

# **Sure Start Winsford Monitoring and Evaluation strategy and Programme of Work 2004-2006**

## **1. Developing a monitoring and evaluation strategy**

This evaluation strategy and programme of work has been developed in consultation with the local programme co-ordinator and has been informed by the guidance on local evaluation issued by the Sure Start Unit. Cognisance has also been taken of the emergent issues identified, and conclusions drawn, from the preliminary work carried out to inform the Final Programme Plan (January 2003). This Plan indicates that the following are required if an effective approach to monitoring and evaluation is to be established:

- robust systems for collecting essential quantitative information in relation to targets and contacts;
- an assessment of the impact of re-shaping existing services and adding new services;
- an exploration of progress on cross cutting issues - such as parental participation and partnership working - in the development of the local programme;
- an exploration of specific, local issues such as the health and wellbeing of the local travellers community.

The following monitoring and evaluation strategy is based on these four points.

## **2. Monitoring and evaluation strategy 2004-2006**

### **A. Monitoring**

#### **I. Monitoring against Sure Start targets**

An audit of the baseline data that has been collected and identification of reliable sources of data needed for annual Sure Start Unit returns (M1, M2 and M5).

#### **II. Collecting Contacts**

Help with developing a system for collecting contacts between Sure Start families and services delivered either directly by Sure Start or by Sure Start partners. This would include reviewing the registration form, giving non-technical advice about setting-up the MCA database, establishing data protection procedures, developing contact forms and generating a flow diagram of responsibilities for collecting contact data.

#### **III. Analysing Contacts**

Regular feedback on contact data to the Management Board and staff. Completion of key reports, including a presentation to the AGM, if required, the annual monitoring return requested by Sure Start and the final three year monitoring and evaluation report.

Ensuring that programme operations are underpinned by transparent systems for the collection of quantitative data relating to Sure Start targets and contacts will allow progress towards Sure Start PSA and SDA targets and objectives

and any other locally set targets and objectives to be monitored. This is an essential part of the evaluation because it addresses the issue of the short term impact of the programme and services on children, families and communities.

## **B. Evaluation**

### **I. Parent satisfaction surveys and cost effectiveness studies**

Expert advice on designing, administering and analysing the annual parent satisfaction surveys and three year cost effectiveness study that are conditions of funding from the Sure Start Unit.

### **II. Baseline consultation with travellers**

Consultation with the travelling community of Winsford will be carried out in order to report, at baseline, their views about Sure Start and local services generally, what they want from local services and so on. This work will be followed up at an appropriate interval to ascertain the extent to which Sure Start has 'made a difference' to this community, particularly in respect of Sure Start targets.

### **III. Short Service Evaluations**

Approximately one - two short service evaluations will be carried out in the first year, with possibly four per year subsequently. These would observe the nature of services, how participants are recruited and retained, analyse monitoring data, identify benefits to children and families, analyse fit with Sure Start objectives and make recommendations for improvement. In the first year, the CAB financial literacy service is likely to be the focus of attention.

### **IV. In-depth Evaluations**

Between two and four more in-depth evaluations may be carried out in order to focus on cross-cutting issues. In the first year, programme development, implementation and management (including governance issues, partnership working and parental involvement) will be the focus of attention. Future work will be designed to explore identified matters of concern, models of best practice or other cross cutting issues.

## **C. General activities**

### **I. Evaluation strategy**

Appendix 1 contains an *indicative* timetable of work for the next twelve months.

### **II. Research ethics application and research governance**

The evaluation would require an application to a local NHS research ethics committee and submission of documentation to Central Cheshire PCT to fulfil research governance requirements.

### **III. 'Getting evidence into practice' Bulletin**

To support practitioners in keeping up to date in their field, a monthly bulletin of references will be sent out to the local programme team. (We are doing this work for two other Sure Start programmes and we are eager to share this work).

#### **IV. Attending meetings**

The lead researcher will attend relevant meetings for reporting progress with the evaluation, for example, the Management Board and the Services Committee. The lead researcher will also liaise on a regular basis with the programme co-ordinator.

#### **V. Reporting in line with Sure Start requirements**

As indicated above, the evaluation will support the programme in compiling Sure Start returns as specified in the guidance to local evaluators.

*Experience of working with other Sure Start programmes to date indicates that it is important to keep the plan of work for the evaluation flexible so that issues can be addressed as they arise.*

Appendix 1 at the end of this document contains an indicative timescale for the first twelve months.

## Appendix 1 Indicative timetable of work

Month/Year	Activity
November - December 03	<ul style="list-style-type: none"> <li>• Development of a monitoring and evaluation strategy.</li> <li>• Circulation of monthly 'Getting Evidence into Practice' bulletin.</li> <li>• Verbal reports to relevant committees</li> </ul>
January – April 04	<ul style="list-style-type: none"> <li>• Produce more detailed evaluation strategy and timetable.</li> <li>• Application to research ethics committee and to PCT to satisfy research governance requirements</li> <li>• Audit of monitoring systems/establishing new systems</li> <li>• Training workshops for staff on monitoring and evaluation</li> <li>• Circulation of monthly GEIP bulletin</li> <li>• Verbal reports to relevant committees</li> </ul>
May 04	<ul style="list-style-type: none"> <li>• Parent satisfaction survey</li> <li>• Ongoing support with monitoring systems</li> <li>• Circulation of monthly GEIP bulletin</li> <li>• Verbal reports to relevant committees</li> </ul>
June – July 04	<ul style="list-style-type: none"> <li>• Consultation with travellers community on needs and services for baseline</li> <li>• Ongoing support with monitoring systems</li> <li>• Circulation of monthly GEIP bulletin</li> <li>• Verbal reports to relevant committees</li> </ul>
August – September 04	<ul style="list-style-type: none"> <li>• In depth analysis of programme management and governance (including parental involvement and partnership working).</li> <li>• Ongoing support with monitoring systems</li> <li>• Circulation of monthly GEIP bulletin</li> <li>• Verbal reports to relevant committees</li> </ul>
September – November 04	<ul style="list-style-type: none"> <li>• Service evaluation – CAB Financial Literacy Project</li> <li>• Annual evaluation report to include in-depth analysis of monitoring data</li> <li>• Ongoing support with monitoring systems</li> <li>• Circulation of monthly GEIP bulletin</li> <li>• Verbal reports to relevant committees</li> </ul>