



EVALUATION

Sure Start Worcester

2004

3 Year Plan



1. Introduction

- 1.1. Sure Start Worcester is a wave 5 programme with Worcester City Council acting as Lead and Accountable body. The three areas of benefit are based on neighbourhood rather than ward boundaries, covering the estates of Dines Green, Tolladine, Brickfields and part of Old Warndon.
- 1.2. Early Services were started in March 2002 and approval for the Delivery Plan was received in September 2002. By April 2003 the majority of the Core Activities Services and Sure Start team were in place, through a mixture of direct service delivery and Service Level Agreements.
- 1.3. The Delivery Plan is based on widespread consultation with existing service providers, front line staff, parents and carers, community and voluntary organisations. The Partnership's broad Monitoring and Evaluation Strategy is outlined in the Delivery Plan.
- 1.4. The Partnership Board has established a Monitoring & Evaluation Sub Group with representation from contracting service providers, parents and relevant key agencies. This sub group is developing a detailed Evaluation Policy which will be presented to the Partnership Board for approval.

1.4.1. Current membership of the sub group:

Chris Dance	Sure Start Worcester
Ian Craigan	Sure Start Worcester
Lola Abudu	Consultant in Public Health Medicine
Sandra Hulme	South Worcestershire PCT
Chris Poyzer	Senior Midwife
Charlie Garnon	CPN
Michael Gardner	CAB
Jenni Stephens	Specialist Children's Services
Margaret Jones	Home-Start, Worcester and Wychavon

- 1.5 The original intention was that the Monitoring and Finance Officer would manage, with the assistance of the above group, the whole programme of Evaluation, and develop action plans for improvements based on the results. It has become increasingly obvious that it is not possible for one person to achieve the targets expected.

To resolve this a proposal is to be suggested to the Partnership Board, comprising of 3 options :-

- 1 Pay a Professional company to complete most of the large evaluations, with the smaller ones completed as originally planned.
- 2 Alter an existing, or a future post, job description to include some responsibility for evaluation.
- 3 Directly employ a trained individual to conduct evaluations.

All three options would include some training for Parents, and other SureStart staff on evaluation.

2. Aims

2.1. Evaluation forms an integral part of the Sure Start Worcester programme cycle: Information, Inspiration, Involvement & Injoyment. The Partnership evaluates services and systems in order to establish their current effectiveness, to create action plans to develop them in line with expressed needs and to improve that effectiveness, whilst ensuring value for money is received.

3. *Ethics*

3.1. In order to monitor and evaluate services it will be necessary to gather information and opinions from participants; parents, carers and children. This raises ethical issues for the partnership about the way in which the data is collected, stored, used and shared.

3.2. Participants have the right to protection from any harm, manipulation, misrepresentation or harassment that may arise as a result of their involvement and the partnership will do everything possible to inform participants of the nature and purpose of evaluation and minimise risks associated with their involvement.

3.3. The partnership follows the provisions of the Data Protection Act 1998 in managing data and as Lead Body the City Council has registered Sure Start Worcester with the Data Protection Registrar. The draft Policy document gives details of criteria for the ethical conduct of monitoring and evaluation that will apply to all activity commissioned by the Partnership.

4. *Activity so far*

4.1. Monitoring

4.1.1. The eStart database system is being used to collate and manage all data on contacts with families in the Sure start areas. Paper-based collection systems will be retained for the initial membership registration of families but for all subsequent contact reporting (groups and individuals) and mixture of Dell Axim palmtop computers and paper registers are being used – this speeds up the process and standardises information.

4.1.2. The national Sure Start Unit has recently recognised the need to reduce the data burden for local programmes and reduced the number of reports required. The M3 form which reports on contacts with families was monthly but is now only required four times a year. This will not reduce our need to collect information but does make a big difference to the workload of the Monitoring & Finance Officer and other admin staff.

4.1.3. Once a year in September the Partnership is required to complete updated baseline data using form M5. This is currently being collated. We still have problems gathering information specific to the Sure Start neighbourhoods and this issue will need to be addressed by the Board. The Monitoring and Evaluation sub group has been charged with establishing workable methods to gather the required information, and present process to the Board

4.2. Evaluation

4.2.1. The Partnership identified two main targets for its first year: to repeat a User Satisfaction survey and to carry out a review of the Partnership Board

4.2.2. A Partnership Review Party was held on 14th May 2003.

25 people took part, representing all key partners, parents & carers and some associated organisations.

Between party games and food, participants worked in groups to carry out a SWOT analysis of the first year, looking at both Activities and Management.

The groups also proposed key milestones for the coming year which were adopted at the Board's June meeting.

The whole approach was friendly and open to encourage free comment, with each group supported/ facilitated by a SureStart person to ensure everyone's involvement.

- 4.2.3. The User Satisfaction Survey was conducted as part of a major Fun Day on 24th May 2003 held at a central location in the city. Over 500 adults and children attended.

Attendees (adults and children) were encouraged to complete 'wish slips' and drop them into buckets (dressed up as wells). With each 'well' had a particular theme :-

Child care, Support Service, Communities, Health Services, Parent Support

The findings have been collated, analysed and written up as a separate report. The report has being circulated to all relevant partners.

- 4.2.4. The Board opinion/satisfaction evaluation started at the beginning of February 2004, and is due to be completed by the end of March 2004. With the results presented to the Board as part of the April meeting. See Current Research below.

5. *Current Research*

- 5.1. The Board has commissioned the following Projects:

- 5.1.1. Young Fathers Working Group:

- 5.1.2. Led by a local Community Worker and with Health, clergy and parent involvement, this group is commissioning a survey of 30 fathers aged between 15 and 25.

The Survey has resulted in a report to the stakeholders on the options available for the future and will guide best use of Sure Start funds in 2004/5.

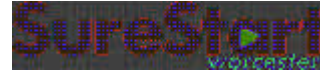
- 5.1.3. A seminar called Lads to Dads, has been held to present the finding and to establish, and get commitment to, the ways forward to make a difference.

From the seminar a new steering group has been established and will meet in April to form the task groups, and help pin point the best areas for SureStart support.

- 5.2 Ethnic Minorities in the Sure Start areas:

- 5.2.1 The initial parent consultation did not provide sufficient information about the opinions and concerns of ethnic minority families and carers.

A new research, carried out by Ethnic Access Link, has been reported on and copies have been circulated to the Partnership Board for consideration in September 2003. Over a hundred copies have now



been sent out for information and comment. This report is available in pdf format on the SureStart Worcester web site www.worcester.surestart.org

Proposal for establishing the Ethnic Minorities Early Years Worker post is a direct result of this research.

5.3 *Partnership Board evaluation*

5.3.1 We are currently conducting an evaluation, via an external body, into the effectiveness of the Board structure. This is being done through structured one-to-one interviews with the Board Members, rating the Board and (where relevant) their own organisation on key subjects:

Relevance of Delivery Plan

Ownership and engagement with the Delivery Plan

Impact of the services supported

Perception of the value for money

Management & Communication

5.3.2 Rating scores of 1-5 will be supported and qualified with comment giving perception and specifics.

5.3.3 The process will be one to one interviews carried out by an external body, to help improve impartiality within the process.

5.3.4 The process has been agreed at the September Board with a start date of 1st Feb and a completion date for interviews 31st March. This will be followed by a presentation of findings to the board at the April 2004 meeting by the external consultant body.

6. *Proposed Future activity*

It is agreed that each evaluation will need to be tailored to the service being evaluated; therefore the method and the expected outcomes will vary. So each evaluation will be designed by a working group of interested parties, who set out 'how, what, when and by whom'.

6.1 Early Services

6.1.1 Early Services have been operating for a year or more; they are therefore ready to have their impact evaluated with a view to improving and reshaping where necessary.

The three Early Services being considered are:

Baby Cafes

Parent & Toddler Groups.

Community Crèche

6.1.2 In each case low-key approaches will be taken, using informal interviews with parents and carers using the service; a short questionnaire form given out during sessions.

The evaluation will be led by the Area Coordinators with the Monitoring & Finance Officer supporting the exercise and collating the information.



6.1.3 It is intended that the evaluations will start in March 2004 and be completed by end June 2004.

6.2 M5 Data Collection

6.2.1 Evaluation of the data collection processes for the information required as part of the M5 return. All the Partners who supply information will be asked to be involved.

6.2.2 Proposed methods

Working with each individual partner, map the current information sharing process used. Establish how well both sides view the results.

Hold joint workshop involving all the Partners to review the agreed individual processes used, with a view to encouraging change, focused on shared exchange of ideas, information and knowledge.

6.2.3 Produce a report on the findings, which includes an action plan for the proposed changes, and expected outcomes from those changes

Process to start in June 2004 with report due at end Oct 2004

6.3 Health Visitors

6.3.1 The SureStart Worcester Health Visitor service is supplied via an SLA with the Health Authorities, which has been in place for 12 months.

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the SureStart Health Visitors have had on other related services (i.e. Baby café's, parent training etc.)

The numbers of parents and children contacted.

The value for money

6.3.2 We would anticipate a start date in Oct 2004 with a final report by the end of March 2005

6.4 SureStart Co-ordinators

6.4.1 The SureStart Co-ordinator services is supplied directly by SureStart staff and has been in place for 12 months.

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the SureStart Co-ordinators has had on other related services (i.e. Baby café's, parent training etc.)

The numbers of parents and children contacted.

The value for money

6.4.2 We would anticipate a start date in May 2005 with a final report by the end of August 2005

6.5 *Community Crèche*

6.5.1 The Community Crèche service is supplied via an SLA with Worcester College. Although we will have completed a 'quick' survey of the service, this will be an in depth look at the service provided

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the Community Crèche service has had on the ability of Parents to achieve personal goals

The numbers of parents and children contacted.

The value for money

6.5.1 We would anticipate a start date in September 2005 with a final report by the end of January 2005

6.6 *Mother & Baby Psychiatric Health Service*

6.6.1 The SureStart Worcester Mother & Baby Psychiatric Health service is supplied via an SLA with the Health Authorities.

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the SureStart Mother & Baby Psychiatric Health service has had on other related services (i.e. Baby café's, parent training etc.)

The numbers of parents and children contacted.

The value for money

6.6.2 We would anticipate a start date in March 2006 with a final report by the end of June 2006

6.7 *Speech & Language Service*

6.7.1 The SureStart Worcester Speech & Language Service is supplied via an SLA with the Health Authorities.

The evaluation of this service will be to establish:-

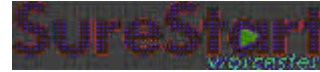
The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the SureStart Speech & Language Service has had on other related services (i.e. Baby café's, parent training etc.)

The numbers of parents and children contacted.

The value for money



6.7.2 We would anticipate a start date in August 2006 with a final report by the end of October 2006

6.8 *Midwifery Service*

6.8.1 The SureStart Worcester Midwifery Service is supplied via an SLA with the Health Authorities.

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the SureStart Midwifery Service has had on other related services (i.e. Baby café's, parent training etc.)

The numbers of parents and children contacted.

The value for money

6.8.2 We would anticipate a start date in November 2006 with a final report by the end of January 2007

6.9 *Ethnic Minorities Programme*

6.9.1 The Ethnic Minorities programme will have been funded by SureStart Worcester for over 2 years

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the SureStart programme for Ethnic Minorities has had on other related services (i.e. Baby café's, parent training etc.)

The numbers of parents and children contacted.

The value for money

6.9.2 We would anticipate a start date in February 2007 with a final report by the end of May 2007

6.10 *Parent & Toddler Groups*

6.10.1 The Parent & Toddler Groups are managed and run by volunteers, (mainly Parents) and are funded by SureStart. Although we will have completed a 'quick' survey of the service, this will be an in depth look at the service provided

The evaluation of this service will be to establish:-

The impact the service has had, both anecdotally, and analytically.

The progress towards reaching the original aims and objectives

The impact the Parent & Toddler Groups have had on other related services (i.e. parent participation, parent training etc.)

The numbers of parents and children contacted.

The value for money



6.10.2 We would anticipate a start date in June 2007 with a final report by the end of September 2007

7 Summary of Evaluation milestones 2004-07

Action	Responsible Body	Deadline
Board Evaluation commences	Contractor/Programme Manager	1 st Feb 2004 to 31 st March 2004
Board evaluation report	Contractor to Board	April 2004
Draft 3 year evaluation plan	M & F Officer with M & E Group	End March 2004
Present 3 year Evaluation plan to Board	M & F Officer	April 2004
Copy agreed 3 year plan to National SureStart And NESS	M & F Officer	End April 2004
Early Services Evaluations	Coordinators / M&F Officer	March 04 to June 04
M5 Data Collection process Evaluation	M&E Sub Group	June 2004 to October 2004
Health Visitor Service Evaluation	M&E Sub Group	October 2004 to March 2005
Sure Start Co-ordinators Evaluation	M&E Sub Group	May 2005 to August 2005
Community Crèche Evaluation	M&E Sub Group	September 2005 to January 2006
Mother & Baby Psychiatric Service Evaluation	M&E Sub Group	March 2006 to June 2006
Speech & Language Service Evaluation	M&E Sub Group	August 2006 to October 2006
Midwifery Service Evaluation	M&E Sub Group	November 2006 to January 2007
Ethnic Minorities Programme Evaluation	M&E Sub Group	February 2007 to May 2007
Parent & Toddler Group Evaluation	M&E Sub Group	June 2007 to September 2007



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2004

2005

2006

2007

