



SureStart Keighley Evaluation Report: Summary

This is a summary of three evaluations commissioned by SureStart Keighley in 2005. We wanted to find out what local people who use our services have experienced and how they would like to see them develop in future.



SureStart Keighley

SureStart is a government programme which aims to improve children's physical and emotional health and their educational attainment. It also supports parents, taking the view that strengthening families and communities, particularly those that are disadvantaged, gives children the best possible start in life.

SureStart programmes are developed locally in partnership with public and voluntary sector organisations. SureStart Keighley began in 2000 and serves an area with around 750 children under four years old. In January 2005 there were 447 local families on its register, representing 1,718 people. From April 2005, provision was extended to include working with children up to five years old. By December 2005, there were 2,203 people on the register.

SureStart Keighley offers a wide range of initiatives including:

- + Day care
- + Playgroups, crèches and play schemes
- + Family drop-ins
- + A book and toy library
- + Access to training and education
- + Home safety advice and equipment
- + Advice and support groups for ante-natal and post-natal women
- + The Family Support Service
- + Health advice
- + Citizens Advice Bureau sessions
- + Speech and language therapy support
- + Breastfeeding peer counselling training
- + The Homestart volunteering scheme
- + Support for children with additional needs and their carers

SureStart Keighley Objectives	SureStart Keighley Targets
Improving social and emotional development	100% of families with young children should be contacted by local programmes within the first two months of birth
Improving health	All local programmes give guidance on breastfeeding, hygiene and safety
Improving the ability to learn	All children in SureStart areas to have access to good quality play and learning opportunities, helping progress towards early learning goals when they get to school
Strengthening families and communities	Reduce the number of 0-3 year old children in SureStart areas living in households where no-one is working by 10%

"Support is always available. I feel part of a group and not alone."
A local mother

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Finding out how we are doing

Finding out how well you are doing is essential to any organisation. SureStart Keighley asked the Local Evaluation Team, University of Leeds, to carry out three evaluations during 2005. One assessed our Family Support Service; the second explored how satisfied local families are with all services in general, and the third looked at the cost effectiveness of the activities we provide.

We now want to share a summary of our evaluation findings with the organisations and individuals that we work with. It has been very positive for us to find out that in many areas we are doing well and the people we work with are pleased with our service. No one is perfect, and it has also been important for us to find out where we need to develop and improve. We are using the evaluation findings to plan our work - you'll find a summary on page 12.

Our thanks to all staff and clients who took part in these evaluations.

"This survey provides evidence of general satisfaction with most health and childcare services by the majority of local families."

Local Evaluation Team, University of Leeds
User Satisfaction Survey

"It's been very valuable for us having an outside organisation review what we are doing. The Evaluation Team covered many aspects of our work, and we welcome the way they involved local people as interviewers as well as participants. We are already using the findings to develop our work - for instance, we have developed our childcare provision, increased our contact with Asian families, and increased the information we send out."

Chris Rollings
Programme Manager, SureStart Keighley



"The initial evidence suggests that SureStart and Social Services are developing a co-ordinated approach in meeting the needs for support for their families under stress."

Local Evaluation Team, University of Leeds

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The Keighley area

Keighley is located in the North West of Bradford Metropolitan District. The catchment area for SureStart Keighley includes Braithwaite, Guard House and Highfield. The area is economically disadvantaged with high levels of social exclusion, poverty, poor housing, poor health, unemployment and crime.

The population is ethnically and culturally diverse. The majority of adults (78%) are white while about 20% are of Pakistani origin. White families tend to live in Guard House and Braithwaite, which consists mainly of housing trust houses, bungalows and flats. Highfield - where there are mostly privately owned Victorian terraces - has a large Pakistani population. The area is very hilly, making it hard to get around without transport.

	SureStart Keighley 2001		Bradford District 2001	England and Wales 2001	SureStart Keighley 1991
Bangladeshi	75	0.9 %	1.1 %	0.5 %	0.2 %
Black or Black British	39	0.5 %	0.9 %	1.1 %	0.4 %
Indian	43	0.5 %	2.7 %	2.0 %	0.3 %
Mixed	129	1.6 %	1.5 %	1.3 %	Not available
Pakistani	2,300	28.8 %	14.5 %	1.4 %	20.3 %
White	5,274	66.1 %	78.3 %	91.3 %	77.8 %
Other ethnic group	120	1.5 %	1.0 %	2.4 %	0.9 %
	Total	%			

Source: 2001 Census: Bradford Community Statistics Project

"I really enjoyed the experience of being an interviewer, meeting people, finding out what they want and giving them more information. SureStart is doing a lot in the area and many people were very grateful for hearing even more about the services. I'm currently studying for a health and social care diploma, and interviewing local people reinforced my interest in wanting to work with families and children in future."

Razwana Iqbal, local interviewer for the evaluations



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How the evaluations were carried out

The Leeds University Local Evaluation Team used several sources of information to carry out the three evaluations. They used database and internal documents and records. For the evaluation of the Family Support Service, local people were trained in interview skills. They approached 43 families to ask them whether they had received family support, what kind of support and advice they received, and what they did as a result.

Many of the interviewers spoke more than one language, and this meant people who did not feel comfortable speaking in English were able to take part in the research and express their views. Local interviewers were also used for the user satisfaction survey, which involved going through a questionnaire with 121 residents. The interviewers, who spoke to people in their homes, attended one day of training. Each interviewer was also accompanied for the first few visits to build their confidence and skills, and received on-going support and a debriefing session. They were paid on a monthly basis.

For the cost estimate evaluation, the Local Evaluation Team looked at planning documents, budgets, and records of expenditure and service delivery and other internal records (see page 9).

"I was a single parent attending SureStart Keighley classes when I was approached and asked if I wanted to help Leeds University as an interviewer. This involved attending a training day and interviewing about 30 clients over six weeks. I asked them how they felt about SureStart services and the benefits they'd gained from them."

"I really enjoyed it. I learnt a lot about people and how they're coping in their lives, and the experience of talking with them has made me feel more confident. It's inspired me to start some more training. I've got no qualifications as I married very young but doing the interviewing has made me realise I want to learn more."

Balkes Ghafoor, local interviewer for the evaluations





1. The Family Support Service Evaluation

The Family Support Service is a joint initiative by SureStart Keighley and Bradford Social Services. It started in 2000 to support and advise young families.

The service aims to help strengthen families. It deals with the special and multiple needs of parents and children including child development and behaviour, parenting skills, and wider family and environmental factors.

It also addresses child protection, domestic violence, learning difficulties, speech and language difficulties, mental health, behaviour problems, childcare, safety and disability and welfare benefits. The service is designed to complement existing primary care and statutory services.

Support is provided through a team of family support workers who deliver the service through home visiting and outreach work.

Referrals are made by a variety of community-based health and social care professionals. Families also contact the service directly. The team visits families at home to assess their needs. Staff can make referrals to other specialists such as midwives, speech and language therapists, physiotherapists and social workers. The service also works in partnership with other agencies.

The aims of this evaluation were to:

- + Assess the characteristics of the families receiving support to understand the pressures they face.
- + Examine the relationship between SureStart Keighley and Bradford Social Services in meeting the needs of families.
- + Seek the perspective of service users.
- + Consider the added value of SureStart Keighley to the support already available to families through Bradford Social Services.
- + Assist the Family Support Team in devising a user friendly and consistent means of needs assessment.



"The parent and toddler group was very good as my child really enjoyed himself and learned a lot of new things like sharing toys and playing with other children." A local mother

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The findings

The evaluation team concluded that SureStart Keighley and the Family Support Service provide a valuable preventative role. They give added value to mainstream family support services.

The team noted that SureStart Keighley and Bradford Social Services are developing a co-ordinated approach in supporting families under pressure. Staff were also valued for support and motivation.

SureStart Keighley offers a wide range of initiatives:

- + In January 2005, the Family Support Service helped 60 families of white, Pakistani, Bangladeshi, Black and mixed race origin.
- + Of these, 83% were unemployed and 35% were single parents; 72% of the families were white and 23% of Pakistani origin.
- + Support provided included: advice on housing, domestic violence, children's behaviour management, counselling debt management and respite care.
- + A higher proportion of white families are using the Family Support Service. Other evidence indicates that members of this group are more likely to be single mothers, who may have higher levels of need.
- + The appointment of a Pakistani family support worker is a positive measure to improve support to non-English speaking communities.
- + Childcare provision was used by 25% of the sample of 43 respondents surveyed about the Family Support Service. Much of this is related to crèches provided by SureStart Keighley.
- + 51% of interviewees were happy with the level of support provided by SureStart Keighley.

"The health visitor was good and easy to talk to; the baby clinic is helpful and the GP is very helpful." A local mother

"I had a lot of support with post-natal depression and breastfeeding."
A local mother

08 Characteristics of families receiving help from the Family Support Service

Characteristics		Total
Ethnic origin	White	43
	Pakistani	14
	Bangladeshi	2
	Others (White/Asian)	1
Marital status	Married	19
	Single living with a partner	16
	Lone parent	21
	Teenage	2
	Unknown	2
Gender	Male	3
	Female	57
Speaks English	Fluently	53
	Basic	1
	Conversational	2
	Unknown	4
Employment status	Employed	7
	Unemployed	50
	Unknown	2
Age	Under 20 years	5
	20-30 years	34
	31-40 years	9
	Over 40 years	3
	Unknown	9
Special needs	Children	5
	Parents / Guardians	3
Support for special needs		All supported
Number of families on child protection register/ care order		5
Number of parents who smoke		23
Number of children per family		2.2



2. Cost Estimate Evaluation

All SureStart programmes are required to assess whether the activities provided are cost effective. The Local Evaluation Team examined a number of different records to identify the cost of the service we provide, and the targets and outputs.

They found that just over 50% of all programme expenditure in SureStart Keighley is devoted to schemes related to social and emotional development, and almost 20% to improving learning.

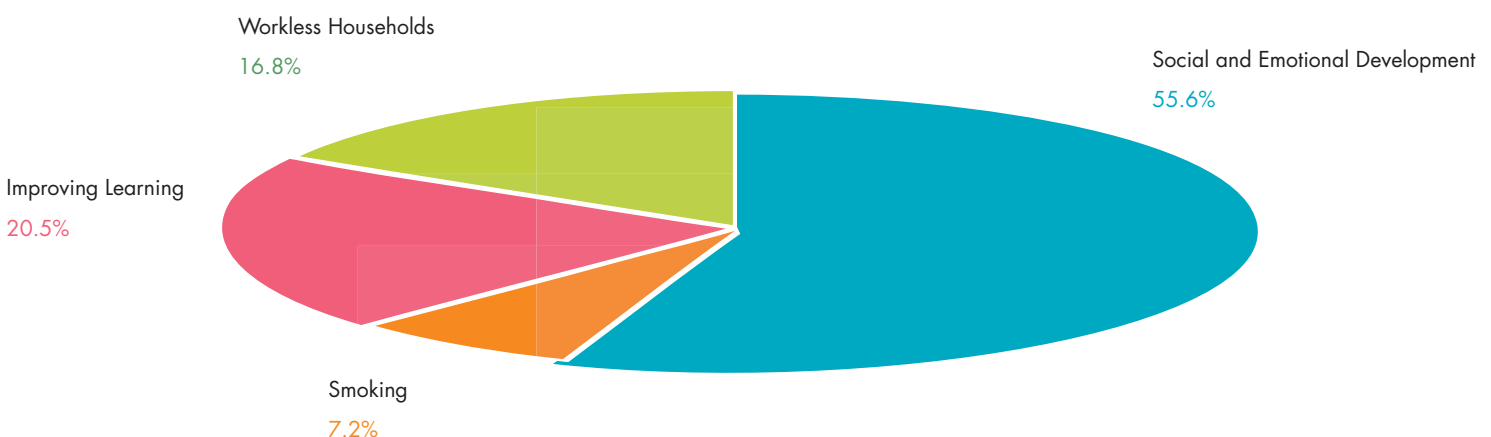
Management, administration and development expenses (including funds set aside for evaluation) amounted to 22% of total programme costs in the 2004 calendar year.

The Team found that the diversity and complexity of services and individual needs makes it hard to assess cost effectiveness.

"Sure Start programmes are good examples of publicly provided services that have other long-term goals, such as addressing issues of poverty, inequalities and social exclusion. The worth of a local programme, and more particularly some of the individual schemes operating within a programme, cannot be based purely on the grounds of efficiency."

Local Evaluation Team, University of Leeds
Report on Cost Estimates

SureStart Keighley: programme expenditure by target areas, 2004





3. User Satisfaction Survey

SureStart Keighley asked the University of Leeds Local Evaluation Team to find out how satisfied local families are with services in general and how well we are seen to be meeting our objectives and targets.

The team designed a questionnaire to gather the information. In total, 238 households were visited. Information was gained from 121 people including 108 mothers, six fathers and one uncle.

The findings

Awareness of SureStart Keighley

The majority of respondents had heard of SureStart Keighley (88%), with leaflets and word-of-mouth being an important resource. A number of people said the health visitor had helped them get in touch with SureStart.

Health services

Most interviewees were satisfied with professional support during pregnancy and afterwards. They expressed generally high levels of satisfaction about support from health visitors; friendly staff; continuity of care; baby and child clinics and GPs.

Childcare services

Childcare services including midwifery, health visitors, district nurses, GPs and speech therapy support were generally highly valued. Approximately 66% of respondents said that their child has good learning and play opportunities.

A total of 87% of interviewees were either very satisfied or satisfied with their midwife; 88% were either very satisfied or satisfied with their health visitor; 81% were very satisfied or satisfied with the baby clinic; and 77% were very satisfied or satisfied with their GP.

Similarly, 84% of clients were very satisfied with parent, toddler and play groups; 55% were satisfied with nursery schools; and 73% were very satisfied with the training and employment support.

The majority of respondents thought that their child had access to good quality play and learning opportunities (68%). However, some highlighted the need for indoor play areas. While 38% were satisfied with the parks, 47% in total were either dissatisfied or very dissatisfied with the parks.

"They do their best to get whatever they can, especially childcare for us." A local mother

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The findings continued

Smoking

The evaluation also found 40% of respondents smoked; 41% smoked before they became pregnant; 15% gave up during pregnancy and 51% of their partners smoked.

Breastfeeding

SureStart Keighley is playing an important role in the provision of a breastfeeding counsellor training scheme and access to support from mainstream services. The evaluation found 45% of respondents breastfed; 25% experienced difficulties and 18% sought help and support.

Future service provision

The most popular additional community services that people would like locally are: indoor play areas (37%); childcare whilst shopping (33%); outdoor play areas (27%); crèche facilities (21%); and a drop-in centre (16%).

"In summary, since SureStart Keighley received approval in October 2000, it is heartening to note that, by late 2004, the majority of local families have heard about it and 62% of these have had some contact with a SureStart worker."

Local Evaluation Team, University of Leeds
Report on the Family Support Service





The way forward

- + The diverse cultural and linguistic requirements of local families need to be taken into account more during all forms of service planning.
- + Further audits of the Family Support Service would be useful.
- + More detailed qualitative research among Pakistani families would help identify possible barriers to the uptake of services.
- + Consideration should be given to providing the additional child-friendly services requested especially indoor and outdoor play areas, childcare when shopping and drop-in centres.
- + Services should be inclusive for those with special needs. Further work needs to identify families affected by additional needs. Close liaison with health visitors and district nurses is one way of identifying them.
- + Emphasising the harmful effects of smoking during pregnancy and inhaling secondary smoke needs to be addressed more.
- + Concerns about local parks should be broached with the local council.
- + New systems should be introduced to help monitor and assess cost effectiveness.
- + There is a need for more information and better publicity.

Contact us

Do you have any suggestions or feedback relating to these surveys? We would like to hear from you. Call or email us.

This is a SureStart Keighley summary of three evaluations carried out by Leeds University.

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