (and have the right to) refuse to give their age, or simply may not respond because they are unsure of how to respond. Although prompting from researchers can try to elicit further responses, this is not always possible, and still the respondent does not have to offer a response. Missing data is more likely to occur in this sort of interview situation where respondents have no warning and no prior knowledge of the research subject.

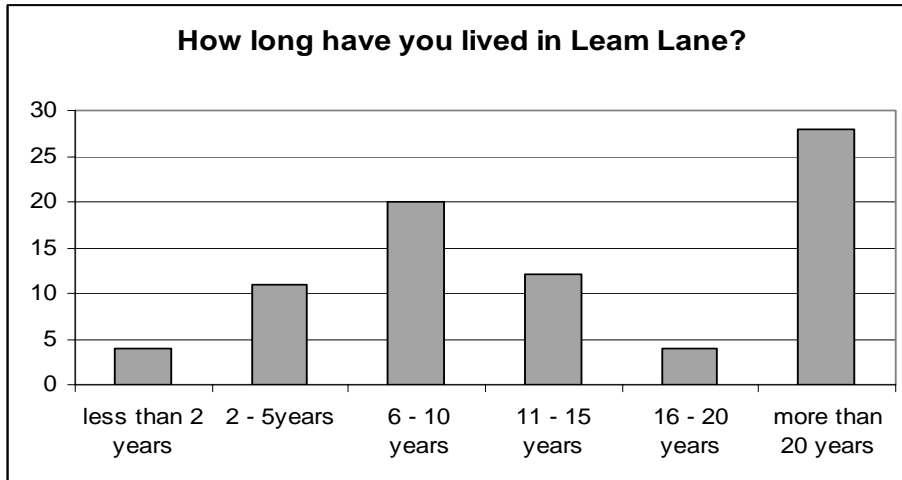
Survey results

Information about the respondents

The majority of respondents (80%) were living in the Leam Lane area – see Figure 1. The length of time which they had lived in Leam Lane ranged from 3 months - 50 years, with an average (mean) of 16 years (data missing for 2 respondents). Those not living in the Leam Lane area came mainly from Wardley (n=8), though we also spoke

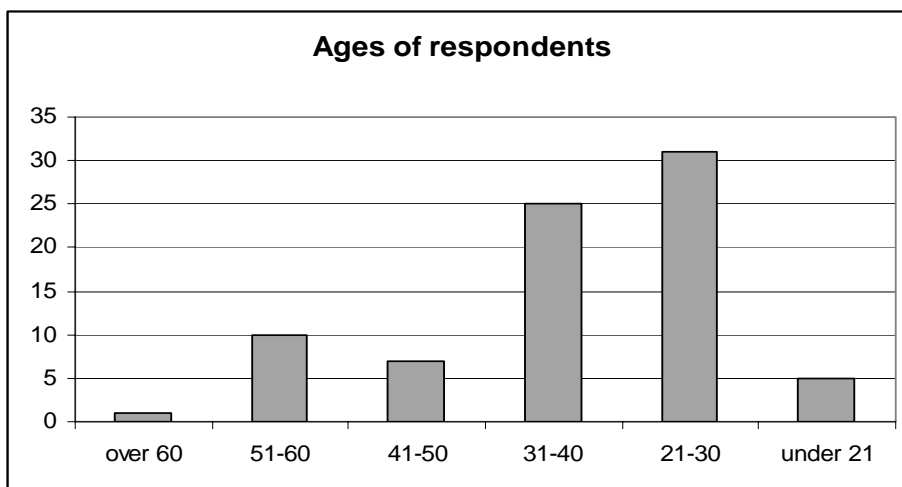
to people from Beacon Lough, Birtley, Boldon, Deckham, Felling, Hebburn, Whitehills, Windy Nook and Wrekenton. Some of the parents declared they were not from the Leam Lane area and their views were therefore not recorded.

Figure 1: Length of time living in Leam Lane



The minority of respondents were male -14 - compared with 88 female. In terms of ethnicity, 89 respondents identified as White British, one respondent identified as mixed white and black African origin and one respondent identified as Pakistani, Eleven respondents declined to complete this section. 23 people declined to reveal their age, but the average age of the remaining 79 people was 32.8, with a range of 18-62 years.

Figure 2: Respondents' ages in descriptive clusters



More respondents were, or had been, married than were single (see Table 1), although single parents and carers represent over a third of the sample. The methodological approach of interviewing parents and carers in the day time – albeit in part during school holidays - means that we will have over-represented non-working parents, which will inevitably include more lone parents. Over a third of those interviewed

(n=36) were currently employed (see Table 2) and the majority of these (n=19) were working part time. Fifty-one respondents were identified as not working and the largest group of these people were looking after their families and homes.

Table 1: Marital status of respondents

Marital status	N
<i>single</i>	37
<i>married</i>	42
<i>remarried</i>	1
<i>separated</i>	2
<i>divorced</i>	6
<i>widowed</i>	3
<i>missing</i>	11

Table 2: Respondents' employment status

Employed	N	Not employed	N
<i>self-employed</i>	4	<i>retired</i>	8
<i>employed full time</i>	10	<i>student</i>	4
<i>employed part time</i>	19	<i>looking after family/home</i>	36
<i>maternity leave</i>	3	<i>sick/disabled</i>	2
		<i>unemployed</i>	1
		<i>unspecified other/ missing</i>	15

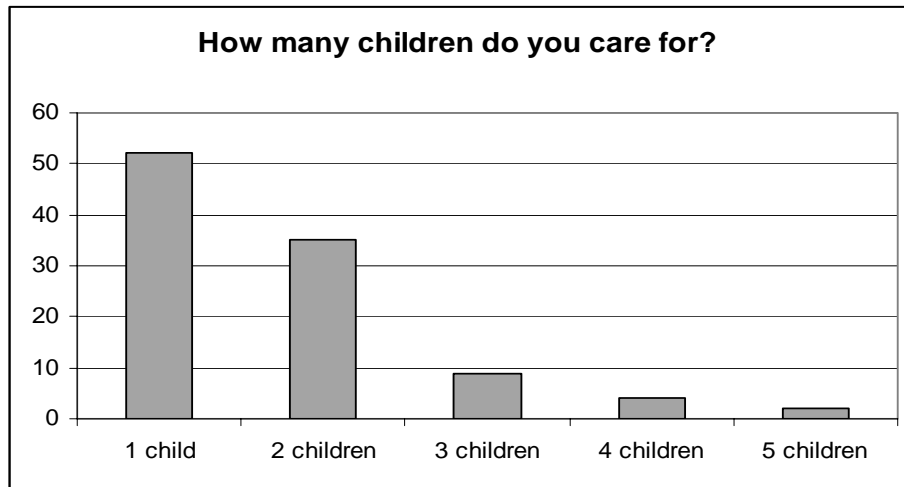
Respondents and the children they are caring for

As Table 3 (below) indicates, two-thirds of interviewees were parents and around a quarter were grandparents or other family members. The total number of children cared for by the interviewees was 175, of whom 134 were aged 0-4. Numbers of girls and boys were fairly evenly split for the whole sample (male = 86 female = 87), with a slightly higher number of girls in the 0-4 group (male = 65 female = 70). Half of the carers in the sample were caring for a single child and a further third for two children (see Figure 3 below). Childminders were, of course, far more likely to have three or more children to care for and account for the majority of this group.

Table 3: Respondents' relationship to the children they care for

Relationship to child	Male	Female	Total
<i>Parent</i>	9	58	67
<i>Grandparent</i>	4	19	23
<i>Childminder</i>	0	7	7
<i>Friend</i>	1	1	2
<i>Auntie</i>		3	3
Total	14	88	102

Figure 3: Number of children cared for by each respondent



The range of ages of the children in the sample is illustrated in Table 4. Children under one year old (referred to in this report as babies) represent 23% of the sample, children aged 1-2 (toddlers) make up 32% and pre-school children, aged 3-4 account for a further 32%.

Table 4: Spread of age and gender of children in the interview sample

Age of child	Male	Female	Total
0-6 months	9	11	20
7-12 months	13	7	20
13-18 months	2	9	11
19-24 months	13	14	27
25-36 months (2 -3 years)	22	15	37
37-48 months (3-4 years)	6	13	19
49- 60 months (4-5 years)	2	4	6
61 – 120 months (6-10 years)	13	11	24
121 months + (10 years and up)	7	4	11
TOTAL	87	88	175

Sure Start

General awareness of Sure Start was high, with the majority of respondents stating that they had heard of Sure Start and only 7% reporting that they had not. Knowledge about Leam Lane Sure Start was very high (see Table 5) but clear ideas about the aims of Sure Start were less common, with just over half of respondent confident that they knew what it was about.

Table 5: Respondents' levels of awareness about local and national Sure Start

	Yes	No	Missing
<i>Aware of the aims of Sure Start</i>	57	41	4
<i>Aware that there is a Sure Start in Leam Lane</i>	92	8	2
<i>Know where Sure Start Leam Lane is based</i>	91	9	2

Table 6: How information about Sure Start is disseminated

How did you hear about Sure Start?	Number of times mentioned (some respondents named multiple sources)
<i>Health visitor</i>	23
<i>Leaflets</i>	21
<i>Parent and Toddler group</i>	15
<i>Friends and family</i>	11
<i>Newspapers</i>	5
<i>Work/ training</i>	5
<i>Posters</i>	5
<i>Dropped in/ noticed offices</i>	4
<i>School/nursery</i>	3
<i>Word of mouth</i>	3
<i>Midwife</i>	2
<i>Childminder</i>	2
<i>Library</i>	1
Total	100 (from 95 respondents)

Most respondents found out about Sure Start via their Health Visitor or through the leaflets distributed in the area (Table 6, above) but the variety of methods reported to us suggests that Sure Start has been successful in permeating into local networks and in raising general awareness. However, respondents' levels of awareness relating to specific programmes, projects, or initiatives within Sure Start Leam Lane were much lower, with seven out of eleven programmes unknown to more than half of those interviewed (Table 7 below). Indeed, with the exception of the Grassbanks baby clinic, recognition levels for Sure Start programmes averages 45%.

The interviewers asked parents and carers which services they were using in the area before showing them the list of programmes from Sheet 1, detailed in Table 7. However, there were only six respondents who spontaneously mentioned programmes they had, or were currently attending, even though actual levels of use were somewhat higher. The Grassbanks baby clinic, Storysacks and Splash and Swing were the only programmes that more than ten respondents reported using but it should be noted that all programme users rated the programmes as fair or good, reflected by the high average scores in Table 7. Splash and Swing was frequently reported as difficult to get into, with a long waiting list and many parents wished there were more sessions.

Table 7: Programmes in Leam Lane – Sheet 1

	Spontaneous mention	Used	Rating (average)	Heard of	Never heard of (missing)
<i>Grassbanks Baby Clinic</i>	0	36	3	37	20 (9)
<i>Story sacks</i>	3	20	2.7	28	45 (9)
<i>Splash and Swing</i>	3	19	2.84	33	43 (6)
<i>Let's Talk Toddler</i>	2	9	2.89	33	53 (7)
<i>Baby PEEP</i>	3	8	2.63	31	54 (9)
<i>Place to Play</i>	0	6	2	26	58 (12)
<i>New Mum New Baby</i>	0	4	2.75	42	46 (10)
<i>Shared Beginnings</i>	0	4	3	24	59 (14)
<i>Bosom Buddies</i>	0	3	3	37	52 (10)
<i>Training/ Employment Drop-in</i>	0	2	3	29	62 (9)
<i>Handbags to Health</i>	0	1	3	21	70 (10)

Interviewers asked parents and carers for reasons why they didn't use Sure Start programmes (see Table 8). Many of the reasons, such as the parent working or the child being the wrong age for the programme, cannot be overcome. Moreover, it is interesting that more respondents considered that they had no time to be involved in groups, rather than feeling that programmes were running at the wrong time. Indeed, there was a small group of younger carers who specifically stated that they did not want to join groups or who felt that they preferred to be at home with their children but there were other themes which may prove to be useful.

Carers and parents who looked after more than one child, and particularly those who looked after more than two children, found that they could not attend groups which were focussed specifically on babies or young toddlers, since they had to bring all of their children. Programmes like Splash and Swing, which require one-to-one carer and child work, were not, they felt, available to them. It is possible that linking the crèche provision to 'age and stage' specific programmes would encourage these carers. The grandparents and carers who looked after children on an ad hoc basis tended to express the view that they could not take part in the programmes, either because they were not the child's main carer or because they could not attend regularly.

Table 8: Reasons for not using existing Sure Start programmes

	Child wrong age	No time	Wrong time	Mixed age children to care for	Don't care for child regularly	Grandparent	Working	Can do this myself	Other (more than one respondent, number in brackets)
<i>Baby PEEP</i>	10	2		1	1		2		On waiting list
<i>Let's Talk Toddler</i>	4	1	1		1	2	2	2	Probably will use Use other group
<i>New mum new baby</i>	8	1	1		2	3	2		Friend went and didn't like it
<i>Shared Beginnings</i>	3	2	1		1	1	2	1	
<i>Storysacks</i>	2	1	1		1	1	2		May use in future (3)
<i>Splash and Swing</i>	1	2	2	1	2		3		Baby had ear infections Long waiting list (4)
<i>Training/employment drop-in</i>		1		1	1		6		
<i>Place to play</i>	2	1			1		3		
<i>Grass banks baby clinic</i>	2	2			1		2		Own doctor/ other clinic (7)
<i>Handbags to Health</i>		1			1		3		
<i>Bosom Buddies</i>	2	1			1	1	2		Didn't breast feed (6)
Total	34	15	6	3	13	8	29	3	

The next section of the interview focused on the programmes for children and their parents which were running in the Leam Lane area outside of the Sure Start 'umbrella' (listed in Table 9). These programmes are mainly parent and toddler groups associated with schools and churches in the local area and have a 50 % average recognition rate, suggesting that Sure Start's publicity has achieved, in a very short time, a profile for its' programmes which has nearly equalled more established groups.

The pattern which seems to be emerging from this data is that parents and carers tended to start using one particular parent and toddler group, or at most, two groups and to be unaware of the others. Those who had used more than one group often said that they had not liked or identified with the adults in the first group, many citing swearing or not checking badly-behaved children as reasons. For this reason, average scores for these groups are slightly lower than for the Sure Start programmes, since regular users tended to rate groups as good and 'former users' rated them as poor. A small number of older carers mentioned that some groups had too young a profile for them but praised St Andrews as being more 'granny-friendly'.

Table 9: Non-Sure Start programmes

	Used	Rating (average)	Heard of	Never heard of (missing)
<i>Felling Pool</i>	70	2.5	22	7 (3)
<i>Oliver Henderson Park</i>	62	1.98	20	13 (7)
<i>Leam Lane Library</i>	61	2.66	31	6 (4)
<i>St Andrew's Parent and Toddler</i>	18	2.43	46	34 (4)
<i>Long Rigg Baby Clinic</i>	15	2.69	56	21(10)
<i>Parent and Toddler (community centre)</i>	5	2.4	35	53 (8)
<i>Roman Road Childminders</i>	5	1.8	34	54 (9)
<i>Young Mother and Tots</i>	4	2.25	34	53(11)
<i>Colegate Primary Parent and Toddler</i>	3	2.75	44	46 (9)
<i>Wardley Methodist Parent and Toddler</i>	3	1.33	40	51 (8)
<i>Oliver Henderson Parent and Toddler</i>	3	3	36	54 (9)

Felling Pool and the Leam Lane library are popular local resources, although the changing rooms at the former were frequently described as 'scruffy'. The park, however, provoked strong reactions. While most respondents thought it a nice space, many complaints were made about the state of the pond, the lack of play facilities, the vandalism of the play equipment that was provided and the general level of disorder, broken glass and mis-use of the space by teenagers, 'charvers' and 'druggies'. These factors tended to limit carers' use of the park with their small children and was linked to many comments that were made later in the interviews relating to security and safety in Leam Lane.

Respondents were shown three more recently introduced Sure Start programmes and asked whether they would be interested in using them (Table 10, below). There was strong interest in Messy Days, with more than half of interviewees feeling that they would like to take advantage of this with their children and just over a quarter expressed an interest in PEEP for 1s. The Media Group did not attract many respondents, indeed, 42 failed to express any opinion. As before, those respondents who had actually used the groups were uniformly positive.

Table 10: Sure Start programmes – Sheet 2

	Spontaneous mention	Used	Rating (average)	Interested	Wouldn't use (missing)
<i>PEEP for 1s</i>	1	9	2.56	27	46 (20)
<i>Messy days</i>	1	7	2.57	56	27 (12)
<i>Media Group</i>		1	3	17	42 (42)

As Table 11 (below) indicates, the reasons for not wanting to use the new Sure Start programmes are very similar to those given for the programmes already in place, with the specific age limitation of PEEP for 1s being the most often cited reason. Issues of time and work commitments are raised once more, as well as the concern that not looking after the child regularly is a barrier to joining.

Table 11: Reasons for not using/planning to use new Sure Start programmes

	Child wrong age	No time	Wrong time	Not interested	Don't care for child regularly	Working	Can do this myself	Other
<i>PEEP for 1s</i>	24	2	1	3	4	1	1	Doesn't want to join things
<i>Messy days</i>	4	1	2	3	5	1	3	Depends on parents (swearing and behaviour) Tends to eat paints!
<i>Media Group</i>	1	1	1	10	4	2	1	Don't know what it is/never heard of it (9)
Total	29	4	4	16	13	4	5	

Respondents were then asked 'What services would you have liked to have had when you had your children?', 'What other services/activities would you like to see for children 4 years and under?', 'What other services/training activities would you like to see for carers, parents and others looking after young children?', 'Do you have any suggestions as to how local child care services for children under 4 could be improved?' and also asked whether they had any other suggestions for improvements to the Leam Lane area. The summarised results from this section of the interviews is presented in Table 12 below.

Table 12: Summary of open-ended responses

Statements made in open-ended section of interview	Number
<i>We have good services, everything we need</i>	14
<i>Prefer to rely on support from family</i>	11
<i>Toddler group support has been important</i>	6
<i>Would have liked these services when child(ren) younger</i>	3
<i>Things have got better</i>	2
<i>Wife/partner/ child's parent deals with this</i>	1
Things people wanted	
<i>Improved environment (park/ Fewster Square/ traffic calming/ street lighting/ CCTV)</i>	38
<i>Activities for older children/ mixed age groups</i>	28
<i>More advice and support services needed, information about area</i>	19
<i>More day care services / childcare places / cost issues</i>	16
<i>Day trips</i>	9
<i>After school and holiday care</i>	5
<i>Parenting classes</i>	5
<i>Training and courses for return to work</i>	4
<i>Popular services provided more than once a week</i>	4
<i>Drop-in services</i>	3
<i>Supervised soft play</i>	3
<i>Post-natal exercise group</i>	2
<i>Something for fathers</i>	1
<i>Childminders' group</i>	1

Positively, 14 responses were that the services were good in the area, and that they felt that had 'everything we need'. The majority, however, were keen that the local environment be improved, such as increased security and tidier and safer outdoor places for children to play, such as the park. Sadly, three years on - these findings echo the majority of respondents (60%) who identified the same problem in the Leam Lane Sure Start Consultation document¹ completed in May 2001. Again, an interesting point is that 28 responses were for more activities for older children, and for mixed age groups.

¹ Brown, M., Griffin, B. and Siswick, S. (2001) 'Leam Lane Sure Start Consultation'.

Conclusions and Recommendations

Despite these set backs, we achieved a sample size of 102 interviews. The Sure Start Delivery Plan 2001² – on which the original Sure Start application was based, reported a population of 10,550. Census 2001 figures, however, quote a population size of 9,925. The focus on our survey was on the sub-population of carers rather than the entire Leam Lane population. The Delivery Plan states that the child population in the area of age group 0-4 years was 706. These figures, however, are based on 1991 Census data, and although dated, are the only data available. The total number of children cared for by our interviewees (who were under 4 years old) was 134. It would be interesting to compare updated figures for the households with children under 4 years old in order to set the survey in context, but Census data for 2001 does not break down sufficiently for us to do this.

Men are clearly under-represented in the interview sample as a proportion of the general Leam Lane population. They represented just fewer than 14% of the sample, even though according to Census 2001 data, males constitute 48% of the Leam Lane population. However, as we have already noted, the times of day the survey was conducted and the very fact that we were actively seeking carers of children will of course skew the sample in favour of women. This helps to explain that 86% of our sample were female, since carers were the main focus of our survey rather than the general population of Leam Lane.

In terms of ethnicity, only 3% of the sample who completed this question was identified as ‘non-white’. In terms of the general population of Leam Lane, however, this is slightly higher than the Census 2001 data which states that 99% of the area population is ‘white’.

Although responses suggest that Sure Start has been successful in permeating into local networks and in raising general awareness, respondents’ levels of awareness relating to specific programmes, projects, or initiatives within Sure Start Leam Lane were much lower. There are exceptions (for example Grassbanks baby clinic), but recognition levels for other Sure Start programmes averaged 45%. This could be an indication that further work could be done to promote, and raise awareness, of particular programmes.

Further work could be done to explore the level of demand for specific projects or initiatives within Leam Lane Sure Start. Splash and Swing, for example, was frequently reported as difficult to get into, with a long waiting list. The fact that many parents we spoke to wished there were more sessions could be used as a basis for a further research which explores the specific needs of parents/carers. For instance, why is Splash and Swing popular? Do the session times offered fit with those needs?

The responses of parents and carers *not* using Sure Start programmes proved very interesting, particularly those carers and parents who looked after more than two children, found that they could not attend groups which were targeted specifically at babies or young toddlers, since they had to bring all of their children. Programmes like Splash and Swing, which require one-to-one carer and child work, were not, they

² Sure Start Delivery Plan 2001 – Gateshead Sure Start Partnership, Leam Lane Area

felt, available to them. It is possible that linking the crèche provision to 'age and stage' specific programmes would encourage these carers. The grandparents and carers who looked after children on an ad hoc basis tended to express the view that they could not take part in the programmes, either because they were not the child's main carer or because they could not attend regularly. It is possible that publicity focused on 'other carers' and those programmes which are amenable to 'drop-in' would have a positive result.

Appendix 1: The interview schedule

Sure Start Leam Lane Interview Schedule

Questionnaire no:		Interviewer no:	
Time of interview		Date of interview	
Sample point			

Hello my name is..... I am a researcher from the University of Newcastle upon Tyne (show ID card with Newcastle University Logo). I'm interested in finding out your views about services for families with children under the age of 4 in the Leam Lane area. Can you spare us 10 minutes to answer a few questions? Any comments you make are strictly confidential and you won't be named or identified in any way.

Section 1: About you and the children you care for			
		Tick their response	
<i>Do you look after any children under the age of 4 who live in the Leam Lane Area?</i>		Yes <input type="checkbox"/>	No <input type="checkbox"/>
If yes to screening question continue with interview. If No close the interview and explain that we need to speak to carers of children under 4 in Leam Lane.			
<i>Do you live in the Leam Lane area?</i>		Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>If yes, how long have you lived in the Leam Lane area?</i>			
<i>If no, where do you live?</i>			
<i>How many children do you care for?</i>			
	Gender		Age
Child 1			
Child 2			
Child 3			
Child 4			
<i>What is your relationship to the children?</i>		Parent	<input type="checkbox"/>
Gender of respondent M <input type="checkbox"/> F <input type="checkbox"/>		Grandparent	<input type="checkbox"/>
		Childminder	<input type="checkbox"/>
		Other relative (Please specify)	<input type="checkbox"/>
		Other (Please specify)	
Section 2: Sure Start			
<i>Have you heard of Sure Start?</i>		Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>If so where did you (first?)hear about it?</i>		Newspapers	<input type="checkbox"/>
		Health Visitor	<input type="checkbox"/>
Other (Please specify) <input type="checkbox"/>		Leaflets	<input type="checkbox"/>
		Parent and Toddler Groups	<input type="checkbox"/>
<i>Do you know what Sure Start aims to offer people?</i>		Yes <input type="checkbox"/>	No <input type="checkbox"/>
Offer leaflet			
<i>Have you heard of Sure Start Leam Lane?</i>		<input type="checkbox"/>	<input type="checkbox"/>

Do you know where Sure Start Leam Lane is based? Indicate on map	<input type="checkbox"/>	<input type="checkbox"/>
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Section 3: Services in the Leam Lane area

Which services do you use with your children in Leam Lane?

<ul style="list-style-type: none"> • • • •
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Show list A. *This is a list of services which have been offered by Sure Start Leam Lane. Can you tell me if you've heard about any of them, if you've used them or why you don't use them?*

	Never heard	Don't use because	Do use	Rating Good/Fair/Poor
Baby Peep				
Let's Talk Toddler				
New Mum New Baby				
Shared Beginnings				
Storysacks				
Splash & Swing				
Training/ Employment Drop-in				
Place to play				
Grassbanks Baby clinic				
Handbags to Health				
Bosom Buddies				

Show list B. *This is a list of other services run in the Leam Lane area. Can you tell me if you've heard about any of them, if you've used them or why you don't use them?*

	Never heard	Don't use because	Do use	Rating Good/Fair/Poor
St Andrews Parent and Toddler				
Roman Road Childminders				
Colegate Primary Parent and Toddlers				
Oliver Henderson Parent and Toddler				
Wardley Methodist Parent and Toddler				
Long Rigg baby Clinic				
Young mother and tots (Leam Lane Cty Ctr)				
Parent and Toddler (Leam Lane Cty Ctr)				
Leam Lane Library				

Show list C. <i>This is a list of new services which Sure Start have just started this September. Can you tell me if you would be interested in using them?</i>				
	Interested	Wouldn't use because	Do use	Rating Good/Fair/Poor
PEEP for 1s				
Messy Days				
Media Group				
<i>What services would have helped you when you had your child/children?</i>				
As new babies				
Aged 6months to 1 year				
Aged 1-2				
Aged 2-3				
Aged 3-4				
<i>What other services/activities would you like to see for children 4 years and under?</i>				
<ul style="list-style-type: none"> • • • • • 				
<i>What other services or training activities would you like to see for carers, parents and others looking after young children?</i>				
<ul style="list-style-type: none"> • • • • 				
<i>Do you have any suggestions as to how local child care services for children under 4 could be improved?</i>				
<ul style="list-style-type: none"> • • • • 				
<i>Any other suggestions?</i>				
<ul style="list-style-type: none"> • • • • 				

Section 4: Respondent's details			
<i>Could you tell me your date of birth?</i>		DD / MM / YYYY □□/□□/□□□□	
<i>How would you describe your ethnic origin?</i>			
WHITE	<input type="checkbox"/>	ASIAN or ASIAN BRITISH	<input type="checkbox"/>
British	<input type="checkbox"/>	Indian	<input type="checkbox"/>
Irish	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Any other White background (please write below) -----	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>
MIXED	<input type="checkbox"/>	Any other Asian background (please state) -----	<input type="checkbox"/>
White and Black Caribbean	<input type="checkbox"/>	BLACK or BLACK BRITISH	<input type="checkbox"/>
White and Black African	<input type="checkbox"/>	Caribbean	<input type="checkbox"/>
Any other mixed background (please state) -----	<input type="checkbox"/>	African	<input type="checkbox"/>
CHINESE OR OTHER ETHNIC GROUP	<input type="checkbox"/>	Any other Black background (please state) -----	<input type="checkbox"/>
Chinese	<input type="checkbox"/>		
Any other Chinese background (please state) -----	<input type="checkbox"/>		
<i>How do you prefer to describe your ethnic origins, if differently from above?</i>			
<i>What is your marital status?</i>	Single (never married)		<input type="checkbox"/>
	Married (first marriage)		<input type="checkbox"/>
	Re-married		<input type="checkbox"/>
	Separated (but still legally married)		<input type="checkbox"/>
	Divorced		<input type="checkbox"/>
	Widowed		<input type="checkbox"/>
<i>What is your employment status?</i>	Retired		<input type="checkbox"/>
	Student		<input type="checkbox"/>
	Looking after family/home		<input type="checkbox"/>
	Permanently sick/disabled		<input type="checkbox"/>
	Self-employed		<input type="checkbox"/>
	Employed full-time		<input type="checkbox"/>
	Employed part-time		<input type="checkbox"/>
	Other (please state)		<input type="checkbox"/>
Postcode			
Thank you for your comments			

Appendix 2: Methodological implications

- In practical terms, the survey proved difficult to administer and conduct firstly due to the fact that we found it extremely difficult to recruit interviewers. It took several months to identify a group of students, and once they were identified and briefed, there were few volunteers.
- The timing of the planned survey was less than satisfactory, as during the two weeks before Christmas (our original timetable) the weather was appalling, which inevitably affected not only the willingness of the respondents to stand around and chat for fifteen minutes, but also those trying to administer the survey. The survey therefore was conducted over a longer period of time, as and when we found willing volunteers.
- While every effort was made by the interview team to get respondents' views on all aspects of the interview, inevitably there were some omissions, referred to throughout the report as 'missing' data. With regards to this street-based survey, 'missing' data were predominantly non-responses to questions, for example, a respondent can (and have the right to) refuse to give their age, or simply may not respond because they are unsure of how to respond.
- Although prompting from researchers can try to elicit further responses, this is not always possible (and can be dependent on the experience and expertise of the researchers), and still the respondent does not have to offer a response. Missing data is more likely to occur in this sort of interview situation where respondents have no warning and no prior knowledge of the research subject.