

SURE START OUTREACH SERVICES

Consultation Report July 2007

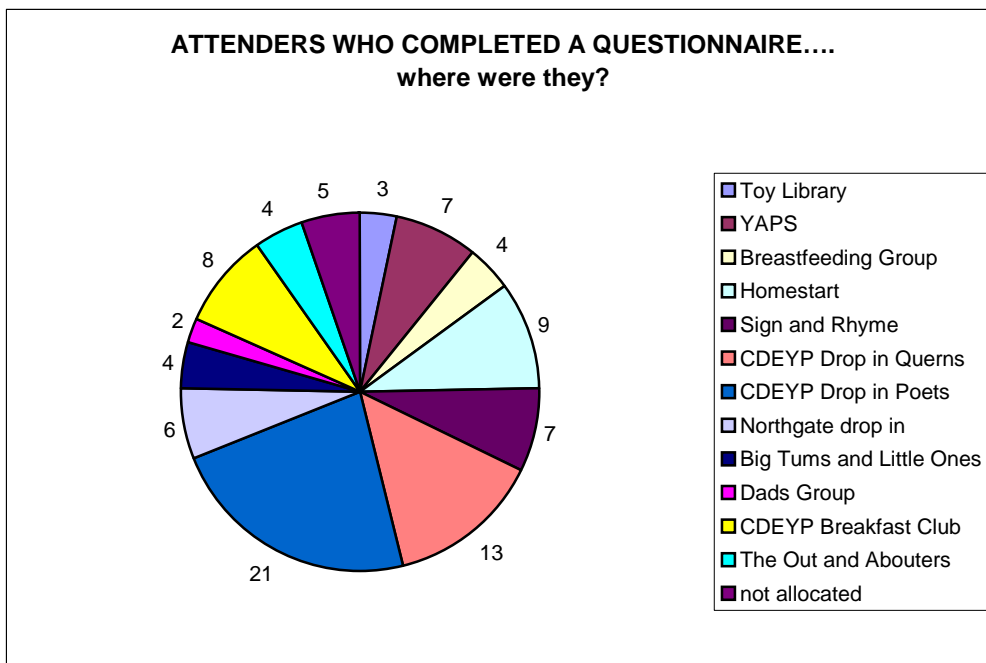
Methodology

The consultation exercise was carried out during the month of July 2007.

93 people who attend Sure Start organised or Sure Start funded groups filled in questionnaires (see breakdown table below)

DAY	GROUP	Provider	TIME	VENUE	No.
Monday	Toy Library	CDEYP	9.30am - 11.30am	Riverside	3
Monday	YAPS	CDEYP	12pm - 3pm	The Hut	7
Tuesday	Dads Group	Sure Start	10am - 12pm	Northgate Community Centre	2
Tuesday	Breastfeeding Group	Sure Start	10am - 12pm	Riverside	4
Wednesday	Drop in	CDEYP	10.30-11.30	Querns	13
Wednesday	Drop in	CDEYP	9.45am- 11.30am	Poets	21
Thursday	Drop in	Sure Start	10.30am - 11.30am	Northgate Community Centre	6
Thursday	Big Tums and Little Ones	Sure Start	1pm - 2.30pm	Riverside	4
Friday	Breakfast Club	CDEYP	9.30am - 11am	Poets	8
Friday	The Out and Abouters	-	10am - 3pm	Riverside	4
Friday	Sign and Rhyme	Sure Start	11.30am - 12pm	Riverside	7
Monday	Homestart Drop in	Homestart	9.30am - 11am	St Stephens	9*
Thursdays	Querns	Homestart	9.30am - 11am	Querns	
Friday	Spring lane	Homestart	9.30am - 11am	Spring Lane	
	unallocated				5

* Total Home-start attenders who completed a questionnaire



50 questionnaires were also sent to a random sample of non-attenders. Of these 11 were returned.

We also conducted more intensive focus group sessions with two of the groups, CDEYP Breakfast Club and CDEYP drop-in at Poets Estate.



Northgate Dad's Group

Results

- Of the people who replied, over 87% were regular attenders:

Question 1. How often do you attend this particular group?

Regularly	81	87.10%
Sometimes/occasionally	7	7.53%
Rarely	1	1.08%
No reply	4	4.30%

- Most of the respondents attend more than one Sure Start or Sure Start funded group

Question 2: Do you attend any other Sure Start groups?

Yes	72	77%
No	21	23%

(Some attend as many as five throughout the course of the week)

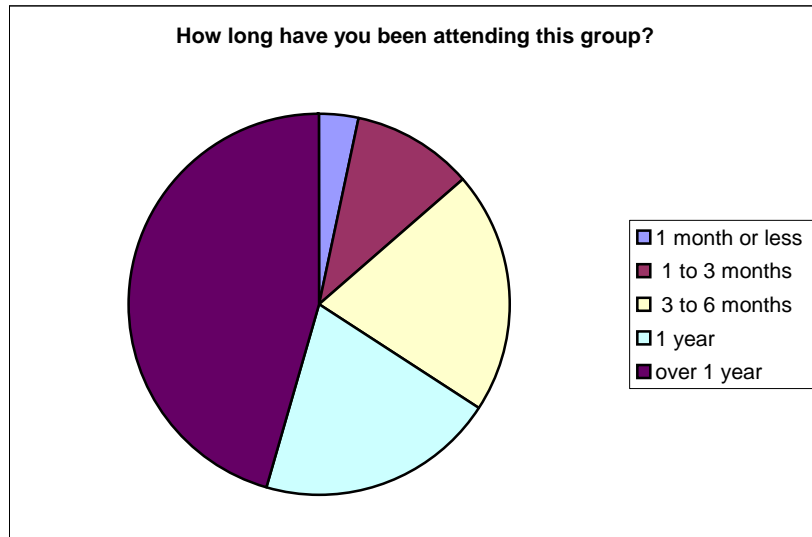
- Some of the respondents attended other early years groups in the area

Question 3: Do you attend any other groups?

Yes	50	54%
No	43	46%

- Most of the respondents have attended the group or groups for a year or more

Question 5: How long have you been attending this group?



Northgate drop in

- Almost half of the attenders heard about the group through a friend, while a third of respondents heard through their Health Visitor or GP (or midwife).

Question 6: How did you find out about the group?

Leaflet/poster	11	11.83%
Health Visitor or GP	32	34.41%
Friend/Word of mouth	46	49.46%
Local newspaper	-	-
Other	17	18.28%
No reply	2	2.15%

- For most attenders, the groups are used as a way to socialise and to meet people and are generally thought of as having good facilities. Most attenders thought that the staff were helpful and pleasant, and that the groups were held at a convenient time and location

Question 7: What do you LIKE about this particular group?

Convenient time / place	65	69.89%
Cost	46	49.46%
Good facilities	69	74.19%
To fill the time	22	23.66%
For an opportunity to learn more about early years childcare	37	39.78%
To socialise/meet people	76	81.72%
Nice staff/crèche workers *	66	70.97%
Other	22	23.66%
No reply	2	2.15%



Northgate Drop In

- An overwhelming majority (94.62%) of respondents had **no** negative comments at all to make about the groups

Question 8: What do you DISLIKE about this group?

The venue	-	-
The staff	1	1.08%
The facilities	-	-
Accessibility	1	1.08%
The time and/or location	3	3.23%
No reply	88	94.62%

- Many respondents said that they would be interested in learning new skills, mainly in first aid or childcare.

Question 11: Would you be interested in learning any of the following?

First aid	54	58.06%
Childcare	36	38.71%
Basic numeracy and literacy	11	11.83%
Computer skills	22	23.66%
Assertiveness	19	20.43%
Communication skills	17	18.28%
Help with finding a job	19	20.43%
Other (please explain)	4	4.30%
No reply	28	30.11%



Home Start @ Spring Lane Drop in

Focus Groups

Two groups of parents were encouraged to discuss our outreach services in greater detail. Their comments were presented on our 'thought boards', representing what they thought made a good group and what made a bad group.

Common themes from the groups were:

- The need for greater communication about where and when groups are held
- The need for continuity of existing groups, which are highly valued by the parents
- The need for more information on issues such as healthy eating, positive parenting and so on.

Some groups of parents felt that the Riverside Children's Centre was inaccessible to them due to the Busy Bees day Nursery having sole access to the outside facilities.



Non-Attenders

From the small sample of questionnaires returned by non attenders, many are working parents whose children are in full time childcare during the week. Some do not attend groups because the time or location is not convenient to them.

Question 2: Is there a reason that you do not use Sure Start services?

I work and my child is in full time childcare	4	36.36%
There is nothing of interest to me	-	-
I don't know about them	2	18.18%

There is nothing appropriate to my needs	1	9.09%
The time or location is not convenient to me	3	27.27%
Other	1	9.09%
No reply	1	9.09%

However, nearly a third would attend a weekend group and over half would attend if childcare was provided.



Querns CDEYP

RECOMMENDATIONS

- Sure Start continues to work with existing providers to run a programme of daily outreach groups in the community.
- Some of these groups should continue to incorporate 'Time Out' for parents which is seen as a valuable service to struggling families
- Family learning activities e.g. cooking, arts and crafts, music etc. should be structured into existing and new groups as a means to promote positive parenting.
- General publicity about the groups should be more co-ordinated, and individual groups should be more widely publicised to ensure a good take-up.
- The Sure Start monthly newsletter is relaunched to all parents, with information about Sure Start groups and Sure Start funded groups including CDEYP and Homestart
- Sure Start to introduce weekend groups at the Riverside Children's Centre when the garden can be accessed by Sure Start families.
- A programme of training opportunities should be offered to parents who have expressed an interest in learning new skills.

ADDITIONAL COMMENTS FROM GROUP ATTENDERS:

All the groups I've attended have been well organised and fun. I love the breakfast club most, probably due to the no cooking your own breakfast thing, but all groups are interesting and without them I'm sure I wouldn't cope with life so well.

Due to child starting pre-school I no longer attend some groups but I have found them very beneficial in the past. I come to breakfast club still which is fabulous as we meet (from First Steps two years ago!) with friends. They could do with having breakfast club more often as it is so busy - bookings are hard.

I didn't hear about SureStart until after my son was born, but all the groups are fantastic and we've both enjoyed all of the activities. Please keep everything going (especially the yoga and Sign and Rhyme!)

I find the group really helpful and very supportive. The workers are very nice and always willing to listen. Brilliant trips have been organised by the group as well. I find this group lovely, polite and make you feel welcome. Enjoy everyone's company and you can talk about anything.

I like all of the groups, because you can communicate with other parents and your child can play with the children and learn.

I think SureStart is a great idea, and the range of activities here in Canterbury is fantastic. I'm very glad to see the use of sign.

I think the dads group could do with more advertising. Also more trips swimming for instance. I enjoy coming to the dads group as do my two children, its the only one of its kind and I hope it will continue.

I think the Monday group is fantastic and as a parent, feel welcomed and valued in the group. Very friendly atmosphere.

Love the Homestart group - they are friendly, caring, extremely open and great fun!

More communication between staff and parents - perhaps a monthly newsletter.

My daughter and I enjoy attending the group, I enjoy the venue as it gives the children freedom, which means us parents are not on top of them. I have received good advice with regards to my daughter's behaviour, and have not been judged or discriminated against.

Really nice people, made me feel welcome, feel like I can talk about any problems with staff or other mums and not be judged.

SureStart has been a god send! Has been the cherry on top of a fun time being a mother! Great community spirit, lovely team.

This group is a great group, my son loves this group and it has helped his confidence come on miles. I have also met a lot of great friends through this group.

Us girls at Querns Road really miss Tuesday groups cook and eat! It was brilliant when Angie and Tina run it. A lot of us still use many of the recipes.

Without SureStart, particularly the support of a couple of key workers, I'm sure I'd have gone nuts! They were a huge support when I was struggling to cope. I think SureStart and its facilities should be more widely promoted.