

Evaluation Strategy for Sure Start East Cleveland

Year 2003-2004

The programme continues to monitor and evaluate the progress towards PSA and SDA targets and objectives and other locally set targets and objectives. This will help us to address the issue of the short-term impact of the programme and services on children, families and the community. This form of evaluation will take the form of the existing strategy of the team, setting quarterly milestones and evaluating activities and interventions in accordance with quarterly activity. We evaluate our activities by questionnaires, feedback from the community, reflective practice and monitoring data.

- This will help us to understand how well services are performing
- Keep track of progress in meeting Sure Start objectives and targets
- Make changes to the programme as result of evaluation findings

The team have undergone training on evaluation in order to plan a focus for evaluation for each individual or team for each quarter as part of the planning and review process. These short-term evaluations will form a basis for service improvement over the year.

We have commissioned the University of Teesside to conduct two pieces of evaluation, which will be completed by June 2004. The focus of this evaluation will be:

1. What we are doing in relationship to partnership working and how well are we doing it?

The methodology will be quantitative and qualitative evaluation. It will entail 5 members of the team completing a diary over a one-week period. An exploration will be made on the nature of our contacts, usefulness and network analysis.

2. What are we doing to involve parents in the planning and delivery of services and how well are we doing it?

There will be an audit of parental involvement, which will take the form of focus groups. Areas to investigate will be parental confidence within the programme, worries, anxieties and training needs. Two researchers from University of Teesside will carry out this piece of evaluation.

As a year three programme we are planning to carry out a user satisfaction survey.

The purpose of this survey is to provide:

- Data for the SDA (2001-4) target that 75% of families report personal evidence of an improvement in the quality of services providing family support.
- Evidence on satisfaction with services and improvement in levels of satisfaction reported

We plan to carry out this work ourselves with guidance from the University of Teesside.

Programme Manager. Chris Bell,

Email: Surestart.ec@ukonline.co.uk