Parent/Carer Satisfaction Survey 2004

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Introduction

Services are no good if they are not used. Sometimes people have got to use a service to meet their needs, but if these needs are not well met, they will tend to complain.

Sure Start is the Government’s response to such complaints; “moans about services that were hard to get to, were insensitive to the complex demands that parents have to cope with, and seemed to be more about fitting in with a large number of professionally- run departments than in making life better for young families.” (Ball, 2002)

Sure Start Cambridge gained approval in March 2003, having conducted a consultation with the local communities and providers in 2002. It is now 18 months since approval, and over 2 years since the first consultation with local parents and carers.

The programme decided to conduct a satisfaction survey with parents and carers in the areas, with the following aims:

- To find out if Sure Start Cambridge is providing services parents and children want to use and enjoy using.

- To measure the proportion of parents (children under 5) who are very satisfied, satisfied, dissatisfied or very dissatisfied with services for young children and their families. (Sure Start Unit requirement).

- To establish a baseline for measuring the percentage of families reporting personal evidence of an improvement in the quality of services providing family support (in this instance this means all Sure Start services). (Sure Start Unit Requirement).

- To include extra learning for the programme.

- To invite moans.
Summary of Findings

- The Sure Start Cambridge Consultation in 2002 measured satisfaction rates, and arrived at a satisfaction level of 91%
- This was not measured from a representative sample.

The 2004 survey

The families
1. The majority of carers were women in their late twenties and early thirties.
2. There were good responses from minority ethnic carers, but where there was not enough of a response (the Asian community) follow-up work is needed.
3. The survey showed that about half of households had at least one carer who smoked, and around a quarter had no carer in employment.
4. Over a third of carers were caring on their own.
5. Second carers wanted activities at the weekend or evenings, which involved sports or active play.
6. About a third of families had children in school, and one in 10 had a child in secondary school or older.
7. One in ten families had a child with a disability.

Satisfaction rates
1. The percentage of carers either very satisfied or satisfied with all services was 88%.
2. Non-registered carers were less satisfied with services, with 64% satisfied or very satisfied.
3. Black and minority ethnic carers showed satisfaction rates more at the extremes of the spectrum- very satisfied or very dissatisfied.
4. In scoring individual activities, carers showed that they were on the whole satisfied with Sure Start activities.
5. When carers tried to score on behalf of their children, they felt their children were less satisfied.
What carers wanted to change about services
1. The most common change suggested was to change the time or venue of an existing service.

2. Carers felt that they needed better or more information.

3. Carers wanted services to be flexible about age, and offer things to their older children.

4. Very few responses were about the quality or type of activities.

5. Most carers knew about Sure Start, and that the services they were using were Sure Start services.

About support for families
1. Carers said they had been supported at difficult times by Sure Start funded services, or the knowledge that they were available to them.

2. Carers highlighted the need to talk to others with similar experiences, and had valued both friends and family.

3. Carers found inflexible services didn’t help.

4. Carers said that being criticised or judged did not help

Requests for new services
1. Carers were happy with the sort of activities available and wanted more of the same services.

2. Carers often requested a service that already existed, suggesting they did not know about that service.

3. Common suggestions for new services included soft play and physical play sessions, advice on domestic violence, and a range of training opportunities.
Sure Start Cambridge Consultation 2002

In September 2002 Sure Start Cambridge carried out a consultation project, which included a survey of parents of Sure Start age children living in Abbey and Kings Hedges, as well as a series of stake-holder events.

The aim of this survey was to ask parents and carers about
- the services they used, and how they rated those services.
- changes they would like to see in the areas.

The questions were asked using a questionnaire, generally administered by an interviewer. Interviewers (parents, community development workers and volunteers) were briefed and attended toddler groups, baby clinics, nursery schools and shopping areas, and asked parents to take part. This took place over one week. Only parents eligible to be Sure Start registered were included. A total of 154 questionnaires were completed.

The first question was dealt with by presenting a list of services, and asking parents to give a satisfaction rating for each.

The second question was covered by asking parents/carers to respond to 5 quotes targeted at gathering their opinions about:
- A multi-activity family centre.
- A home visiting scheme.
- A local advice centre.
- Good, cheap childcare.
- Stopping smoking.

Difficulties with the Methodology

- Though the response rate was high, there seems to have been no sampling method used, and no recording of where carers were interviewed. This means that we do not know how representative the responses were.
- Provision was not made to gain views from families who do not use services, apart from interviewing in the street. We don't know how many of the interviews this represents.
- Families could easily have been interviewed more than once.
- By seeking to contact families at toddler drop-ins and existing groups the respondents were more likely to be those who value this sort of activity.
- There was no monitoring of the response from minority groups- we can not now be sure of how well they were represented.

Sure Start Cambridge is accepting the responses as baseline measure of satisfaction with services. However, the above concerns have prompted the programme to want to seek families' views of services again before the three-year update. This will allow us to redress the above concerns, and check progress at this mid-point.
Results of the Consultation

*Satisfaction rating*

A summary of the results of questions about levels of satisfaction of services within the areas is given in Annex 1. For many of the services asked about, the numbers of carers using that service were low.

Weighting and combining the satisfaction rates gives us a potential baseline satisfaction rate of 91%, though the above critique of methodology should be taken into account. In particular, this survey included largely people already at groups and activities, and therefore those who would perhaps feel more positively about services.

Key Points

- The Sure Start Cambridge Consultation in 2002 measured satisfaction rates, and arrived at a satisfaction level of 91%
- This was not measured from a representative sample.
Research Methods

These were the criteria considered when choosing a survey method:

- the short-comings of the previous consultation, the main one being that the responses to that survey may not have been a representative sample.
- There were not many questions to be asked, and the issues were not complex. Sure Start Cambridge wanted to know a little about the respondents, to rate their satisfaction over-all, and with individual services, and to ask for opinion about the direction of the programme as a whole.
- Sure Start Cambridge staff and partners had suspected that the information they provided about the activities was not getting through to families in the right way. The survey should test this.
- Ideally, the questionnaire should be repeated after year 3 as it stands, to measure changes over time. The questionnaire design should be appropriate for later surveys, though later surveys might have more aspects in addition, for example some in depth interviews.
- The programme had other evaluation needs at the same time, and the survey could not be so time-consuming that other work was left undone.
- It was important to be critical of the validity of the results as a representation of the population as a whole.

Planning

All partners of Sure Start Cambridge, including service providers, working group members, parents and board members were asked what they wanted to know from the survey. A few responded, and in most cases there was access to that information elsewhere, or the issue was too specialised to approach in a postal survey. Service providers were generally interested in opinions and experiences of their own services. Another issue that arose was the visibility of Sure Start Cambridge in the communities, and how often individual services were perceived as being provided by Sure Start.

A draft questionnaire was designed and piloted with a small group of parents, who were asked to comment on its lay-out, attractiveness, and ease to fill in. This feedback was incorporated into the final design (see Annex 2)

The survey was advertised before the mail-out in all Sure Start Cambridge venues and in the family bullet-in.

Data agreement was sought and negotiated with Cambridge City Primary Care Trust for access to Child Health Data. This was agreed for one mail-out, but not for personal approaches to families.

The Mailout

The questionnaire was mailed to all parents and carers of children aged 0-5 (i.e. up to their 5th birthday). The 4 year-olds were included because these
families would have recent experience of having Sure Start age children. With the questionnaire was a detached cover-sheet that explained the survey, outlined the confidentiality aspect, and offered entry to a prize draw for £200 in vouchers (see Annex 3). Families were given 4 weeks to return the questionnaire.

During this month the data was input to check the demographic profile. This was to ensure that for factors that were measurable, such as age of child and ethnicity, the sample was broadly representative.

Data was input and analysed, following queries to explore the issues outlined in the aims of the survey.

Validity
By sending the questionnaire to all parents and carers the problems of sampling were avoided. Of course, the returns were self-selecting in terms of carers who could read, and were motivated to send their questionnaire back. This would have to be considered when recommendations for further work or research were made.

Below is a list of some measurable characteristics of the population of parents/carers as a whole, and how they are represented in the questionnaires returned:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Area population as a whole</th>
<th>Questionnaire sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>90.8%*</td>
<td>70.3%</td>
</tr>
<tr>
<td>African/Caribbean</td>
<td>1.7%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Multiple Heritage</td>
<td>2.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Chinese &amp; other</td>
<td>2.6%</td>
<td>Chinese: 0%</td>
</tr>
<tr>
<td>Other: 3.4%</td>
<td></td>
<td>Other: 3.4%</td>
</tr>
<tr>
<td>Age of child</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>26%</td>
<td>19%***</td>
</tr>
<tr>
<td>1</td>
<td>27%</td>
<td>33.3%</td>
</tr>
<tr>
<td>2</td>
<td>27%</td>
<td>28.4%</td>
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<tr>
<td>3</td>
<td>21%</td>
<td>19.1%</td>
</tr>
<tr>
<td>4</td>
<td>No data</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One+ carer</td>
<td>No data</td>
<td>73.7%</td>
</tr>
<tr>
<td>employed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No carer</td>
<td>29%**</td>
<td>27.6%</td>
</tr>
<tr>
<td>employed</td>
<td>No data</td>
<td></td>
</tr>
<tr>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered</td>
<td>72.5%</td>
<td>79%</td>
</tr>
<tr>
<td>Not registered</td>
<td>27.5%</td>
<td>21%</td>
</tr>
</tbody>
</table>

* based on Census 2001 data
**based on numbers of households with children under 5 on Housing Benefit/Council tax benefit and Income Support, (Saint 2004).
***responses as a percentage of Sure Start age responses.
Data Analysis
The responses were analysed to meet the objectives of the survey, and also to explore issues that emerged from the responses.

The sample was large enough to have some level of confidence in the findings, but not a statistical certainty. As such, this survey has provided a good indication of the experiences and opinions of a cross-section of families in the area.

Ethics

- The list of addresses for mailing the questionnaire to the families was provided from the child health database. This was securely held at the Sure Start office and used only for the purposes of this survey. It was destroyed after the mail-out.

- Completed questionnaires were removed from prize draw vouchers as soon as they came into the office. Prize draw vouchers were destroyed after the draw.

- When comments from questionnaires were used in this report, identifying characteristics, such as names or ages of children were changed.

- The questionnaire fully explained the purpose of the survey. The completed findings will be reported in parent newsletters and at parent forums, and will be available on request.
Findings

About the carers

Of the carers who responded, most were women. The questionnaires were posted out to the carer of a named child in the family, so most of those who identified themselves as carers of Sure Start children were women. Carer’s ages were spread as you would expect, with 45% of carers being aged between 25 and 34. Less than 2% were under 20.

The respondents were asked to define their own ethnic origin, and this was later coded into broad categories. The responses show there was a good response from ethnic minority families, apart from a low response from Asian families. Sure Start Cambridge employs a black and minority ethnic outreach workers, and it would be valuable to follow up this survey with Bangladeshi families who they are in touch with.
Carers were asked if they or their partner smoked. A Sure Start target related to carer’s smoking is to reduce the number of Sure Start children whose one or both (residential) parents smoke in the first 2 years of life. The rate that this survey suggests is 46%.

![Number of carers in the household who smoke](chart1)

Carers were asked if they or their partners are in paid employment. The related Sure Start target is to achieve a 12% reduction in the proportion of young children living in households where no one is working. In this survey, 27.6% of families were in this situation.

Special needs: Carers
8 (6%) carers said that they or the other carer in their family had a disability. These were:

- Visual/hearing impairment 3
- Dyslexia 2
- Panic attacks 1
- Crohns disease 1
- Mobility problems 1
- Heart condition 1

Registration
94% of respondents had heard of Sure Start Cambridge, and 79% had registered with the programme. This is slightly higher than the registration rate in the population as a whole.
About other carers in the household

Respondents were asked about another carer for their children, and asked about them and their needs. They were prompted that this might be their partner, but need not be. 69% of carers said that there was another regular carer, indicating that over a third of families who responded were caring for children alone.

Of those who indicated a second carer, this person was most often a partner (89%). A very small proportion named a grandparent or other person. Respondents were then asked what services the other carer might use.

25 (17%) respondents said that the second carer was involved in Sure Start activities.

46 respondents gave feedback from the other carer. Of these responses:
- 12 were for activities at the weekend or evenings.
- 11 were for swimming, sports or physical play activities.
- 6 were for advice sessions.
- 2 were for a group.

“Anything at the weekend as he works all week, swimming, football, musical-whether making instruments or playing”

“A carer’s group- maybe for grandparent’s, relatives etc.”

“Difficult- due to working full-time, evening sessions would be good- maybe a ‘tips for fathers’ who have babies/ toddlers”
**Key Points**

- The majority of carers were women in their late twenties and early thirties.

- There were responses from minority ethnic carers, but where there was not enough of a response (the Asian community) follow-up work is needed.

- The survey showed that about half of households had at least one carer who smoked, and around a quarter had no carer in employment.

- 6% of households had a carer with a disability.

- Over a third of carers were caring on their own.

- Most second carers were partners.

- Second carers wanted activities at the weekend or evenings, that involved sports or active play.
About the children

Almost half of the responses were from one child families, but there were also a significant number of larger families, with 21% being families of 3 or more children. 6% of families had 5 or more children.

This chart shows the age spread of children in surveyed families. Though the majority are Sure Start age, there is a significant number of both primary school age, (blues/greens), secondary school age and older siblings (oranges/yellows).

Special Needs

10(7%) of the respondents cared for a child with a disability. They described the disabilities as:

- Spondyloepimetaphysael dysphasia
- Hydrocephalus & hemiplegia
- Dyslexia/Dyspraxia
- Behaviour problems (2)
- Downs Syndrome
- Hearing impaired
- Cerebral Palsy
- Autism
Key Points

- About four fifths of families had one or two children.
- About a third of families had children in school, and one in 10 had a child in secondary school or older.
- One in ten families had a child with a disability.
Satisfaction rating
The questionnaire asked the carer to respond to one of four statements, designed to gauge their level of satisfaction with services for families with pre-school children in their area.

<table>
<thead>
<tr>
<th>Response to satisfaction question</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are lots of good services…</td>
</tr>
<tr>
<td>There are some good services</td>
</tr>
<tr>
<td>There are not many good services…</td>
</tr>
<tr>
<td>There are no good services…</td>
</tr>
</tbody>
</table>

After separating the responses according to whether families were registered with Sure Start Cambridge, the responses changed quite drastically, with the satisfaction rating for non-registered families 29% lower. In addition, the proportion of those who were very satisfied was 39% lower. This indicates that being registered with the programme correlates to feeling that the services within your area are satisfactory.

Responses were also separated according to ethnic origin. The responses from carers from an ethnic minority were more at the extremes of the range of statements, with more being both very satisfied and very dissatisfied.
When responses are separated according to a member of the family having a disability, the satisfaction rates were not significantly different from the whole population.

### Key Points

- The percentage of carers either very satisfied, or satisfied with services was 88%.
- Non-registered carers were less satisfied with services, with 64% satisfied or very satisfied.
- Black and minority ethnic carers showed satisfaction rates more at the extremes of the spectrum- very satisfied or very dissatisfied.
- Families with a disabled member did not show a different pattern in satisfaction with services.
Suggested changes to services
Respondents were asked if there was anything they would change about the services they use or that Sure Start provides, so that they met their families' needs better. 80 respondents answered the question, and responses were varied:

31 wanted more of services that SSC already provide, but on another day or time, or at another venue.

“Most activities are in the day-time, mid-week when I am working and cannot access them eg/ would like to go to swimming sessions at the weekend”

“ I am currently pregnant and all the drop-ins are in the day-time for example-some evening activities would be great”

“I don’t attend many of the Sure Start services as I don’t drive and I think many other people are the same, so maybe a minibus”

Looking closely at those who were not happy with the time or venue, the most common request was that activities were available on a different weekday (10), or at the weekend (6). School holidays were also mentioned. 3 people wanted a service at a different venue because of distance. Other requests were evenly spread for mornings or afternoons, and for specific times. This suggests that the gap in the service is for a choice of days for popular activities, and for a weekend or evening service (this was reinforced by the requests of second carers)

11 wanted more or better information about SSC services.

“a clear list of services currently running sent in initial information with registration details would help. Timetable alone doesn’t explain what services aims/target group is”

“ maybe put some posters up around the area of where it is”

11 said they liked the service and wouldn’t change anything.

“For us a family I wouldn’t change anything. We are kept well informed of offers and family events.”

“No everything is fine”

8 said they wanted the services to be more flexible about age ranges

“ Some of the time I’d like to take my baby to drop-ins, but my child is back from playgroup so I am unable to attend”

“.Make more projects to include older children”

“I think they could do more things for older children (age 3 and up)

5 of these responses were about the lack of activities for older children, including older Sure Start age children.
5 suggested changes to a specific service.

“‘rules’ about discipline with regards to older and unruly children—some parents use groups to let their children run riot while they sit and chat ignoring them. Not good for younger children still developing their independence”

“only that where there are activities/meetings with crèche facilities we have been unable to use this because my son has special needs and needs extra trained care. I realise you can’t have crèche staff who are trained in everything but sometime sit would be nice to use these facilities like everyone else”

3 said they wanted to use groups but were nervous about going.

“I haven’t used many of the services provided, this is mainly due to the fact that I don’t know many people in the area, and so feel nervous about going”

“I feel rather intimidated joining groups as I know no others, maybe a less structured activity would encourage those, like me, to observe without standing out too much”

There were other individual issues worth noting

“I think birthday cards would be nice to be sent to all the Sure Start children”

“A fundraising group where I could actively get involved”

Key Points

- The most common change suggested was to change the time or venue of an existing service.
- Carers felt that they needed better or more information.
- Carers wanted services to be flexible about age, and offer things to their older children.
- Very few responses were about the quality or type of activities.
Support
Respondents were asked to think about hard times their family had faced, and what had helped the most at those times.
68 people responded to this question.

23 named an individual Sure Start funded activity or service that they felt had helped them.

- "The colleges nursery school drop-in on Wednesday afternoons was a real support."
- "Advice regarding breastfeeding"
- "Homestart volunteer"

21 said it helped having people to talk to, generally other parents with similar experiences.

- "Having someone to listen and chat to"
- "Being able to take my child out to local groups and mixing with other mums."

15 said that their friends had helped
13 said their family had helped

- "Meeting up with new friends"
- "Friends and family"
- "Nobody helped me with a baby; only my other children have been missing out of school to let me work and maintain the family before I got the place in nursery."

8 said that knowing that there was support available should they need it had helped.

- "Unconditional help: A smiling face"
- "knowing there are activities in my area for me to go to and speak to other people in my situation, and are well run and cheap."
- "knowing there is an organisation out there to help do the best for you and your family via groups, courses and products"

7 said that an individual non Sure Start funded activity or service had helped.

- "Support group for parents with disabled children has been very useful to my family."
- "Doctors that are willing to advise worried parents about anything, and never make them feel their time is being wasted."

5 said that having someone look after their children had helped.

- "Having someone to take the kids"

4 said that having cheap or free services had helped.

- "The fact that you still have somewhere to go and do not need loads of money, and that’s good enough for me"
Respondents were also asked what helped the least
36 people responded to this question. The responses were less consistent
than those to the previous question.

6 people had a complaint about a Sure Start service. 2 of these were about
the day or time of a group, and 2 were about being excluded from a group
because of not fitting the criteria.

“Wanted to go to Buccan St - breast feeding (child behaviour / etc) and told I
can't. Very depressing.”
“The drop in timings are hard to attend. Afternoon sessions are aimed at
people picking children up from Abbey Meadows School. My child is at
Teversham, this takes longer to reach.”

4 people had a complaint about a non-Sure Start service.
“Social Services, Police”

4 people said it had been unhelpful to be criticised, judged or given
unwelcome advice.
“Negative criticism from outside sources and from people who usually should
not be offering advice”

4 people mentioned financial difficulties.
“Everything costs money and is far away and too expensive”

4 people said they had experienced un-child friendly policies at work, or poor
child-care options.
“Pressures of work, and having to use annual leave when child has been sick.
More family friendly policies here would be helpful.”

3 people mentioned the pressure on their time.
“Not having enough time in the day to provide for all our needs.”

Other comments were:
“Okay it's not really what you want but.... lack of pavement between Buchan
St. and Meadows along Kings Hedge Road far too scary to push pram along
therefore don't access Meadows.”
“Not having my family in the country”

Key Points

- Carers said they had been supported at difficult times by Sure
  Start funded services, or the knowledge that they were
  available to them.
- Carers highlighted the need to talk to others with similar
  experiences, and had valued both friends and families.
  found inflexible services didn't help.
- Carers said that being criticised or judges did not help
Unmet Needs
Parents/Carers were asked what services they would like that they haven’t been able to get till now.
82 respondents answered this question.

Services already available
15 people said they would like similar services to those that exist, but at different times, days or at different venues.

“Maybe there are some activities during weekends so that my husband can join the baby and me. “
“it would be great to have drop-in groups that are available to all during school holidays. Everything stops during this time and I find, as I’m sure many other parents do, that this is the time you really need it for yourself and your children.”

8 people asked for a service that already existed
“also maybe exercise classes/ relaxation groups for mums with crèche available, even if we have to pay”
“More of the same.”

7 wanted more day trips
4 wanted more crèches
3 wanted more messy play activities

Services not available
12 people wanted a physical play resource, often a tumble-tots style group, a soft-play venue or a baby yoga class.

“A play area indoors - like Ely bowling club. The swimming pool used to have one but have now removed it. If its large enough, with free parking, time restrictions, coffee bar, and subsidised entry. It could run as a business and suit all ages. Cambridge doesn't have an area for children to let of stream indoors.”

8 wanted information and advice services.

“Confidential help/support on domestic violence and benefits”
“I've been abused by an ex-partner. At the time I was frightened to tell anyone and social services were on my back. I think that you should do a confidential support/advice drop in. “

7 wanted advice and support about child behaviour and parenting
3 wanted more training opportunities.

4 people wanted more or better information.

“Not so much more services but more awareness of such services.”
“Maybe a phone line that you could speak to people or a chat forum which is local to Cambridge and Sure Start. I don't know if you have a website but it could be a lifeline for those who do not have time or opportunity to get involved physically.”
“Not sure, I don't know much about what goes on in the Arbury/ Kings Hedges area for single parents and their children”
5 people wanted more services for older children:

“There is, in my opinion, enough to do for the children who are from 0-3 years. I would like to see more things for my 5 year old daughter to do in the Kings Hedges/Arbury area, as I have been looking for a disco dancing class, but there isn’t one. I would also like her to go swimming in our area.”

There were also a range of new suggestions:

“A baby and toddler clothing exchange scheme.”

“Some kind of support group for working parents who find life is a constant juggling act and have all the feelings that go with preferring to work less, but nevertheless having to, and having child in childcare more than you really want to.”

“I would like to see groups for people who have disabilities.”

“I would love to see a group set up for mums who may have some post-natal issues/depression. I would include myself in this group and I do find it hard to go to the drop-ins if feeling low- but would manage going if could speak openly with mums feeling similar.”

“Transport to get to other groups (i.e. swimming at Abbey) as not easy getting 2 buses across town with a pushchair.”

“What about a babysitting circle? These have worked for a lot of people and allow people to have a social life occasionally.”

Some parents were keen to get involved and share their own skills:

“Sessions with guest speakers, e.g. I work for Barclays Bank - maybe I could offer some advice on budgeting / debt management. (an internal group discussion or 1 on 1)”

“Joshua is soon out of the 0-3 range but as a new childminder I am keen to go to drop ins and tell parents about Sure Start”

“There is no were around were you can hire for children's birthday parties i.e. no soft play, halls that have toys you can use etc.”

5 people were completely happy and didn’t want anything more.

“Loads to do, help when needed, advice when needed.”

“Keep it up it’s a great service, and people who run it are great.”

Key points

- Carers were happy with the sort of activities available, but often not happy with the day, time or venue.

- Carers often requested a service that already existed, suggesting they did not know about that service.

- Carers wanted more of the same services.

- Common suggestions for new services included soft play and physical play sessions, advice on domestic violence, and age of training opportunities.
Activities
Respondents were asked to comment on a list of Sure Start funded activities, to find out if they were aware that this was a Sure Start activity, to find out if they were using it, and to make a crude measure of their opinion of the activity both for themselves and for their children, in the form of a score out of 10.

This section, being complicated and crowded, was only answered by around two thirds of the people who returned a questionnaire.

Taking all the scores out of 10 together, we can measure carer satisfaction in a different way, this time specifically with Sure Start activities. We can also see how satisfied parents/carers thought their children were with Sure Start activities.

<table>
<thead>
<tr>
<th>Score</th>
<th>Carer</th>
<th>Child</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 and 9 (very satisfied)</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>6,7,8 (satisfied)</td>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td>3,4,5 (dissatisfied)</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>1,2(very dissatisfied)</td>
<td>2%</td>
<td>7%</td>
</tr>
</tbody>
</table>

If we group these scores into satisfaction levels, the carer satisfaction is similar to the one measured by the statement question, but the child satisfaction levels are significantly lower. This suggests that parents felt that activities meet their own needs better than the needs of their children.
Below are the individual activity scores.

<table>
<thead>
<tr>
<th>Activity and venue</th>
<th>Proportion of respondents who thought this was a Sure Start activity</th>
<th>Number of respondents who had used the activity</th>
<th>Carer's score out of 10 Average, and Standard deviation*</th>
<th>Carer's score out of 10 on behalf of children Average, and Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC at Holy Cross Church, Abbey</td>
<td>67%</td>
<td>19/75</td>
<td>7.3</td>
<td>7.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.5</td>
<td>1.4</td>
</tr>
<tr>
<td>Barnowls at Howard Rd, Abbey</td>
<td>56%</td>
<td>13/64</td>
<td>7.3</td>
<td>7.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.8</td>
<td>3.0</td>
</tr>
<tr>
<td>Buccaneers at Buchan Street, KH</td>
<td>64%</td>
<td>11/72</td>
<td>8.6</td>
<td>7.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.7</td>
<td>3.5</td>
</tr>
<tr>
<td>Dad’s swim at KH learner pool</td>
<td>88%</td>
<td>8/77</td>
<td>8.0</td>
<td>8.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.3</td>
<td>2.5</td>
</tr>
<tr>
<td>Exercise class at ODFN, Abbey</td>
<td>89%</td>
<td>6/81</td>
<td>8.9</td>
<td>6.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.6</td>
<td>3.6</td>
</tr>
<tr>
<td>Drop-in at FEYC, Abbey</td>
<td>82%</td>
<td>12/72</td>
<td>8.3</td>
<td>7.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.0</td>
<td>2.7</td>
</tr>
<tr>
<td>Music group at FEYC, Abbey</td>
<td>82%</td>
<td>8/73</td>
<td>8.3</td>
<td>7.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.5</td>
<td>3.2</td>
</tr>
<tr>
<td>Free swim at Abbey pool</td>
<td>90%</td>
<td>18/88</td>
<td>7.6</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Homestart in both areas</td>
<td>90%</td>
<td>18/88</td>
<td>7.4</td>
<td>7.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.9</td>
<td>2.7</td>
</tr>
<tr>
<td>Kings Hedges Family Support both areas</td>
<td>88%</td>
<td>7/89</td>
<td>8.6</td>
<td>8.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.9</td>
<td>3.3</td>
</tr>
<tr>
<td>Library Rhymetime, both areas</td>
<td>80%</td>
<td>33/96</td>
<td>8.1</td>
<td>8.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.0</td>
<td>2.2</td>
</tr>
<tr>
<td>Meadows drop-in, KH</td>
<td>82%</td>
<td>22/90</td>
<td>8.5</td>
<td>8.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.6</td>
<td>2.2</td>
</tr>
<tr>
<td>ODFN music group, Abbey</td>
<td>87%</td>
<td>19/86</td>
<td>7.7</td>
<td>7.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.0</td>
<td>1.6</td>
</tr>
<tr>
<td>ODFN rhyme group, Abbey</td>
<td>90%</td>
<td>11/78</td>
<td>8.0</td>
<td>8.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.2</td>
<td>1.8</td>
</tr>
<tr>
<td>Post-natal drop-in, Buchan St, KH</td>
<td>80%</td>
<td>9/79</td>
<td>7.1</td>
<td>7.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2.0</td>
<td>3.0</td>
</tr>
<tr>
<td>Location</td>
<td>Percentage</td>
<td>N1</td>
<td>N2</td>
<td>Standard Deviation</td>
</tr>
<tr>
<td>------------------------------</td>
<td>------------</td>
<td>----</td>
<td>----</td>
<td>--------------------</td>
</tr>
<tr>
<td>Pregnancy group, both areas</td>
<td>91%</td>
<td>5/</td>
<td>82</td>
<td>8.8</td>
</tr>
<tr>
<td>Romsey Mill, both areas</td>
<td>88%</td>
<td>6/</td>
<td>33</td>
<td>6.2</td>
</tr>
<tr>
<td>Stepping Stones, ODFN, Abbey</td>
<td>66%</td>
<td>5/</td>
<td>67</td>
<td>8.2</td>
</tr>
</tbody>
</table>

ODFN = Old Ditton Fields Nursery

Standard Deviation is a measure of how widely values are dispersed from the average values. In these cases it is a measure of how much the scores agreed with each other. The higher the Standard Deviation, the greater the spread of scores.
References

“How was it for you?: A Brief Guide to Conducting User Satisfaction Surveys for Local Sure Start Programmes” Mog Ball, National Evaluation of Sure Start, 2002


Annex 1  
**Summary of Results of 2002 Consultation**

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of responses</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor</td>
<td>112</td>
<td>39</td>
<td>64</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Health Visitor</td>
<td>99</td>
<td>35</td>
<td>48</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Midwife</td>
<td>70</td>
<td>35</td>
<td>29</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Ante-natal group</td>
<td>11</td>
<td>2</td>
<td>7</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Post-natal group</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dentist</td>
<td>21</td>
<td>5</td>
<td>14</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Speech therapy</td>
<td>28</td>
<td>14</td>
<td>10</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Hospital services</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Activities for parents/children together</td>
<td>21</td>
<td>8</td>
<td>12</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Community midwife</td>
<td>75</td>
<td>38</td>
<td>32</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Health Visitor (home visits)</td>
<td>73</td>
<td>23</td>
<td>46</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Other home visits</td>
<td>19</td>
<td>8</td>
<td>8</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Parent/baby toddler group</td>
<td>71</td>
<td>37</td>
<td>26</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Playgroup</td>
<td>40</td>
<td>18</td>
<td>10</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Nursery-school</td>
<td>73</td>
<td>33</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other childcare</td>
<td>35</td>
<td>14</td>
<td>6</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Outdoor play area</td>
<td>87</td>
<td>7</td>
<td>31</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>Indoor play area</td>
<td>18</td>
<td>1</td>
<td>13</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Toy Library</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Malta Rd/ Social Services</td>
<td>6</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Support activities for parents(courses/groups/counselling)</td>
<td>20</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Special needs: child development centre</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Children’s disabilities team</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Portage or home teachers</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Services for parents with special needs</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other special needs services</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>334</strong></td>
<td><strong>392</strong></td>
<td><strong>60</strong></td>
<td><strong>15</strong></td>
<td></td>
</tr>
<tr>
<td><strong>As a percentage</strong></td>
<td><strong>42%</strong></td>
<td><strong>49%</strong></td>
<td><strong>7%</strong></td>
<td><strong>2%</strong></td>
<td></td>
</tr>
</tbody>
</table>
Annex 2

The Questionnaire:
Just tick boxes, or write in the spaces provided, and then put the questionnaire and your prize draw entry into the freepost envelope provided and post it.

About you and your family

Do you care for, or have children living with you?

<table>
<thead>
<tr>
<th>No</th>
<th>☐</th>
<th>Please don’t fill in the questionnaire, but post it back in the envelope provided. Sorry to have bothered you.</th>
</tr>
</thead>
</table>

Yes ☐

Please tell us their ages

<table>
<thead>
<tr>
<th>1\textsuperscript{st} Child</th>
<th>2\textsuperscript{nd} Child</th>
<th>3\textsuperscript{rd} Child</th>
</tr>
</thead>
<tbody>
<tr>
<td>………… yrs</td>
<td>………… yrs</td>
<td>………… yrs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4\textsuperscript{th} Child</th>
<th>5\textsuperscript{th} Child</th>
<th>6\textsuperscript{th} Child</th>
</tr>
</thead>
<tbody>
<tr>
<td>………… yrs</td>
<td>………… yrs</td>
<td>………… yrs</td>
</tr>
</tbody>
</table>

Are you… Male ☐ Female ☐

Is there another regular carer for the child(ren) (eg: partner/relative)?

Yes ☐ No ☐ Please go to the next box

Who are they?

Partner ☐ Grandparent ☐ Other relative ☐ Other ☐

Are they involved in Sure Start activities? Yes ☐ No ☐

How old are you? ………… years

Do you, or any of your children have a disability?

No ☐ Yes, me ☐ Yes, my partner ☐ Yes, my child ☐

If you ticked yes, please tell us what……………………………………………………………..

Are you or your partner in paid employment?

No ☐ Yes, one of us ☐ Yes, both of us ☐

Do you or your partner smoke?

No ☐ Yes, one of us ☐ Yes, both of us ☐
Please describe your ethnic background

You and Sure Start Cambridge...

Have you heard of Sure Start Cambridge?
Yes ☐ No ☐

Are you a registered member?
Yes ☐ No ☐

What you think of services for young families...

Which of these statements is closest to how you feel about services where you live?

"There are lots of good services for families with small children" ☐
"There are some good services for families with small children" ☐
"There are not enough good services for families with small children" ☐
"There are no good services for families with small children" ☐

Please tell us about services you use:

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Do you think this is a Sure Start service? (please circle)</th>
<th>Have you ever used the service? (please circle)</th>
<th>If so, what marks out of 10 would you give it?</th>
<th>What marks out of 10 would your child give it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC drop-in</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barnowls drop-in</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breast-feeding drop-in</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buccaneers</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dads swimming</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free swimming session at Abbey pool</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homestart</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kings Hedges Family Support</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meadows Children and Family Wing</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old Ditton Fields Nursery exercise class</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old Ditton Fields Nursery music group</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pregnancy groups (Old Ditton Fields Nursery/ Red Hen House)</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-natal drop-in (Buchan St, E. Barnwell)</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhyme Group at Old Ditton Fields Nursery.</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhymetime at the Libraries</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Romsey Mill teenage parents project</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stepping Stones drop-in</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Fields drop-in</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Fields Music Group</td>
<td>Yes/No</td>
<td>Yes/No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Is there something you would change about the services you use or that Sure Start Cambridge provides, to make them meet your children's or your own needs better?

Thinking about any hard times that your family has faced in the last few years…

What are the things that have helped the most?

What are the things that have helped the least?
To help us plan services, what services would you like to see for you and your children that you have not been able to get up till now?

Thank you for your time. Please post this now, and we will use what you said to plan better services for you and your family.
We are asking for your help. Please take a few minutes to fill in this questionnaire and post it back to us by the Wednesday 15th December 2004.

Sure Start Cambridge have been up and running for 18 months now, and we want to ask you how you think we are doing. This is your chance to let local services for young children and their families know what you think of them, and maybe win a £200 prize voucher just in time for Christmas!

All completed forms will be put into a prize draw.

When your envelope is opened this prize draw entry will be removed before anyone looks at the questionnaire.

The questionnaire is anonymous so please feel free to express your views. You don’t have to fill in every part of the questionnaire.

Remember- if you don’t fill in the questionnaire- you can’t win the £200!

Prize draw entry:

Name: ........................................

Address: ........................................
........................................
........................................
........................................

Phone number: ............................

Tick here if you would like someone from the Sure start Office to contact you and tell you more about services in the area:  

