

**Evaluation Strategy for Sure Start – Sunderland Round 5 and 6
Programmes (Sunderland North West, Monument, Ford and Hetton &
Houghton)
2004-2006 (3years)**

The evaluation in the 4 programmes it covers will be participatory, with involvement of the staff and parents in carrying out individual evaluation projects. The evaluation also covers research into multi agency working, community surveys and User Satisfaction Surveys in years 1 and 3 of the contract.

The following chart shows the agreed plan for the 3 year contract period.

Year	Work to be Actioned	Method	Date action required	Date University to report to programmes
2004	Staff interviews to assess impact of multi agency working and working towards the Sure Start targets	Interviews carried out by evaluation team	March / April	May to July with reports published based on maturity of the programmes
2004	Parental and Community Consultation	Random sample of individual and group discussions carried out by staff teams	July	Mid September with reports published based on maturity of the programmes
2004	User Satisfaction Survey	Agreed sample of 30% of child population in the catchment area	July	September to November with reports published based on maturity of the programmes

2004	Two projects per programme to be evaluated	Programme teams to be supported by the University	September to December	March 2005
2005	Three projects per programme to be evaluated	Programme teams to be supported by the University	January to December	March 2006
2006	Two projects per programme to be evaluated	Programme teams to be supported by the University	January to December	March 2007
2006	User Satisfaction Survey	Agreed sample of 30% of child population in the catchment area	July	September to November 2006 with reports published based on maturity of the programmes

It is expected that the University team will support the programme teams in their evaluation to promote and develop skills within individuals to continue research and evaluation work once the University finish their contract.

This support will include co location of researchers within programmes, running workshops to whole programme and cross programme teams, working with individual teams both in programmes and across programmes, develop timetables and work plans for each project being evaluated, advise on methodology to enable quality and effective research to be carried out, attend national evaluation workshops to ensure up to date guidance influences local evaluations and provide final reports for the teams to ensure key findings are presented to enhance service development. These final project reports will include supporting research and bibliographies.

Operations Manager for all Sunderland Programmes: Phil Hayden
Email: Phil.Hayden@ssd.sunderland.gov.uk